How Does My Poster/Flyer Get Hung Up Around Campus?

- The Office of Student Activities & Leadership Development can accept 7 copies of a poster for weekend events and 6 copies for weekday events.
- Posters will be hung on the bulletin boards in the Campus Center only.
  - Posters/flyers will be placed on the bulletin boards up to two weeks before the event. They will be removed the day after the event. If there is no end date, they will be removed after 2 weeks.
- If you'd like your flyers hung in residence halls, copies can be placed in the RA mailboxes outside of the Residence Life Office.
- Any posters/flyers that are put up without approval will be removed and discarded immediately.
- For posting in academic buildings, the library and other buildings on Campus, check in with their Administrative Offices.

Questions?
Visit Us: Office of Student Activities and Leadership Development
2nd floor of the Campus Center
Email: studentactivities@wne.edu
Call: 413-782-1203

How Do I get My Poster/Flyer Approved?

- All posters/flyers must be approved by Student Activities and Marketing & External Affairs.
- For approval, please e-mail a PDF version of the flyer to Melissa.lambert@wne.edu.
- Do NOT send flyers directly to marketing. You will be notified when it is approved or if changes need to be made prior to approval.
- The approval process is not immediate. Flyers should be sent to Melissa a minimum of two weeks before you would like to have them printed to allow time for edits if needed.
- We reserve the right to refuse a flyer/poster.
- Once flyers are approved, they can be printed.
- To print flyers, send the approved PDF file to printservices@wne.edu. Information sent should include the number of flyers you’d like printed, when you’d like the job completed, if you will be picking them up or if they should be delivered to Student Activities and your budget number.

Then What?

Marketing Your Event

How Should My Poster/Flyer Look?

- All marketing materials should look clean, represent the event and be exciting! Remember, this is basically a way of inviting others to your event—use it to get them excited!
- Posters may not exceed 11” x 17”
  - 8 ⅛ x 11 (horizontal or vertical) is preferred.
- All posters/flyers MUST include:
  - Name of the event;
  - The location, date, and time of the event;
  - Name of the sponsoring organization/office;
  - “Western New England University” or an approved university logo;
  - Contact information for any questions;
  - Admission cost to the event

Then What?

The Office of Student Activities & Leadership Development is responsible for all banners, posters, fliers, mobiles, giveaways, etc. that are to be posted or distributed on campus by student organizations. As a service to the University community, our student staff will post or distribute materials in order of receipt and as space permits. We are always here to help you!

If you have any questions about whether a piece of marketing is acceptable, please stop by our office on the second floor of the Campus Center or email a draft to melissa.lambert@wne.edu, for approval.

Once it has been approved by our office, it is sent to Marketing & External Affairs for final approval.
Where Can I Market My Event?

In addition to posting flyers, there are A LOT of other ways to market your events!

The following spaces can be reserved for Marketing Purposes through the Event Scheduler System (ESS) and Campus Events:
- Brick Wall 1, 2, 3, 4
- Banners
- “The Rock”

The following spaces can be reserved for Marketing Purposes through the Office of Student Activities & Leadership Development:
- Napkin Holders (Dining Rooms A&B/Rock Café)
- Mobiles (Mall Area of the Campus Center)

“Non-Traditional” Marketing

Clubs and organizations may reserve spaces like Information Tables, the Portico, the Gazebo and other areas around the Campus Center to market their events.

This may include “table sitting” with flyers and information about your event, walking around in a camel suit, or creating a “wrecked ship” in the gazebo. When thinking about the marketing for your event, try to think outside of the box!

Chalking, labels, novelty items are also great ideas for marketing your event. If you are interested in doing any of this “non-traditional” marketing, we just ask that you work with our office so that we are aware of your plan.

Painting the Rock

Painting the “Rock” is permitted if it has been reserved through the Campus Events Office. Groups can reserve the rock for a time period of up to 5 days. There will also be a 2-day period before the next reservation starts. (Only the rock is to be painted-no other external surfaces.)

Banners

Banners may be hung on the railing in the stairwell on the way to Dining Room A. This space must be reserved through ESS or the Campus Events Office. Sponsors are responsible for taking down their banners after the advertised event is over. While these posters do not need to be approved, they need to follow all guidelines and look clean and professional.

Mobiles

Mobiles may be hung from the ceiling in the Campus Center Mall area. They must be approved by the Office of Student Activities & Leadership Development first. We will accept 6 mobiles. A mobile may hang no more than 12” from the ceiling. Once mobiles are created, they should be brought to Student Activities by noon on the Friday before your reserved week begins. Mobiles are hung on Sunday mornings.

Brick Wall Posters

Four Brick Wall spaces are available for reservation through ESS each week. Posters can be a maximum of 3 ft. tall and 3 ½ ft. wide. They must fit inside the designated quadrant. These posters should be brought to the Information Center (located on the first floor of the Campus Center) for posting. While these posters do not need to be approved, they need to follow all guidelines and look clean and professional.

Napkin Holders

Flyers can be created to be stuffed in Napkin Holders in Dining Rooms A, B, the Rock Café and the Bear’s Den. These flyers should be sent to melissa.lambert@wne.edu for approval prior to printing. Once approved, the flyers should be sent to Print Services. Please request that they print 200 4x6 horizontal flyers. Once received, bring them to Student Activities by noon on the Friday before your reserved week begins. Napkin Holders are stuffed on Sunday mornings. If we do not have your napkin holders by Friday, we cannot guarantee that they will be stuffed for the duration of your reserved week.

In addition to posting flyers, there are A LOT of other ways to market your events!

The following spaces can be reserved for Marketing Purposes through the Event Scheduler System (ESS) and Campus Events:
- Brick Wall 1, 2, 3, 4
- Banners
- “The Rock”

The following spaces can be reserved for Marketing Purposes through the Office of Student Activities & Leadership Development:
- Napkin Holders (Dining Rooms A&B/Rock Café)
- Mobiles (Mall Area of the Campus Center)