

Advertising Policy

Amended June 2010

1. Posters

Posters must adhere to all RSU and Ryerson University policies.

Posters must:

Display the name of the sponsoring course union/student group

Display the English translation if in another language

Advertise a specific event

2. Poster approval

2.1 Posters must be approved and stamped by the RSU.

2.2 Posters advertising a licensed event must be stamped by the Campus Groups Administrator

2.3 Posters containing political slogans or religious messages must only be approved by the Campus Groups Administrator, the RSU's President or the Executive Director of Communications & Outreach.

3. Advertising content Restrictions

3.1 The following is not permitted on any advertising or promotional materials:

Images, language or messages that may promote or condone hatred, violence, degradation or negative stereotypes of any person(s) or group(s)

Drink prices and/or specials\

Discriminatory cover pricing is not allowed

Images portraying consumption of alcoholic beverages, or alcohol company logos or branding are not permitted

3.2 Events run by external organizations but supported or sponsored by a RSU course Union/student group must include the sponsoring course union's/student group's name.

3.3 Off-campus or sports events cannot be posted until a Risk Management form is completed and approved by Student Services.

3.4 Non-sponsored external postings for businesses, services or events are not permitted.

4. Ram in the Rye Promotion

4.1 Posters and all related advertising & promotion for the Ram in Rye must include following information:

Ram in the Rye - lower level Student Centre (entrance off Church Street)

The date of the event, and 9:00pm as the start time

This event is open to all Ryerson Students

Government issued photo identification is required

The applicable cover charge

5. Poster Hanging Method

Only masking tape, staples or string may be used for hanging posters or banners.

6. Poster Hanging Restrictions

6.1 Permitted poster areas in the university are limited to bulletin boards.

6.2 Permitted poster areas in the Student Centre are limited to tiled areas & cement pillars.

- 6.3 Postering is not permitted on doors, glass surfaces, stairwells, exterior building walls, elevators and escalators, the Student Centre sign or on the exterior glass of the building.
- 6.3 Only one poster per board/area is allowed
- 6.5 Do not post on top of existing posters under any circumstances.

7. Poster Removal

- 7.1 Organisers are responsible for removing posters and banners after their event.
- 7.2 Posters will be removed if they:
 - cover other posters
 - Do not have the RSU stamp
 - Are hung outside a designated poster area
 - Are discriminatory or found not to be in the best interest of the Ryerson community
 - Are commercial or external advertising
 - Violate the Campus Alcohol Policy or Liquor License Act
 - Are posted on RSU designated boards

8. Banners

- 8.1 Banner may be a maximum of 36" high X constraints of space available may be hung only:
 - Outside Hub, (1) first floor, Jorgenson Hall
 - Outside Alterna Savings (1), south wall of alcove (vending area), Ground Floor, Library
 - East Kerr Hall, above Church St. entrance
 - Second floor bridge between the Learning Resources Centre and Kerr Hall
 - South Kerr Hall, above doors outside Room KHE118-A
 - Rogers Building atrium – must be hung by string only
- 8.2 All banners must receive the proper RSU stamp. The course union or student group hanging the banner is responsible for its removal after the event. Banners, except those designated to hang by string, must be hung with masking tape only

9. Alcohol advertising

- 9.1 Beverage alcohol advertising which promotes an event cannot portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success
- 9.2 Promotion of alcohol should not encourage any form of alcohol abuse nor should it place emphasis on the quantity or frequency of use
- 9.3 All inclusive pricing for event (i.e., all you can drink) advertising is not allowed
- 9.4 Prices of beverage alcohol are not permitted to be advertised