

ADVERTISING ON CAMPUS

General advertising policies

1. Advertisements must comply with the Rules of Student Conduct of Binghamton University; all other University advertising and postering policies, including the Posting and Chalking Policy; local, state and federal law; and may not promote illegal behaviors.
2. Advertisements should avoid demeaning, sexist or discriminatory portrayal of individuals.
3. Table tents advertising events must be given to the dining facilities manager for distribution as time and space allow.
4. In addition to complying with the poster policy, posters and other printed material also may not be taped or attached to sidewalks, roadways, light poles, trees or anything else that is not an approved bulletin board.
5. The only signs to be allowed on Bartle Drive will be large banners that cross the road and smaller pole banners that promote the University's institutional messages. All banners are to be coordinated and approved by the Office of Communications and Marketing. The large banners will be devoted to promoting high-priority institutional events and messages or events with a strong campus-community connection. Sponsoring organizations must complete a banner application, including banner design elements, to be approved by the vice president for communications and marketing, who reserves the right to require design by the Office of Creative Services on campus. All directional signage on campus must have the approval of the director of public safety. No other signs are allowed on campus roadways or walkways.
6. Electronic mail may not be used to "spam" (send to many email addresses) a message to members of the campus community as a means to advertise an event.
7. Voice mail may not be used to advertise events to the campus community unless approved or sent by the staff in the Telecommunications Office to the entire campus.