



## Poster and Banner Policy

Policy Owner: Marketing Manager  
Audience: Members and non-members  
Approved: Board of Directors (Board Meeting October 20, 2020)  
Last Reviewed: January 21, 2020  
Review Schedule: July 2021

### 1. Introduction

The University of Regina recognizes the importance of use of its various open spaces in promoting a vibrant campus. The University of Regina has delegated the routine administration of this policy and the specific spaces dedicated for promotional activities to the University of Regina Students' Union (URSU). This document defines that administration.

URSU strives to provide members and non-members with space to promote activities (both on and off campus). URSU wishes to ensure that the promotion of events is done in a safe, equitable, respectful, and non-discriminatory manner. This policy is meant to clearly define a chain of responsibility to ensure that all materials posted on URSU space will adhere to the principles of 'Positive Space' and non-discrimination.

### 2. Definitions

- **Ad Material** - Any poster or banner
- **Banner** - All marketing materials that are hung from the walkways and the railings in the Riddell Centre
- **Poster** - Any notice or document for display or advertising that any organization or individual wishes to post on bulletin boards under the jurisdiction of URSU within the University of Regina premises.
- **Individual Student** - Any dues paying member of URSU.
- **Off-Campus Individual** - Any individual from the community at large who is not actively paying dues to URSU.
- **On-Campus Faculty or Department** - Academic faculties, departments, or units, as well as University of Regina departments and federated colleges, including the University of Regina Bookstore.
- **On-Campus Student Group** - A student club or society which has been ratified by the URSU Vice-President of Student Affairs. Also, URSU-associated groups including the 5th Parallel Gallery, UR Pride, WUSC, RPIRG, Women's Centre, Engineers without Borders, and The Carillon.
- **Hospitality and Events Manager** - The URSU staff member directly responsible for the overall direction of events in the Owl and adjacent spaces. Currently this person is reachable at [events@ursu.ca](mailto:events@ursu.ca)
- **Marketing Manager** - The URSU staff member directly responsible for all advertising. Currently this person is reachable at [marketing@ursu.ca](mailto:marketing@ursu.ca).
- **On-Campus Business** - For-profit businesses on campus, including all food

vendors (excluding The Owl), the Paul Swann Allied Health Care Center, and similar organizations.

- **Off-Campus Not-for-profit Organization** - An organization which is a registered not-for-profit and does not operate primarily on campus. Proof of not-for-profit status may be requested.
- **Off-Campus For-profit Organization** - An organization which operates primarily off-campus and does not have not-for-profit status.
- **Visual Advertising Assistant (or URSU Staff Designate)** - An URSU Staff member who has been tasked with supervising day-to-day poster and banner operations.

### 3. Policy

#### 3.1. Content Guidelines

All Ad Material approved by URSU or posted on URSU spaces must not be in violation of the Saskatchewan Bill of Rights, the Canadian Charter of Rights and Freedoms, all University of Regina By-laws and/or policies (most often the Respectful University Policy), and all applicable municipal, provincial, and federal laws.

Ad Material which may be perceived as being discriminatory, offensive, denigrating, demeaning, or exploitative on the basis of gender identity, sexual orientation, age, race, class, religion, creed, ancestry, country of origin, ethnicity, or other grounds shall be deemed to be in violation of this policy and will not be permitted to be posted in or around URSU space(s), including URSU poster boards. Ad Material must also conform with the spirit of creating a positive space for students on campus.

During election periods, the Chief Returning Officer of URSU may remove posters and/or banners if they are deemed to be in contravention of the URSU Elections Bylaw.

#### 3.2. Size and Quantity Restrictions and Associated Fees

Posters may be no bigger than 11"x17" unless approved by the Vice-President Student Affairs. Banner size is not restricted, however recommended banner size is 42" (w) X 84" (h). Banners must not hang lower than 9ft above the ground.

On-campus organizations, particularly student groups, have higher priority for poster space than all other applicants. The Owl and the URSU Marketing and Communications department face no restrictions. For all other applicants, poster limitations are as follows:

<b>Applicant Type</b>	<b>Total # of Posters Permitted</b>	<b># of Posters Permitted per Board</b>	<b>Cost</b>
Individual Student	5	1	Free
Off-Campus Individual	5	1	\$5/poster
On-Campus Faculty or Department	10	1	Free
On-Campus Student Group	15	1	Free
On-Campus Business	10	1	\$5/poster
Off-Campus, not-for-profit organization	10	1	First 5 are free; \$5/poster for each additional poster
Off-Campus, for-profit organization	10	1	\$5/poster

1. All prices above include tax
2. Applications on behalf of another applicant type will be treated as that applicant type, e.g. an individual posting information about their personal business will be treated as a business and an individual posting on behalf of a not-for-profit will be treated as a not-for-profit.
3. The number of posters permitted pertains to all relevantly similar posters, e.g. all posters for the same event or organization will be counted regardless of their visual, thematic or linguistic differences.
4. The cost listed above is for the hanging of posters only. Additional charges apply if URSU prints the posters. Per event, URSU-sponsored Student Centres can print up to 20 posters for free and ratified student clubs can print up to 15 posters for free.

### **3.3. Process**

URSU retains the right to moderate any and all posters that are posted on its poster boards, located throughout campus. The following process applies to all posters:

1. All copies of the poster must be brought to the URSU Front Desk. All posters must clearly indicate the name of the sponsoring organization or group.
2. The applicant will fill out a Poster Approval form.
3. An URSU staff member will review the content of the poster to ensure it is in

conformance with this policy and complete the Poster Approval form indicating that it has been approved.

4. A copy of the poster may be scanned and saved by URSU for future reference.
5. An URSU staff member will stamp each poster up to the maximum # permitted for that applicant type. This stamp must be the official and current stamp of the Students' Union of the University of Regina. This stamp will include the date on which the poster will be removed and must be placed in a spot where the stamp is legible. Posters will be allowed to be hung for no more than 30 days. Event posters will be removed the day after the event.
6. If a poster contains language other than English or French, the poster may be taken to a translator by URSU to ensure it complies with the Poster Policy.
7. URSU will then hold the posters to be hung within 3-5 business days by the URSU Visual Advertising Assistant. Only authorized URSU personnel are permitted to hang posters and/or banners.
8. Posters may be posted in the Owl at the sole discretion of the Hospitality and Events Manager and/or the Marketing Manager.

All posters being placed on URSU space shall be subject to the following requirements:

1. Posters may only be hung on approved URSU poster boards. They cannot be hung on poster boards which are owned by other departments or groups.
2. Posters may not cover posters that are already present. Posters should be placed in an orderly fashion.
3. Posters may only be affixed to bulletin boards by thumbtacks or stick pins.
4. Posters will be removed by the URSU Visual Advertising Assistant one month after the stamped date or the day after the event being advertised, whichever comes first. Only the URSU Visual Advertising Assistant or the URSU Staff Designate are permitted to remove posters.

All **banner** requests will be referred to and must be approved by the Marketing Manager.

### ***3.4. Black-out Periods***

From time to time it becomes necessary for URSU to remove all non-URSU Ad Material. This is typically done in order to advertise for elections or by-elections, as well as for Welcome Week and Frost Week. Approval for a poster blackout must either come from the VP Student Affairs or the Marketing Manager.

### ***3.5. Enforcement***

Enforcement of the poster policy is the responsibility of:

1. Visual Advertising Assistant or URSU Staff Designate
2. The Marketing Manager
3. The URSU Executive Committee,
4. The URSU Board of Directors.

All employees in a position to approve posters shall be given a copy of this policy and the Visual Advertising Assistant shall brief all new employees with this policy.

### ***3.6. Violations and Appeals Process***

Violation or contravention of the guidelines outlined in the poster policy will result in disciplinary action toward the offender or group, including:

- Removal of posters and formal indication of same when contact information for formal indication is available,
- Permanent denial of authorization, upon the third offence, and
- Legal action and use of the University of Regina Policy on non-academic misconduct as required

Disputes involving denial/approval of posters by staff shall first be referred to the URSU Staff Designate. The URSU Staff Designate will alert the VP Student Affairs, who shall make a decision as outlined in this policy. The decision of the VP Student Affairs may be appealed to the Board of Directors.

Any fees paid for poster hanging are non-refundable if removal was a result of violating this policy.

## **4. Related information**

University of Regina "Respectful University Policy":

<http://www.uregina.ca/policy/browsepolicy/policy-GOV-100-015.html>