

DIGITAL ADVERTISING POLICY

I. NAME

This document shall be called the Digital Advertising Policy.

II. PURPOSE

This policy is and will be in effect in order to set guidelines for the use of digital advertising in Associated Students Facilities.

III. DATE OF EFFECTIVENESS

This policy shall be effective upon approval of the Associated Students Facilities Committee (ASFC) and the Associated Students (AS) Board of Directors (BOD).

IV. AMENDMENTS

This policy may be amended by a 2/3 majority vote of the ASFC and reported to the AS BOD.

V. GUIDELINES

- A. Digital Advertising is available to recognized student organizations, AS programs and departments, and University departments for publicizing events of general interest or information pertinent to the campus community. The Associated Students Marketing & Design (ASMD) department holds responsibility for the displays and, in conjunction with ASFC, has established the following criteria for its use.
 1. Digital Advertising mediums within the Associated Students include:
 - a) Marquee at the Bell Memorial Union
 - b) Digital Screens, located at:
 - (1) Bell Memorial Union
 - (2) Wildcat Recreation Center
 - (3) Éstom Jámani Dining Center
 2. Ads regarding the following are permissible:
 - a) Events (with date, time, and place).
 - b) AS annually funded programs.
 - c) AS services.
 - d) AS businesses.
 - e) University departments.
- B. All ads must comply with any campus policies on racial and sexual harassment and the Code of Student Rights and Responsibilities, and any subject matter guidelines of University posting policies.
 1. The following messages are not permissible:
 - a) Personal messages directed at a specific individual
 - b) Messages containing profanity
 - c) Individuals campaigning for AS Elections
 - d) Election campaigning (City, County, State, Federal)
 2. Special requests may be submitted to the Assistant Director, Marketing & Design or designee for approval
- C. A fee shall be charged for programs not funded by the Associated Students. The Associate Executive Director or designee shall determine the appropriate fee and it will be stated on the AS website.
- D. Availability of digital advertising space is limited, and monitored by the Associated Students Marketing & Design (ASMD) department. Requests may be denied due to content or space needed to accommodate new ads.

Approved BMUC: 12-16-94
Approved BOD: 2-10-95
Clean-up Changes: Summer 1999
Clean-up Changes: Summer 2002
Approved BMUC: 9/21/11
Reported to BOD: 10/3/11
Reviewed: 11/14/17
Summer 2022 Cleanup
Approved ASFC: 11/21/24
Reported to BOD: 12/4/24