

# 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](mailto:gmille28@emich.edu) or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

**Revised: 07/18**

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### CEILING BANNER

Banner placements may be reserved through BOOKEMU: Conference & Event Services Office

- Events advertised on the Ceiling Banner must take place at the Student Center or on Campus
- Banners must be of professional quality and approved by the Student Center Director prior to printing
- Banners cannot exceed 6x8 ft in size and must bear the name of sponsoring organization
- Banners will be displayed for a maximum of seven days and limited to one banner per organization
- Banners have to be approved by the BOOKEMU: Conference & Event Services Office
- Banners should be submitted to the BOOKEMU: Conference & Event Services Office

For more information and a complete list of guidelines, please contact

BOOKEMU: Conference & Event Services Office in [Room 312](#) or call [734.487.4108](tel:734.487.4108).