

# 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.**

**Procedures Include:**

- Posters on E- Clips
- Digital screens
- A-frames
- Notice Boards
- Photo Wall
- Newsletter ad
- Lobby Tables
- Ceiling Banner
- Stairs Banner
- Chalking

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.

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### 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 email [gmille28@emich.edu](mailto:gmille28@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 Gabrielle Miller [gmille28@emich.edu](mailto:gmille28@emich.edu).

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### DIGITAL SCREENS

1. Events advertised on the digital screens must take place at the Student Center or on Campus
2. The Digital Slide (s) must promote an event sponsored by Eastern Michigan University or The University department
3. Digital Slides must:
  - be 1920 x 1080 pixels and 72dpi
  - 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

A **limited number** of spots are open. Ads are put up on a first come, first served basis.

Please submit an online request [The form can be found here](#) to reserve a space for your digital slide. Make sure you submit your request **at least a week in advance** before the date of the event.

Please allow at least two days for us to upload the digital slide to the TV Monitors.

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

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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 [The form can be found here](#) to reserve a space for your poster.

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).

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### NOTICE BOARDS

1. There are 3 major notice boards on the 1st Floor of the Student Center
  - Events at Student Center
  - Events on Campus
  - Events in the Community
2. Events advertised on flyers should be posted to the appropriate notice board
3. Flyers must:
  - be 8.5 x 11 inches in dimension
  - be clear and concise
  - have minimal in wording
  - be visually attractive and easily readable
  - be absent of obscene or derogatory wording and images
  - have contact information listed
  - have Flyers that meet the criteria

The Notice boards are open all members of the EMU community.  
All postings with an event date will be removed after the date has passed.

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### **PHOTO WALL**

Procedures regarding marketing EMU departments on the photo wall are available by request. Please contact Gabrielle Miller at [gmille28@emich.edu](mailto:gmille28@emich.edu) to get more details on how to market your department on our photo wall.

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### NEWSLETTER AD

1. Events advertised in the Student Center newsletter must take place at the Student Center and must be sponsored by the Eastern Michigan University or University department.

2. Please provide the name, date, time, location, and a short description of your event.

A limited number of spots are open. Ads are put up on a first come, first served basis.

Please submit an online request [The form can be found here](#)

to reserve a space for your event advertisement in the newsletter. Make sure you submit your request at least a month in advance before the date of the event. Our newsletters are sent out on the first day of each month.

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

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### LOBBY TABLES

- The Lobby Tables must be reserved through BOOKEMU: Conference & Event Services Office
- One Lobby Table may be reserved per group, per day
- Reservations may be no longer than one week at a time
- The name of the organization or sponsoring group must be displayed prominently
- Tables may not be used to solicit credit card applications
- All fundraising events and items sold must have prior approval by BOOKEMU: Conference & Event Services office
- The flow of traffic may not be blocked or disrupted
- Excessive noise and playing of instruments that is disturbing to the Student center customers or vendors is not allowed
- Only two representatives of a group are allowed at a table at a time
- All representatives must stay behind the table at all times

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).



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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).

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### STAIRS BANNER

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

- Events advertised on the Stairs Banner must take place at the Student Center or on Campus
- Banners must be of professional quality and approved by the Student Center Marketing prior to printing
- Banners cannot exceed 5x6 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
- Finished banners should be **delivered to Room 370 for distribution.**

To reserve a space for your banner contact BOOKEMU: Conference & Event Services Office in [Room 312](#) or call [734.487.4108](tel:734.487.4108).

To get a banner approval and to receive more information, please contact Gabrielle Miller at [gmille28@emich.edu](mailto:gmille28@emich.edu).

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### CHALKING

1. Prior to the Application of Chalk, Student Organizations must contact the Custodial Department at [487-3684](tel:487-3684).
2. Events must take place at the Student Center or on Campus.
3. The following information is required:
  - Name of Organization
  - Contact Person's Name and Phone Number
  - Date of Chalk
4. Site to be Chalked
  - Chalk must be washable
  - Apply chalk to approved areas only
  - Obscene or derogatory wording or images are not allowed
    - Do not apply chalk within ten feet of any building entrance
  - Remove chalk one week after event or apply for extension
  - Student Organization is responsible for removal of chalk