

# On-Campus Advertising Policy (Printed Materials)

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| <b>Approved By:</b><br>Northeastern State<br>University Executive Cabinet<br><br><b>Responsible Official:</b><br>Department of Student<br>Engagement<br>(918) 444-2526<br><a href="mailto:engagement@nsuok.edu">engagement@nsuok.edu</a> | <b>History:</b><br>Adopted –November 30, 2017<br>Revised-September 11, 2018, June<br>3, 2025; May 19, 2026<br><b>Related Policies:</b> Student<br>Organization Handbook<br><b>Additional References: Forms:</b> |
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## PURPOSE

All entities wishing to display a physical advertisement for an event or other opportunity must gain approval (based on content and view point neutral criteria) before they are posted. Such printed posters, include signs, flyers, handouts, etc., and are created for the purpose of displaying on a campus bulletin board or other advertising structure. In Tahlequah, approval can be obtained from the Division of Student Affairs, in the Department of Student Engagement, or in the Auxiliary Services Administration Office. Branch campus deans and/or Directors are responsible for approval on their campuses.

Poster approvals will be valid until the date of the advertised event/engagement or until the deadline established by the approving office. Approval should be obtained by all faculty, staff, and students. This policy does not cover other marketing materials, recruitment materials, or other materials produced for purposes other than on campus advertising.

For the benefit of all, materials created for on-campus advertising should be accessible. Consider hanging posters at a height that can be viewed by someone in a wheelchair; use an easy to read font; and include clear, high-contrast colors.

## REGULATIONS

The following regulations are intended for all advertising/posting on NSU campuses:

- a) Posters or other promotional materials must have the name and phone number or email address of the contact person clearly printed on the poster, in English. Any other writing on the poster that is not in English must be translated into English on the front of the poster.

- b) Advertising for commercial purposes by businesses, organizations, entities or individuals not associated with the University and for a University purpose is prohibited.
- c) Posters which advertise alcohol, firearms, tobacco or other controlled substances will not be approved for display on the campus.
- d) Advertisements that promote discriminatory or unlawful behavior will not be approved for display.
- e) The maximum size of any poster may not exceed 18" X 24", unless prior approval is received.
- f) Only masking tape or painter's tape may be used to secure flyers, posters and other print media to painted walls.
- g) No more than 5 posters may be hung in the University Center for a single event or promotion without permission. A list of available bulletin boards may be obtained from approval offices as well as relevant poster count limitations. One poster per bulletin board is permitted.
- h) Posters are not permitted to be attached to the outside of any buildings or displayed in any windows on the NSU campus.
- i) Posters are not permitted to be attached to trees, lamp posts, trash containers, sidewalks, the Gazebo or benches.
- j) Marking on roadway and other permanent structures (walls, poles, etc.) on campus with chalk, paint or any other material is prohibited. Chalk advertising on University sidewalks is allowed but must be 20 feet away from building entrances and on uncovered sidewalks only.
- k) Posters or other promotional materials are not permitted to be inserted under windshield wipers, door handles, etc. of any automobile parked on university property.
- l) No advertising may be distributed from either moving or parked vehicles.
- m) All posters must be removed by the posting organization after the event date or end of approval period. Advertising material that does not comply with any section of the advertising policy will be removed and destroyed.

NSU reserves the right to remove materials for general upkeep, maintenance, and other regular business operations.