

**Procedures regarding Student Advertising**

Each year, the Director of Student Activities and the Director of Residence Life will maintain and publish guidelines related to advertising within the Roche Dining Commons and the Residence Halls. These guidelines may be published as a separate document or may be found on the College’s website.

1. All posters, banners or other advertising materials must be approved by the Office of Student Activities with the official stamp prior to being distributed or displayed in the Commons.

2. All posters, banners or other advertising materials must be approved by the Residence Life Office prior to being distributed or displayed in the residence halls.

3. All posters or flyers must include the name of the sponsoring organization. Appropriate college officials must also approve the use of the Stonehill name, logo, or likeness.

4. All advertising must conform to Community Standards and must avoid demeaning sexual or discriminatory portrayal of individuals.

5. Advertising materials may not be posted on departmental bulletin boards and only posted in approved locations in other buildings on campus.

6. Advertising will be approved for a maximum of 14 days. Items must be removed by the sponsoring organization.

7. Advertising may not cover more than 25% of a wall area.

8. Advertising will be allowed in the following areas of the Roche Dining Commons:
   - Walls of the main stairwell and Upper Commons lobby/entrance area.
   - The tray return area outside the cafeteria on the second floor
   - The cork board areas by the Mailroom and Information Desk
   - The brick pillars in the dining rooms

9. Advertising will NOT be allowed in the following areas of the Roche Dining Commons:
   - The Hill. The only forms of advertising permitted in The Hill are table tents and use of the napkin holders.
   - The side stairwell leading to Villa Theresa.
   - Between the double doors of any Commons entrance
   - On any windows or doors
   - On any painted surfaces

10. The main tables in the Upper and Lower Commons must be reserved through the Office of Student Activities through the Information Desk Manager.
11. Other advertising options
   A. Table tents are permitted in the Dining Commons and The Hill with approval from the Office of Student Activities.
   B. TV ads. Student groups can submit images to be displayed on the TV screens in the Commons by contacting the Office of Student Activities for specifications.
   C. Over-sized posters. Student groups are allowed only one over-sized advertisement made by the Student Activities plotter printer per event.
   D. Napkin holders. Student groups may reserve one side of the napkin holders found in the Roche Dining Commons. Groups are responsible for the creation, production and insertion of the advertisements. Students can reserve the napkin holders by contacting the Office of Student Activities.

12. Postings are not permitted in any entryways/foyers within the residence halls.

13. The maximum number of flyers hung per building is 6.

14. Advertising may not be hung on the blue signs for the Courts or Pilgrim Heights.

15. Large posters sized 24" x 36" are permitted outside of the Holy Cross Cafeteria.

16. Advertising must be hung using painters tape only, with the exception of duct tape for certain brick, unpainted surfaces. Tacks/staples can be used on the bulletin boards.

17. Alcohol and Drug Use in Advertising
   A. Athletic teams, club sports teams, student organizations, residence hall councils and other groups or individuals are prohibited from creating marketing or promotional materials such as clothing that promotes alcohol, tobacco or other drug use nor should it place any emphasis on quantity and frequency of use.
   B. Alcoholic beverages, drugs or tobacco products may not be advertised in The Summit or on WSHL.
   C. Images of alcohol, drugs, or tobacco products may be used in advertisement if the program or event is in conjunction with educational/prevention programs.

18. Advertising found covering other advertising or in violation of these guidelines will be removed and violators risk the loss of advertising privileges and may face disciplinary action.

19. All advertising must be approved by the appropriate college official listed below. Questions concerning this policy should be directed to the Student Affairs Office.
   a. Athletic teams must receive the approval of the Director of Athletics, or designee.
   b. Club sports teams must receive the approval of the Assistant Director of Athletics for Recreational Sports, or designee.
   c. Recognized clubs and organizations must receive the approval of the Director of Student Activities, or designee.
   d. Residence Hall Councils must receive the approval of the Director of Residence Life, or designee.