

EMU STUDENT CENTER

Marketing Communication Procedures



The EMU Student Center recognizes the need for University departments, campus organizations and student organizations to disseminate and share campus information. The following procedures are provided to assist groups who wish to advertise and market programs in the EMU Student Center.

Please review these procedures carefully and share with fellow employees in your department. All advertising material is subject to approval by the Student Center Administration. Should you have any questions or concerns, please contact Gabrielle Miller at gmille28@emich.edu or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

Revised: 07/18

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A-FRAMES

1. Events advertised on A-frames must take place at the Student Center or on Campus. The poster(s) must promote an event sponsored by the Eastern Michigan University or University department
2. There are numerous A-frames located in the Student Center
3. Posters for A-frames must:
 - be 30x40 inches in dimension
 - be clear and concise
 - have minimal wording
 - be visually attractive and easily readable
 - be absent of obscene or derogatory wording and images
 - have contact information listed
4. Finished posters should be:
 - **Delivered to Room 370 for distribution**
 - Will be posted no more than a week prior to the event
 - Posters that doesn't meet the aforementioned criteria will not be posted

A **limited number** of spots are open. Please submit an online request to reserve a space for your poster. [The form can be found here.](#)

Make sure you hand in your poster **at least a week in advance** before the date of the event. Please allow at least **two days** for us to place the poster.

If you have any questions contact [Gabrielle Miller gmille28@emich.edu](mailto:gmille28@emich.edu).