

## RIT Center for Campus Life Posting Procedures for Advertisement and Announcements

### i. Rationale

- i. The Procedures for Advertisement and Announcements are guidelines that communicate a sense of order regarding how posters, fliers, and other printed media should be distributed at RIT. The following guidelines are designed to allow organizations to creatively advertise events on campus while protecting the safety of our students. Further, these guidelines are written to alleviate damage to buildings, signage, trees, artwork, and other pieces of campus property. The guidelines will also reinforce community expectations regarding fire codes, and cleanliness as well as accountability for student organizations that sponsor events. This document serves as a working document and is subject to change based on campus policies. This document will be reviewed every three years in June beginning in June 2019.
- ii. In order to maintain the integrity of RIT's Posting Procedures, all outside vendors, businesses, and organizations must contact Carol J. Reed, the Senior Associate Director/Manager of Campus Life Facilities ([cjr2033@rit.edu](mailto:cjr2033@rit.edu) or 585-475-6931), for approval of all written material before posting.

### ii. Definitions

Type	Materials	Measurements
Fliers	Cloth, Paper	8.5" x 11"
Posters	Cloth, Paper	11" x 17"
Banners	Cloth, Paper, Vinyl	2' x3' to 6' x 9' maximum
General or Large Advertisements (Not advertising a specific event)	Cloth, Paper, Duct Tape, Plastic Table Cloths	6' x 9' maximum
Sandwich Boards	Constructed Plywood, Fiberglass	2.4' x 8' maximum Sheet of plywood joined at top with hinges
Table Tents & Napkin Dispensers	Heavy Weight Paper	Not to exceed approximately 8.5" x 3" on one side

**\*Prior approval must be received by location manager in order to advertise in Dining Service Facilities**

**iii. Requirements for all advertisements**

- i. Name of sponsoring person or group
- ii. Date of event (if applicable)
- iii. Time of event
- iv. Theme of event (if applicable)
- v. Location of event
- vi. "RIT" must be listed on the flier/poster

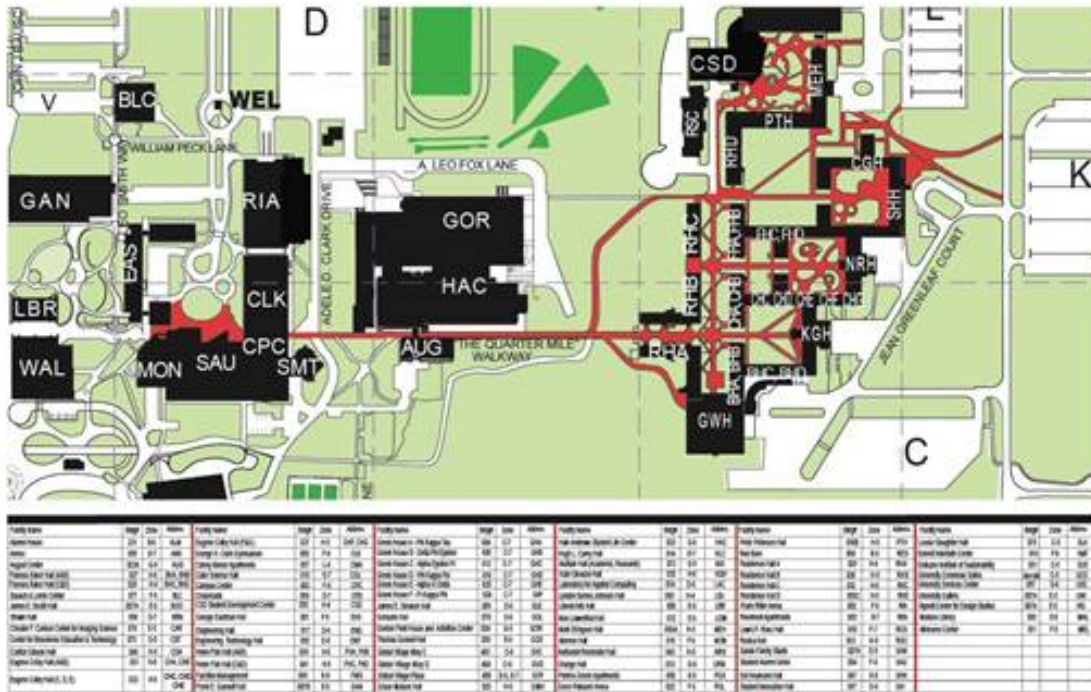
**iv. Posting Materials**

- i. Permitted hanging materials:
  - i. Thumb tacks (on bulletin boards)
  - ii. Painter's tape (available for check-out at the Center for Campus Life Welcome Desk)
  - iii. Duct tape (Outdoors, on vertical walls only except Residence Halls)
  - iv. Masking tape (Permitted ONLY in the Residence Hall tunnels)
- ii. Not permitted:
  - i. Masking tape (everywhere except Residence Hall tunnels)
  - ii. Packing tape
  - iii. Double faced mounting tape
  - iv. Glue
  - v. Staples
  - vi. Nails
  - vii. Use of any tape on painted surfaces, glass, tabletops, dry wall, or ground

**v. Chalking**

- i. Chalking for the purpose of advertising may occur:
  - i. Chalk is permitted on paved ground in permitted areas ONLY and where the rain will wash chalk residue away.
  - ii. Locations where chalk is permitted (see attached map):
    - i. Sidewalks on the residence hall side of campus
    - ii. The Quarter Mile EAST of the Student Alumni Union
    - iii. Brick sidewalk leading to the entrance of the Student Alumni Union by the Simone Circle, but NOT near the Sentinel
    - iv. Ground of the bridge between the August Center and the Campus Center, not on the vertical walls
- ii. No chalk on vertical surfaces, building exteriors, brick walls, dry wall, near statues, artwork, tables, trees or other organic surfaces, or West of the Tiger Statue and Kodak Quad

- iii. No chalk on the ground or walls in the covered area between the Clark Gym and the Campus Center
- iv. Water soluble chalk only, no spray chalk
- v. Chalk may not be sprayed or coated by any other substance in order to preserve chalk (i.e. hairspray)
- vi. Groups found in violation will be contacted to remove the chalk



**vi. Rock Painting**

- i. Rock painting is permitted ONLY on the official “paintable” rock, which is located between the August Center and the Interfaith Center.
- ii. The painting of other rocks on campus is NOT permitted.
- iii. The official “paintable” rock can be painted; however, the ground under it, and the pathway and walkway near it may NOT be painted.
- iv. Violations of these rock painting procedures will be addressed as outlined in Section XI: Violations and Sanctions.

**vii. Where NOT to post**

- i. No posting on or over other posters
- ii. No posting on glass, light poles/fixtures, mailboxes, pre-existing campus signage, artwork, statues, benches, stairs, or on murals in the residence halls
- iii. The top of any poster or flier cannot be higher than 8 feet from the ground
- iv. Only university banners are permitted on the diagonal wall leading to the main entrance of the SAU

- v. Gordon Field House and Activities Center
- vi. Schmitt Interfaith Center
- vii. Mezzanine (upper) level of the SAU (this includes the stairs leading up to the mezzanine)
- viii. No posting on the first floor wall near the staircase leading to the mezzanine level of the SAU
- ix. No posting on Ben and Jerry's
- x. No posting fliers or posters on the walls of the bridge between the August Center and the Campus Center
- xi. Student doors in the residence hall or on apartment doors
- xii. Glass in the Grace Watson Lobby, Campus Center, SAU, or any other facility
- xiii. No signage at any entrance to the campus without special permission from Facilities Management Services. This includes professional and hand-made signage.
- xiv. No hand-lettered signs are allowed on Andrews and Lomb Memorial Drives

vii. **Sandwich Boards**

- i. Locations for sandwich board placement:
  - i. Outside of the Student Alumni Union and Campus Center on the Quarter Mile
  - ii. Infinity Quad (Science/Engineering/Arts and Printing academic quad)
  - iii. Entrance to Gracie's
  - iv. Entrances to the residential quads
- ii. Sandwich boards are available for checkout from the Welcome Desk in the Campus Center to be used in or outside of the SAU and/or Campus Center ONLY

viii. **Large Signage, Including Duct Tape Signage**

- i. **The top of all posting materials cannot be higher than 8 feet from the ground**
- ii. Large signage may be hung in these locations without special permission:
  - i. East wall of Clark Gym (facing the residence halls)
  - ii. Exterior walls between the Clark Gym and Campus Center
  - iii. Right side of the main entrance to the SAU (opposite of the diagonal wall)
  - iv. East Wall of the Campus Center, adjacent to the handicap entrance to the SAU
- iii. Non-Permitted Areas:
  - i. Building 1 and other academic buildings
  - ii. Outside of residence halls
  - iii. Dining facilities

- iv. Left side of the main entrance to the SAU (diagonal wall)
- iv. Outdoor signage in a non-permitted location may be requested for an event through Facilities Management Services, the Dean's office for specific academic buildings, and The Link.

**ix. Alcohol Policy**

- i. Events that intend to have alcohol for sale must advertise in compliance with NY state regulations and RIT's alcohol policy
- ii. Events are NOT permitted to emphasize the presence of alcohol and must state that a valid ID showing proof of age is necessary to purchase alcohol
- iii. Advertising will not contain the logos and/or brands of alcohol, drink specials or prices of alcohol

**x. Posting and Removal**

- i. Excessive posting in a concentrated area will result in some of those fliers or posters being removed. Indoors: four 8.5x11 fliers or two 11x17 posters or more in a row are considered excessive posting. Outdoors: excessive posting will be determined by Carol J. Reed, Senior Associate Director for Campus Life, or her designee.
- ii. All advertisements must be removed by the organization 48 hours after the event. Failure to do so will result in removal by FMS or other facility staff.
- iii. We ask that general advertisements with no specified date be removed after one month. However, all postings will be removed at the end of each semester.
- iv. Removal of another organization's poster or signage is prohibited. Only the sponsoring organization, Campus Life Staff, or Facilities Management Services is permitted to remove signage.

**xi. Violations and Sanctions**

- i. First violation: Sponsoring organization is issued a written warning by the appropriate Campus Life Administrator.
- ii. Second violation: Sponsoring organization will be called into a meeting with the appropriate Campus Life Administrator. Sanctions may be given at this point.
- iii. Third violation: Sponsoring organization will be called into a meeting with the appropriate Campus Life Administrator and will be given a sanction(s) based on history and severity of the posting violations.
- iv. Campus Life Administrators:
  - i. Clubs: Sarah Griffith
  - ii. Fraternity and Sorority Life: Eric Pope
  - iii. Major Student Organizations: Administrator Advisers
  - iv. All other organizations and inquiries: Carol J. Reed, or appropriate designee

<b>Outdoor Location Guidelines</b>	
Academic Side of Campus	<p>The tops of posters cannot be higher than eight (8) feet from the ground.</p> <p>In these areas, duct tape is permitted.</p> <p><b>Posting is permitted in these locations:</b></p> <ul style="list-style-type: none"> <li>● Clark Gym wall facing residence halls (East walls)</li> <li>● Breezeway between Clark Gym and Campus Center</li> <li>● Left (west wall) as you leave the Student Alumni Union front doors, opposite of the diagonal wall</li> </ul>
Residence Hall Side of Campus and On-Campus Apartments	<p>Chalk can be used on horizontal surfaces.</p> <p>Duct tape and chalk are not permitted on any vertical surface in residential areas.</p> <p>Staff in the residence halls have established days when posters are removed. Student organizations are advised to contact the Residence Life office at (585) 475-3102 to determine that schedule so that they can hang fliers and posters or by visiting the main office on the first floor of Kate Gleason Residence Hall (35-1052).</p>
RIT Bus Shelters	<p>Recommended sizes include: 8.5" x 11" to 2' x 2' No duct tape or masking tape.</p> <p>Posting is allowed on the inside and with painter's tape ONLY.</p>
Entrances to Campus	<p>Professionally made signs may be approved in advance and permitted at the following entrances with pre-approval from Randy Vercauteren in the Parking and Transportation office (25-1238) or by calling (585) 475-6006: East River Rd., Ward Rd, John St., Fredrick H. Minette Dr., Wiltsie Dr., Perkins Rd., and Lowenthal Rd. This also pertains to the Andrews Memorial Dr.</p> <p>Lomb Entrance: No signage permitted.</p>

<b>Indoor Location Guidelines</b>	
Academic Areas	<p>Most academic buildings have bulletin boards designated for hanging of fliers (i.e., College of Engineering, College of Liberal Arts, and</p>

	<p>College of Imaging Arts and Sciences). Contact the Dean's office to determine which boards or stairwells are appropriate for signage in each academic area.</p> <p>Advertisements for bulletin boards in the Wallace Library must be approved and stamped at the Circulation Desk.</p>
<p>Student Alumni Union and Campus Center</p>	<p><b>Permitted Areas:</b></p> <ul style="list-style-type: none"> <li>● Walls in the Student Alumni Union (SAU): stairwell from the main level to the basement (A level) with no more than 4 fliers or 2 posters on one wall.</li> <li>● Designated bulletin boards</li> <li>● Banners may be hung on the east wall (on pulleys) by CCL Staff</li> <li>● Large bulletin board by Nathan's</li> <li>● Concrete walls where display cases 4-9 are located</li> </ul> <p><b>Non-Permitted Areas:</b></p> <ul style="list-style-type: none"> <li>● Fliers and posters cannot be posted on hand railings.</li> <li>● Mezzanine (upper) level of SAU</li> <li>● Ben and Jerry's</li> <li>● First floor wall adjacent to Ben and Jerry's, up to and including the wall of the staircase, with directory signage to the mezzanine level</li> <li>● First floor between the display cases and under the clock, across from Nathan's</li> <li>● Fliers and banners may NOT be taped to the ground or stairs.</li> </ul> <p><b>Other Information:</b></p> <p>Club fliers/posters need to be approved via email by the Assistant Director for Clubs and Community Outreach, Sarah Griffith (<a href="mailto:sbgccl@rit.edu">sbgccl@rit.edu</a>).</p> <p>Fraternity and Sorority Life organizations must have their fliers/posters approved via email by the Associate Director for Fraternity and Sorority Life, Eric Pope (<a href="mailto:empccl@rit.edu">empccl@rit.edu</a>), or his designee.</p> <p>All other organizations must have their fliers/posters approved by Carol J. Reed, Senior Associate Director/Manager of Campus Life Facilities (<a href="mailto:cjr2033@rit.edu">cjr2033@rit.edu</a>).</p> <p>Within the RITreat Lounge - on concrete surfaces only. Table tents may be used in this area without prior permission.</p>
<p>Student Life Center</p>	<p>The following list describes the required criteria for postings in the SLC:</p> <ul style="list-style-type: none"> <li>● CRIW (Center for Recreation and Intramurals; Wellness Instructional Program) advertisements are automatically approved and the "Tiger Approved" stamp is not required.</li> </ul>

	<ul style="list-style-type: none"> <li>● Non CRIW advertisements must receive prior approval from the Recreation Department as depicted by the “Tiger Approved” stamp.</li> <li>● Non RIT advertisements may be approved on a case-by-case basis, but they are not typically approved.</li> <li>● Non CRIW advertisements must include: <ul style="list-style-type: none"> <li>○ Name of organization, club, or RIT college</li> <li>○ Date, time, location of program</li> </ul> </li> <li>● We will accept up to 4 posters for non-CRIW programs.</li> <li>● Designated posting space includes the SLC mobile board, Field House mobile board and the M/W locker room display cases.</li> <li>● Posters or fliers must be affixed with thumbtacks or pushpins – not glue, staples or tape.</li> <li>● Posters or fliers must be limited to one per bulletin board per event.</li> <li>● Posters or fliers may not be placed on interior or exterior walls, floors, doors or windows.</li> <li>● Materials will be removed after the event takes place.</li> </ul>
<p>University Arenas</p>	<p>No posting is allowed in any of the University Arenas. This includes the Frank Ritter Ice Arena, Gordon Field House, and the Gene Polisseni Center.</p> <p>For any questions or further inquiries about posting within these spaces, contact Jordan Steffan (585-475-3980 or <a href="mailto:jordan.steffan@rit.edu">jordan.steffan@rit.edu</a>).</p>
<p>Residence Hall Tunnels</p>	<p>Posting in the residence hall tunnels is permitted in designated areas only. This includes bulletin boards, laundry rooms, outside of the Corner Store, and other labeled posting areas.</p> <p>Posting over murals is not permitted.</p> <p>This is the ONLY area masking tape is permitted.</p>
<p>CSD Student Development Center (SDC)</p>	<p>Important Information:</p> <ul style="list-style-type: none"> <li>● Advertisements and banners for the SDC must be approved and stamped at the front desk in NTID Student Life Team office (SDC 1200).</li> <li>● Non-RIT/NTID advertisements may be approved on a case-by-case basis, but they are not typically approved.</li> <li>● We will accept up to 6 posters of the same program.</li> <li>● SLT Staff will post your materials for you.</li> <li>● Banners, posters and fliers must be affixed with blue scotch tape only – not staples, clear tape, duct tape, glue, pushpins, or thumbtacks.</li> </ul>



	<ul style="list-style-type: none"> <li>● Materials will be removed after the event takes place.</li> <li>● Advertisements and banners posted in the SDC that has not been approved and stamped will be removed.</li> </ul> <p>Permitted Areas:</p> <ul style="list-style-type: none"> <li>● Designated bulletin boards</li> <li>● Banners may be hung on the second floor circular balcony railing by SLT Staff</li> </ul> <p>Non-Permitted Areas:</p> <ul style="list-style-type: none"> <li>● Fliers and posters cannot be posted on hand railings, on walls, or on furniture, or taped to the ground or stairs.</li> </ul> <p>Please contact Student Life Team with any questions or concerns regarding posters or posting procedures for the CSD Student Development Center:</p> <ul style="list-style-type: none"> <li>● Email: <a href="mailto:studentlifeteam@rit.edu">studentlifeteam@rit.edu</a></li> <li>● Phone/VP: (585) 286-4629</li> <li>● Office Location: SDC 1200</li> </ul>
Non-RIT Materials	Questions regarding posting procedures should be forwarded to the Senior Associate Director for Campus Life at <a href="mailto:cjr2033@rit.edu">cjr2033@rit.edu</a> .

Tips for Posting

- Display screen advertisements (LCD), paper banners for hanging in the SAU, social media advertising, table tents, breezeway advertising, window painting, and other artwork can be requested through the Center for Campus Life Art Request Form (<https://campuslife.rit.edu/app/art-request>).
- Fliers and posters can be dropped of at the Center for Residence Life Service Desk for distribution. Up to 120 fliers/posters can be dropped off for to the Residence Halls and 28 fliers/posters to be distributed in the Apartment Areas. The office is located on the first floor of Kate Gleason Residence Hall (35-1052).

Contact Carol J. Reed, the Senior Associate Director/Manager of Campus Life Facilities ([cjr2033@rit.edu](mailto:cjr2033@rit.edu) or 585-475-6931), with any questions or concerns regarding posters or posting procedures.