**Promotional Space Reservations Procedure**

**REQUESTING A SPACE**

Requests for promotional spaces are submitted to Student Center Reservations by submitting a form online. The form can be found at <aub.ie/reserve_advertise>. Promotional spaces should be requested at least 15 business days prior to the date of posting. Promotional spaces must be reserved prior to posting to ensure space is available. Once confirmation has been received from Student Center Reservations, all marketing materials must be submitted to Reservations Office, on the 1st floor of the Student Center. All materials are posted the day after they are received; therefore, materials must be in possession of Reservations Office by 4:00 p.m. on the day before the intended posting date.

Please remember your reservation is not final and your marketing materials should not be printed until you have received confirmation from the Student Center Reservations office. Student Center Reservations has the right to limit how long and how often a department or organization can reserve promotional spaces.

**RESERVATION CANCELLATION**

If you need to change the date of your posting, contact Student Center Reservations (334-844-1320) prior to printing your marketing materials. Once confirmation has been received regarding the new date, you may print and deliver your materials to the Student Center Reservations office on the first floor of the Student Center.

To cancel your posting, contact Student Center Reservations (334-844-1320) by 8:00 a.m. of the day of your scheduled posting. Failure to do so will result in the department or organization being charged for all event charges or a penalty fee.

**STUDENT CENTER - INTERIOR and EXTERIOR**

No advertisement, press release, invitation, poster, flyer, or public announcement is permitted until Student Center Reservations confirms available spaces and dates. Verbal commitments are not acceptable – no exceptions. Any publicity material citing the Student Center must use the Student Center’s approved logo, font, and Website address. No advertising materials may be displayed on the interior, exterior, or in any part of the Student Center without specific authorization and content approval from Student Center Reservations. All posted material must have a permit number located on the lower-right hand corner. If unauthorized advertising materials are found posted in the Student Center, these items will be removed.

**SIGNAGE**

Signage is defined as any printed and/or created material posted with the intent of advertising, informing, and/or recognizing university events, organizations, or any other approved advertisement. This includes but is not limited to banners, posters, yard signs, flyers, and/or any other type of advertising.

**BANNERS**

Banners must be approved and posting permits must be obtained through Student Center Reservations for any banner being posted in or on the Student Center. Once the posting permit has been obtained, submit all banners to the Reservations Office by 4:00 p.m. on the Friday before the intended posting date. Any items received after 4:00 p.m. may not be posted on the approved date(s). Banners may be posted for two weeks and removed after permit has expired. Banners may be picked up in the Reservations Office.

Banner specifications are as follows:

* Banners must be 4 x 4 feet (48 by 48 inches).
* The orientation of the banner must be landscape (wide).
* Banners must be made of vinyl with all 4 sides heat welded and grommets installed every 2-3 feet along the hems, across the top and bottom of the banner.

**DIGITAL SIGNAGE**

Digital Signage must be approved through Student Center Reservations. Permits must be submitted 48 business hours prior to the intended posting date. Digital Signage will be removed on the permitted end date.

Digital Signage specifications are as follows:

* Be in landscape layout
* Be in a PNG or JPEG format
* Have a 16:9 aspect ratio

**POSTERS AND FLYERS**

Posters and Flyers must be approved through Student Center Reservations. There are 150 bulletin boards across campus where permitted flyers may be hung. Permits must be submitted 48 business hours prior to the intended posting date. Posters and Flyers must be brought to the Student Center Reservations Office 24 hours in advance of reservation with the approval email attached. Posters and Flyers may only be hung and removed by Student Center Staff. Posters and Flyers may be dropped off at the Student Center Reservation's office in room 1301 on the First Floor of the Student Center next to War Eagle Supply Co. Posters and Flyers will be removed on their permitted end date. Posters and Flyers will be discarded unless otherwise noted by client.

Posters and Flyers specifications are as follows:

* Be NO LARGER than 11x17 inches
* Have the name of the registered student organization or campus department must be printed on the poster.

**YARD SIGNS**

Yard signs may be used for directional use only on the day of the event. Any other use of yard signs is prohibited.

Yard sign specifications are as follows:

* Yard signs must be professionally made.
* There is a maximum of 5 yard signs per event.
* Signs may only be displayed the day of the event no earlier than 6:00 a.m. and must be removed by 10:00 p.m.
* Signs may only be placed in grass areas, not in landscaped beds.

**PROHIBITED ITEMS**

A-frames, window paint or decals, chalking, and sidewalk decals are prohibited in and round the Student Center.

**PAYMENT**

Payment for meetings or events sponsored by university departments or registered student organizations is due within 30 business days after the event. Payment must be made by the sponsoring organization or a university department. Non-profit and commercial organizations are required to pay for reservations in advance. For your convenience we accept payment by university fund organization expenditure payment (FOAP) account number, cash, check or credit card (Visa, MasterCard, Discover Card, and American Express).

Departments or organizations with past due invoices will not be allowed to hold future events until all delinquent amounts are paid in full, with the possibility of canceling existing events.