



# Advertising Policy

The Students' Union recognizes that marketing has become an inevitable facet of day to day life and accordingly has advertising space in the Place Riel Student Centre, as well as other various places around campus. All advertising space must be booked through the USSU Communications and Marketing Manager, by calling 966-6973, who is responsible for administering and enforcing this policy. The following rules must be adhered to when using USSU advertising spaces:

## 1. Plasma Screen Advertising

1.1 The ratio of advertising sales shall be 1:1:6, where for every six (6) USSU advertisements in the rotation, one (1) external advertisement and one (1) Student Group advertisement shall appear.

1.2 Commercial segments shall be approximately fifteen (15) seconds in length

1.3 In the event that any portion goes unfilled, that portion shall be used for USSU advertisements at the discretion of the Communications & Marketing Manager.

## 2. Buzzboards

### 2.1 Timelines:

2.1.1 The boards are updated on a weekly basis during the regular academic term.

2.1.2 During summer months, the boards are updated only as needed.

2.1.3 Submission for the week's board update must be received by noon on Monday.

### 2.2 Usage:

2.2.1 Only USSU material approved by the Communications and Marketing Manager may be placed in the boards.

2.2.2 The boards shall only be used to exhibit material relevant to the issues, services, promotions, operations and programs that the USSU offers to its membership.

2.2.3 Board usage shall be determined according to the following priority list:

- Events, Lobby efforts, and Student Governance issues
- Operations and Services

### 2.3 Exceptions:

2.3.1 The Executive may grant access to the BUZZ Boards in extenuating circumstances to outside organizations providing that their event, service or promotion is sponsored by the USSU.

2.3.2 The Executive may also grant access to the BUZZ Boards for activities not sponsored by the USSU but deemed to be of importance to the USSU or its membership by both the Communications and Marketing Manager and the Executive Committee.

### 3. Fees

#### 3.1 Ratified Campus Groups

- Free of charge for anything that fits within the purpose or mandate of the group.

#### 3.2 Students

- Discounted Rate

#### 3.3 Others

- At the discretion of the Communications and Marketing Manager.

Contact Information: Communications & Services Manager 966-6973			
Policy Authority		Executive Committee	
<u>Approvals</u>	<u>Board/Committee</u>	<u>Date</u>	<u>Motion</u>
Created	Executive Committee	07/13/2010	EXEC25
Amended	Executive Committee	08/02/2011	EXEC24