

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

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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 Ekaterina at ematveev@emich.edu.