

Marketing & Publicity

Advisor Resource Guide

PRINT ADVERTISEMENTS

Print advertisements are the most common means for student organizations to advertise their upcoming events.

Poster Room: The Poster Room is available to all organizations at no cost. The key and supplies can be checked-out in the OSA during business hours. Two large posters can be made and hung in Buntrock, one above the P.O. boxes and one in Stav Hall. These posters can be 30" x 30" and must include the organization's name, and event date/time/location.

Print Center: Organizations can use the Print Center for posters and charge their Lawson account. The most common sizes are letter (8.5" x 11") and tabloid letter (11" x 17"). Instructions on how to use the Print Center can be found online. The Print Center can also print wide-format. Wide-format posters above the P.O. boxes or in Stav Hall cannot be larger than 30" x 30".

Stav Hall Airspace: Organizations are able to print wide-format banners to hang in the airspace of Stav Hall. The airspace is reservable through the OSA and we can help hang posters as needed.

Manitou Messenger: Organizations can advertise with the Manitou Messenger for a fee that can be paid from their Lawson account. Interested organizations should contact the Manitou Messenger directly.

DIGITAL ADVERTISEMENTS

Digital signage and advertisements are great ways to spread information about events and the student organization.

Tightrope: St. Olaf uses a system called Tightrope to manage the television screens around campus. Advertisements can be uploaded online as an image file (960px x 1080px). Instructions on how to make a free account and how to use Tightrope can be found on our website.

Emails: Organizations are discouraged from utilizing multiple email aliases to advertise events. Mass emails can discourage attendance. If an organization wishes to advertise an event over email, organizational leadership can contact the Marketing and Communications Director of SGA to request that the event be highlighted in the weekly "Ole the Lion" email. Advertising space in the weekly email is not guaranteed.

Social Media: The OSA encourages organizations to grow an online following as a means to promote the mission of the group. Organizations are expected to be mindful of the images and statements they post.

POSTING POLICY

A guide for postings can be found online. In short, the following posting rules apply to all organizations:

- Only three posters can be posted in Buntrock Commons on designated bulletin boards.
- One poster is allowed in each residence hall (10 halls) and posters must be brought to the Student Life office in Tomson Hall to be approved.
- One poster is allowed in each remaining campus building, posted only on public posting bulletin boards.
- The event date(s) and contact information for the group or individual posting the material must be included on all posters and fliers.
- Posters and fliers cannot be posted over other posters and fliers.
- Posters should not include images or statements that are obscene, profane, threatening, libelous, unlawfully harassing or discriminatory, or otherwise a violation of law or college policy.

