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.

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Contact Information: Communications & Services Manager 966-6973
Policy Authority Executive Committee

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<th>Approvals</th>
<th>Board/Committee</th>
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