

On-Campus Marketing Guide

Getting Started

This guide is here to walk you through the different ways you can advertise your event or club on campus. There are so many ways to advertise, so we developed this guide to help your event succeed! One of the ways to get the word out about your event or club is through one or all of the options below. Have questions? Email the Office of Student Life at studentlife@leeuniversity.edu or stop by our office in the Higginbotham Administration Building, Suite 316. You can also call at 423-614-8406.

Digital Advertising

- Advertise through LeeU Connect
- Advertise on TVs around campus
- Advertise on the slides rotating before chapel
- Advertise on Portico
- Advertise on Social Media
- Advertise through the Lee Update
- Advertise in the residence halls

Print Advertising

- Advertise on the bulletin boards around campus
- Advertise on the bulletin boards in the residence halls

With all the options, we did want to specifically highlight the options to post a printed flyer/poster. Please find the approved bulletin boards on campus, along with our posting guidelines.

Approved Bulletin Boards

College of Education

- 1st Floor Corridor
- 2nd Floor Corridor
- North Stairwell
- South Stairwell

Communication Arts Building

- 1st Floor beside Studio

Curtsinger Music Building

- 1st Floor North Stairwell
- 1st Floor South Stairwell
- 2nd Floor (boards used only for music major announcements/information)

DeVos Recreation Center

- 1st Floor Lobby (only for intramural sports)
- 1st Floor South Exit Left-side Wall
- 1st Floor Left-side Wall, Inside Racquetball courts hallway

Conn Center

- Main Lobby (locked, see Rebekah Gross)

Dixon Center

- 1st Floor North Entryway

Higginbotham Administration Building

- 1st Floor North Stairwell
- 1st Floor South Stairwell
- 1st Floor Hallways (North & South)
- 2nd Floor Hallway
- 3rd Floor (rear) by Elevator (locked, see Melia Killough in HAB 323)
- 3rd Floor lobby (locked, see Melia Killough in HAB 323)

Humanities Center

- 1st Floor Main Lobby Cafe

Squires Library

- 1st Floor Beside Elevator
- 2nd Floor Lobby, Above Copier

Paul Conn Student Union

- 1st Floor South Stairwell
- 1st Floor Post Office, Above Mailboxes

Science & Math Building

- 1st Floor, North Entrance Right-side Wall
- 1st Floor, South Entrance Left-side Wall
- 2nd Floor, Corridor Beside East Stairwell
- 2nd Floor, Corridor Beside Main Lobby
- 3rd Floor, Corridor Beside East Stairwell
- 3rd Floor, Corridor Beside Main Lobby

Vest Building

- 1st Floor West Entryway
- 2nd Floor North Entryway
- 2nd Floor South Entryway
- 3rd Floor North Corridor

School of Business

- 2nd Floor, 5 Boards
- 3rd Floor, 2 Boards

School of Nursing

- 1st Floor, 2 Boards
- 2nd Floor, 2 Boards
- 3rd Floor, 2 Boards

School of Theology & Ministry

- 1st Floor, NW Corner of Building Outside Lecture Hall
- 2nd Floor, SE Corner of Building by Suite 250

Walker Memorial Building

- 1st Floor Corridor
- 2nd Floor Corridor
- 3rd Floor Corridor

Posting Guidelines

<i>Guideline</i>	<i>Description</i>
Approved & Stamped	The Office of Student Life (OSL) in the Administration Building, Suite 316 reviews all posters/flyers for approval and will stamp them once approved. Flyers/posters without a stamp are not allowed to be posted on campus.
Approved to Advertise Until Event	The stamp of approval from OSL allows students to advertise the moment it's approved until the event.
Removal of Advertising Materials	Once the event is over, the flyer/poster needs to be removed as it is outdated and takes up space for upcoming events. It is the responsibility of the student(s)/organization(s) to remove their marketing material.
Appropriate Locations for Advertising	All approved flyers/posters are allowed to be hung on the approved bulletin boards (list above) only. Flyers/posters are not allowed to be posted on columns, tables, chairs, doors, windows, etc. Any group posting in these areas will have their materials removed and could lose the ability to advertise in the future.
LeeU Events Only	Any flyers/posters advertising events off campus not associated with Lee University are not approved to be advertised on campus. Special approval is needed for this through the Office of the Vice President for Student Life.

***Note:** Any student or student group who does not follow our posting guidelines can lose the privilege of advertising on campus.

Questions?

Any questions regarding advertising on campus or flyers/posters can be directed to the Office of Student Life by emailing studentlife@leeuniversity.edu.