



Promotional Space Reservations Procedure

REQUESTING A SPACE

- Requests for promotional spaces can be submitted to Student Center Reservations through an online form (<https://auburn.campuslabs.com/engage/submitter/form/start/280303>).
- Promotional spaces should be requested at least 2 business days prior to the date of posting.
- Promotional spaces must be reserved prior to posting to ensure space is available.
- All promotional materials should be submitted to the Student Center Reservations office, on the 1st floor of the Melton Student Center, 2 business days prior to the intended posting date.
- To change the date of or cancel your posting, please contact Student Center Reservations (334-844-1320).
- Any publicity material citing the Melton Student Center must use the Melton Student Center's approved logo, font, and website address.
- No advertising materials may be displayed on or in any part of the Melton Student Center without specific authorization from Student Center Reservations. If unauthorized advertising materials are found posted in the Melton Student Center, these items will be removed and a fine may be assessed.

BANNERS

- There are banner pole stations along the concourses, including at the Student Center, Haley Center and Foy Hall.
- Banners Should:
 - Be 4 x 4 feet (48 by 48 inches).
 - Be made of vinyl with all 4 sides heat welded. Grommets should be installed every 2-3 feet along sides of banner.
 - Have the name of the registered student organization or campus department printed on the banner.
- Permits should be submitted 48 business hours prior to the intended posting date.
- Please bring banners and approval emails to the Student Center Reservations Office in room 1301 on the First Floor of the Student Center next to War Eagle Supply Co. 48 hours in advance of reservation.
- Banners may be posted for two weeks and removed after permit has expired.
- Banners will be removed on their permitted end date and can be picked up from the Reservations office within 48 hours after permitted end date.
 - Banners not picked up after the allotted time may be subject to disposal & fine by Student Center Reservations.

University Career Center has 24 pole stations across campus. These can be reserved through the University Career Center. Please call (334) 844-4744 for more information.

DIGITAL SIGNAGE

- 11 television screens are located inside the Student Center.
- Digital Signage Should:
 - Be in landscape layout
 - Be in a PNG or JPEG format
 - Have a 16:9 aspect ratio



- Have a 1920 x 1080 resolution
- Have the name of the registered student organization or campus department printed on the slide.
- Permits should be submitted 48 business hours prior to the intended posting date.
- Digital Signage will be removed on the permitted end date.

Residence Halls' screens are reserved through University Housing. Please email hea0002@auburn.edu for more information.

POSTERS AND FLYERS

- 150 bulletin boards are available in buildings across campus.
- Posters and Flyers Should:
 - Be NO LARGER than 11x17 inches
 - Have the name of the registered student organization or campus department printed on the poster.
- Permits should be submitted 48 business hours prior to the intended posting date.
- Please bring posters and flyers and approval emails to the Student Center Reservations Office in room 1301 on the First Floor of the Student Center next to War Eagle Supply Co. 48 hours in advance of reservation.
- Posters and Flyers will be removed on their permitted end date. Posters and Flyers will be discarded unless otherwise noted by client.

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 on Auburn University's Campus.

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.