

EMU STUDENT CENTER

Marketing Communication Policy & Procedures



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

Please review this policy 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 Ekaterina Matveeva at [734.487.8380](tel:734.487.8380), ematveev@emich.edu or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

Revised: 07/17

EMU STUDENT CENTER

Marketing Communication Policy & Procedures



POSTERS ON E-CLIPS

You must submit request online to reserve a space for your poster! [The form can be found here](#)

1. Events advertised on posters must take place at the Student Center or on Campus. The poster(s) must promote an event sponsored by the Eastern Michigan University, University department or a registered student organization.

2. Posters must:

- be 18x24 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

3. Finished posters should:

- be attached to a 18x24 inches foam board
- **be delivered to Room 370 for distribution**

Posters that **do not meet the aforementioned criteria** will not be posted.

Please sign in before dropping the poster. The posters will be posted no more than 10 days prior to the event. There is a limit of 6 posters hung at each of the North and South Entrances. Posters are put up on a first come, first served basis. **You must submit your request online to reserve a space for your poster! [Again that form can be found here](#)**

You can call 7344878380 or email ematveev@emich.edu to see if there is a space available.

Make sure you hand in your poster at least 10 days in advance before the date of the event. Please allow at least two days for us to place the poster. The posters expire when the event has passed.

The Student Center Administration reserves the right to remove posters on E-clips posted without approval. If you have any questions contact Ekaterina ematveev@emich.edu