

Wilkes University Poster Policy

Wilkes University has a set of guidelines to govern the hanging of posters around campus. All guidelines are intended to:

- Keep the University's buildings clean and organized
- Facilitate greater campus engagement and communication of campus events
- Comply with relevant University policies and procedures

Wilkes University defines a "poster" as any form of print advertising that is intended to provide information to the campus community. Outside organizations wanting to market on campus must obtain approval from the proper department. **All unapproved posters will be removed.**

Violations of the Poster Policy

- Posters that violate the poster policy will be taken down immediately and discarded regardless of the event.
- Failure to abide by the rules of this policy may forfeit your right to hang posters in the future.

Poster Design

- The maximum size poster allowed on a bulletin board/tack strip is 11 by 17 inches.
- Posters must be appropriate, and cannot advertise drugs or alcohol.
- All posters advertising events on campus must have the respective space on campus reserved for the time displayed on the poster before being sent for approval.
- Posters designed using solely AI will not be approved.

Department Approval

- The Office of Student Engagement must approve **all posters** prepared by students and student organizations before posting on campus. (studentdev@wilkes.edu)
- Creative Services in Marketing Communications must approve all posters displaying official Wilkes University logos, graphics and fonts. (brad.barry@wilkes.edu)
- The Office of Residence Life must approve all posters in the Residence Halls and posters that advertise local housing opportunities. (reslife@wilkes.edu)
- The Business Office must approve all posters that advertise restaurants and dining options. (alicia.bond@wilkes.edu)
- All posters advertising jobs are not permitted. Email the Center for Career Development & Internships to have your job added to their database. (careers@wilkes.edu)

Additional Poster Approval and Printing

- Once your poster is drafted & complete, please email it to the appropriate department(s) for approval (listed above).
- You can only post on academic boards if you get prior approval from the respective department.
- All posters advertising a fundraiser must have an approved fundraising form on file with the Office of Student Engagement.
- All posters in the center concourse of the Henry Student Center must be approved by the Office of Student Engagement
- Once approved, your poster can be sent to the print shop for printing. Posters must be sent to the print shop at least two weeks before posters are needed in hand. (printshop@wilkes.edu)
- You may not request more than 25 posters for on campus events.

Poster Hanging Guidelines

- Once your poster is approved, you are eligible to post on any general bulletin board or tack strip on campus. You can only post on academic boards if you get prior approval from the prospective department. You may use blue painter's tape when applicable, which is provided in the Club Hub.
- **Posters are not permitted on any window or door. These spaces are for facility and emergency postings ONLY.**
- Bulletin boards and tack strips shall be used for all marketing inside buildings. Use thumb tacks, staples, or blue painter's tape to place posters on bulletin boards and tack strips. The use of any other type of adhesive or anchoring device is not permitted.
- Each building will have respective bulletin boards and tack strips that can be used to display posters. They will include general boards & academic boards.
- Advertisements must be limited to one poster per bulletin board or tack strip per event.
- Posters must not overlap or interfere with the viewing of adjacent posters.
- Posters are not permitted in the E.S. Farley Library and Kirby Hall.
- Posters cannot be displayed until 30 days before the event takes place.
- All posters displayed must be taken down within 24 hours after the event takes place. Failure to take down your posters can affect your future poster approvals.