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| Advertising and Signage Guidelines Within MacEwan Building | |  |
| Parent Policy: | Operations and Finance Committee Terms of Reference | |
| Related Documents: | N/A | |
| Approval Authority: | Operations and Finance Committee | |
| Passed: | September 12, 2024 | |
| Amended: | | |

1 Purpose

- (1) The purpose of these guidelines is to:
 - (a) Establish clear and consistent standards for the placement of signage and advertising in all areas of the MacEwan Building;
 - (b) Enable the SU, Registered Student Organizations, and other Third Party Campus Groups to advertise on-campus events, activities, and opportunities to the campus community; and
 - (c) Establish defined opportunities for MacEwan Building tenants, registered charities and non-profit organizations, off-campus business and professional organizations to promote their products and services to the campus community.

2 Authority and Mandate

- (1) These guidelines shall apply to all areas of the MacEwan Building excluding:
 - (a) Permanent building, facility, directional, or informational signage;
 - (b) Any poster or advertising board owned and operated by the University of Calgary within the buildings;
 - (c) The placement of any advertising and signage materials within spaces leased by building tenants or rooms rented for event purposes on the provision that materials do not contravene the SU’s Acceptable Display Policy (see the Guidelines for Advertising and Signage Within Tenant Leaseholds);
 - (d) The placement of any advertising and signage materials related to Union Elections¹; and
 - (e) NUTV owned EBBN screens (which are subject to the Acceptable Display Policy).
- (2) The General Manager or designate is delegated authority to make decisions in accordance with this policy.

¹ Advertising and signage materials related to candidate and campaign group activities in Union Elections shall be governed according to provisions in the Union Bylaw, the Election Policy, and the Acceptable Display Policy.

3 Definitions

- (1) In this procedure:
 - (a) “**Electronic Bulletin Board Network (EBBN)**” refers to a network of 20 public screens located in MacEwan Student Centre. In accordance with an agreement between the SU and NUTV, the SU and NUTV each manage 10 EBBN screens;
 - (b) “**MacEwan Building**” refers to MacEwan Student Centre and MacEwan Hall;
 - (c) “**MacEwan Conference and Events Centre**” refers to the SU business responsible for managing bookable space in the MacEwan Building;
 - (d) “**Registered Student Organization**” refers to a formal third-party student group such as a club, association, society, or Greek Letter Organization that has registered with the SU, subject to SU policies and procedures, for access to services, resources, and other benefits; and
 - (e) “**Third Party Campus Groups**” may include Registered Student Organizations, University of Calgary faculties, departments and units, the Graduate Students’ Association (GSA), Student Legal Assistance, NUTV, CJSW, the Gauntlet, and other campus-based groups, at the discretion of the General Manager or designate.

4 General policies applicable to all advertising, signage, and other promotional materials

- (1) All advertising and signage in the buildings shall primarily be related to an event or awareness campaign that is relevant to student interests.
- (2) All advertising and signage in the buildings shall comply with any campus-wide exclusivity agreements that the SU is part of.
- (3) All advertising and signage in the buildings shall comply with the Acceptable Display Policy and other SU or university policies or procedures, as applicable.
- (4) Advertising and signage materials shall not be affixed or attached to any surfaces in the buildings that are not designated advertising areas.
- (5) All materials posted or distributed in violation of this policy shall be removed and destroyed without prior notice. The SU may charge a fee for removing materials that violate this policy, or for physical damage resulting from improper placement within the buildings.
- (6) Any commercial advertising in the building by MacEwan Student Centre tenants and off-campus businesses is restricted to paid advertising opportunities within the buildings.
- (7) Generally, the distribution of handbills, brochures, buttons, and other advertising materials shall not be permitted except when distributed from spaces booked through MacEwan Conference and Events Centre or for special events as approved by the General Manager or designate.
- (8) Paid advertising and promotional opportunities in the MacEwan Building may be available at the discretion of the General Manager or designate.

5 Banners

- (1) All banners must be approved by the General Manager or designate on a first come, first served basis and may only be permitted in designated spaces.²
- (2) Banners may be posted in designated areas no earlier than 14 days prior to the advertised event (see diagram below for designated areas where banners are permitted).
- (3) Event-based banners must be removed no later than 24 hours after the event has taken place.
- (4) Awareness-campaign banners must be removed upon the expiration of a 14-day display period.
- (5) All banners shall comply with the following requirements:
 - (a) Banners shall not exceed 24 square feet in surface area with a length to width ratio not exceeding 3 to 1;
 - (b) Banners shall only be affixed with masking tape or zip ties;
 - (c) Banners shall not be placed over other banners.

6 Bulletin boards

- (1) Registered Student Organizations, Third Party Campus Groups and individual members of the campus community may be permitted to display posters on the following designated boards within the buildings.
 - (a) Registered Student Organizations may be permitted to display posters on the Clubs Board or in SU Clubs Display case with prior approval by the General Manager or designate.³
 - (b) Public Notice Boards are dedicated to open use by the campus community without prior approval (see Appendix A below).
 - (c) Posters may be removed at the discretion of the General Manager or designate at any time.
 - (d) The General Manager or designate may establish additional rules governing the use of poster boards.

Other designated boards in the buildings are identified by a header on the board and are managed by specific groups for specific purposes.

7 Electronic Bulletin Board Network (EBBN)

- (1) The purpose of SU owned EBBN screens shall be to:
 - (a) Promote information about SU programs, services and events; and
 - (b) Generate revenue to support the SU's programs, services, and events.

² Registered Student Organizations shall be required to receive approval for banners from the Coordinators, Student Organizations.

³ Ibid.

- (2) The General Manager or designate may:
 - (a) Establish additional guidelines for EBBN content;
 - (b) Restrict the duration of content on the EBBN; and
 - (c) Determine fees and acceptable formats for advertising on all SU owned EBBN screens.

8 Other promotional signage

- (1) The use of sandwich boards shall be prohibited within the buildings.
- (2) Displays, including stand-alone display boards, pull-up banners, and electronic displays, shall only be permitted as approved by the General Manager or designate.

9 Review and Amendment

- (1) The General Manager or designate is responsible for approving amendments to these guidelines.
- (2) Any amendments to these guidelines must be reported to the Operations and Finance Committee at the next meeting following approval of the amendments.

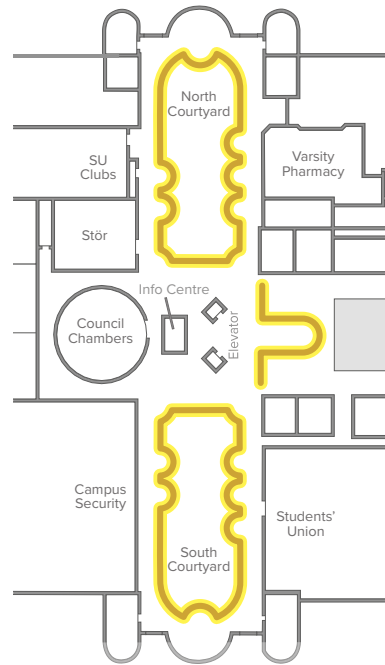
History:

- September 12, 2024 (OpFi): Approved and enacted

APPENDIX A

Designated Banner Locations

Second Floor, MacEwan Student Centre



Public Notice Boards

Lower Level, MacEwan Student Centre

