You’ve worked hard on your event (or program) and you’re looking for ways to get it advertised on campus. And as many of you know, it’s not as easy as it sounds! We hope this guide will help you get familiar with the ways that you can implement your publicity plan while at Seattle U. For a more in-depth version of our policies, please visit the Resources + Policies section on the CSI website at www.seattleu.edu/involvement.

**THE “MUST HAVES” ON ADVERTISEMENTS**

### CONTACT INFORMATION
All advertising must have the name of the sponsoring organization or group, the nature of the event, the date, time, location, cost if any, and a contact number or email for more information.

### CATHOLIC + JESUIT CONTEXT
All advertising must be coherent with the Catholic and Jesuit ideals, values, and teachings. If you have questions about this, please visit the CSI office in the Student Center 350 or email us.

### INCLUSIVE LANGUAGE
Advertising which denotes sexist or racist overtones, has prejudicial messages, suggests violence and/or discrimination towards others in its message, content or program format will not be approved.

### ALCOHOL/DRUG REFERENCES
References to the promotion of alcohol and/or illegal drug use are not allowed. This includes imagery like beer or wine glasses and/or references to drug usage or any kind.

**MARKETING OPTIONS ON CAMPUS**

**FLYERS**
11” x 17” or smaller
33 total
Maximum time 1 month
Only posted on approved bulletin boards

**ROLL DOWNS**
Larger than 11”x17”
6’ x 14’ largest (only STCN)
5’ in Pigott
Only posted in approved locations (STCN + PIGT)

**TABLE TENTS**
11” x 17” or smaller
60 table tents max
Only 4 per table
Max 1 week

**TV SCREENS**
1280 x 720 px or YouTube videos (no sound)
STCN and Link Collegium
Email to involvement@seattleu.edu

**CHALKING**
Only allowed on Surfaces that will naturally wash off with rainwater (not under awnings)

**A FRAMES**
STCN: Only allowed outside unless owned by a STCN office
Allowed outside of buildings generally

**CONNECTSU**
Communicate to club members! Club events must be posted here before CSI will print flyers

**SOCIAL MEDIA**
Social media should follow the same guidelines as all other SU-related advertising

*Event planners are responsible for removal of ads by due date*

**LET’S TALK PIXELS**

- **ConnectSU**
  - Promotion: 640x300
  - Cover Photo: 2000x320
  - Profile Photo: 300x300
  - Event Image: 215x215

- **Television Screens**
  - Student Center screens: 1280x720

- **Social Media**
  - Check online for the best “fit” for images to make the most of posts

**POLITICAL ADS**
All political activity is governed by the Student Code of Conduct. For more context, see: www.seattleu.edu/deanofstudents

WHERE TO GO FOR POSTING APPROVALS:

- **ON CAMPUS GROUPS**
  - CSI STCN 350

- **OFF CAMPUS GROUPS**
  - RESHAPE RESOURCE HUB DESK STCN 1

**UPDATED: 2018-01-03**