GENERAL ADVERTISING AND POSTING PROCEDURES

1. All posters hung must be approved and stamped by a member of the OSI office/RSO Service Center staff. We recommend you bring the original poster for approval before you make copies. RSO staff will post your flyers in the Hogan Campus Center.
2. Publicizing events off-campus is strictly prohibited unless given prior approval from the Director of OSI.
3. Do not hang posters or flyers on walls, windows, or doors. The tape or tacks can damage building surfaces.
4. Do not tape onto table tops because the tape residue can be difficult to remove.
5. Do not cover other postings.
6. College staff will take down any posters or flyers not stamped or hung in an inappropriate area or manner.
7. Images of alcohol may not be used on any advertisements.

ADVERTISING AND POSTING IN SPECIFIC SPACES

Please keep in mind failure to follow these policies may result in a loss of posting privileges for your organization.

**Hogan Campus Center**

- Hanging posters or flyers on boards marked “Holy Cross News and Events” in the Hogan Campus Center must be arranged through OSI / RSO Service Center (7 copies need for these boards).
- Public boards in the Hogan Campus Center are for personal and non-College postings. Postings on these boards also require approval from OSI/RSO Service Center.
- Banners may be hung from the railing on Hogan 1 only. They can be no larger than 2’ x 4’. No 11” x 17” sheets of paper are allowed to be posted here.
- Balloons may not be tied to stair railings
- Streamers may not be wrapped on stair railings
- Decorations may not obstruct any entrances/ exits
- One group at a time may paint the windows, however the group must give the specific time the windows will be painted and cleaned, as well as the content to OSI before any windows are painted. Windows must be tasteful and appropriate, and only overarching or traditional events will be considered for window painting privileges.
  Note: If window is not cleaned by specified date, group will be fined $100 and will lose window painting privileges for the rest of the school year.

**Residence Halls**

Hanging posters or flyers in the residence halls must be arranged with Residence Life approval through the RSO Service Center.

**Outside**

Hanging posters or flyers outside or on buildings must be arranged with Physical Plant approval through the RSO Service Center.

Sidewalk chalk drawings may be used for advertising purposes pending approval of the design by OSI. Designs must be tasteful and appropriate.

**Dining Areas**

- For Crossroads and Cool Beans, bring your table tents to the RSO Service Center and the staff will put them out. In Crossroads and Cool Beans, the Lexan displays must be used for table tents. The
dimensions of the Lexan displays for table tents are 4"x6". Table tents that do not fit into the Lexan displays will not be distributed.

- For Upper and Lower Kimball table tents are 4 ¼” x 11”. Bring to the RSO Service Center for approval. You must reserve space with Kimball in advance. The club is responsible for distributing Kimball table tents.

**Dinand Library**

Posting in the Dinand Library is allowed on a case-by-case basis. Bring your posters or flyers to the RSO Service Center for approval and posting instructions.

**Campus Mailbox Distribution**

Distribution in the campus mailboxes is at the discretion of the Post Office staff. Speak to the manager first before printing any flyers or postcards. Federal and College regulations dictate size and type of advertising eligible for distribution.

**PUBLICITY IDEAS**

**Hogan Campus Center**

- Hang flyers in designated areas throughout the building
- Hang banners on the Hogan 1 railing
- Place easels with flyers/ads in high traffic areas (request easels from Conference Services on Hogan 5)
- Sign out a lobby table on the first floor and use this space to promote event, sell tickets, or give away promotional items
- Put table tents on tables in Crossroads and Cool Beans
- Hang a flyer in the OSI window
- Distribute flyers/invitations through campus mail
- Blow up helium balloons with ads tied/taped to them
- Set up large, free standing items such as cardboard cutouts with ads/flyers taped to them
- Distribute flyers/personal invitations to all the RSO mailboxes located in the in RSO Service Center

**Kimball Dining Hall**

- If the event includes a performer, have the performer do a “teaser” (a smaller pre-show) in the Dining Hall to preview his/her talents
- Put table tents on tables
- Set up a table to sell tickets, hand out flyers, or implement some other promotional activity
- Advertise on the Kimball Menu or coordinate a theme meal to go along with your event
- Have an RSO member walk around in a sandwich board during meal time

**Residence Halls**

- Provide flyers for each of the floors
- Spread the word using word of mouth within the Residence Halls
- Put door hangers on doorknobs to advertise your event (must ask permission from Residence Life)
- Ask the CDCs to advertise your event through a building wide email

**Academic Buildings**

- Write your events on classroom chalkboards
- Make announcements at the end of class if the professor will allow it
• Walk to class handing out quarter sheets with event information
• Have organization members wear t-shirts/buttons/hats/etc. advertising the event

**Media Publicity**

• Send a campus-wide email *(two per event)*.
• Ask WCHC to play music of an artist you are bringing to campus and provide information regarding when they will be on campus.
• Send event information and descriptions to Public Affairs
• Create a web page to advertise organization events
• Send personal emails to your friends inviting them to come
• Write an article about your event and have *The Crusader* publish it the week before
• Place an ad in *The Crusader*
• Create a Facebook event
• Create a radio spot for your event to run on WCHC
• Advertise your event on your voicemail message so when people call you or your RSO’s Office, they will hear about your event
• Email SGATV @g.holycross.edu

**General Promotion Ideas**

• Word of mouth is the best way to publicize the event - The more enthusiastic you are, the more likely people will want to attend
• Hang mysterious teaser flyers to peak people’s curiosity - This works best when done in stages, giving a little more information every time until finally students know what the event is
• Personal connections with people are very effective - Send personal invitations via phone, email, voicemail, or mailboxes
• Promote in the Hart Center - A majority of Holy Cross students frequent the building on a daily basis
• Make announcements at other organizations meetings and invite them to attend as a group
• Make color posters (11x17) through Graphic Arts (You must get approval through OSI and have a staff member sign the form before you order the posters). *Please note: If you email an attachment to Graphic Arts, they will charge you a processing fee of at least $10.00.*
• Get a group together to advertise the event in person at Kimball or Crossroads - You may even want to dress up in a costume that matches the event theme to call attention to yourself
• Refresh promotion the day of the event as a reminder - Sometimes posters are taken or torn down
• Wear buttons or stickers to advertise your event and ask others to wear them as well
• Ask local delivery restaurants to put flyers of your events on their pizza boxes or in bags of food delivered to campus
• Spice up your flyers - Use fun, easy to read fonts, pictures, borders, or different shapes of paper
• Advertise giveaways at your events to attract a bigger crowd
• Everyone loves free food....
• Use promotional items to advertise events (i.e. magnets, bookmarks, mugs, cups, etc.) - Give away something that pertains to the event
• Give away candy with flyers or at a Hogan Lobby Table while you are announcing your event

**ALCOHOL PARAPHERNALIA**
Student organizations are not allowed to give away alcohol paraphernalia for event promotions (i.e. beer mugs, wine glasses, shot glasses, flasks, bottle openers, etc.). OSI staff can provide guidance when selecting promotional material.

ADVERTISING SERVICES

**Campus-Wide E-mail**

Recognized Student Organizations may promote their events and activities using e-mail in accordance with College policy.

Campus wide e-mails can be requested by e-mailing coannounce@holycross.edu. All event e-mails must include:

- A title for the “Subject” line (must include the RSO name)
- Who you want the e-mail sent to (i.e. all students, the Class of 2014)
- The message you would like to send as you wish it to appear
- The name of the sponsoring organization(s)
- Date, time and location of the program

**Campus-wide E-mail Policy**

1. It is a violation of College Policy to send mass mailings from an unauthorized Groupwise or Gmail address.
2. Meetings of special interest or to a limited audience will not be sent. Organizations should create distribution lists to send e-mails to a target audience.
3. Open membership or organizational meeting e-mails will only be sent by OSI once during the first three weeks of each semester. Rehearsals, practices, and regular meetings are not eligible for campus-wide e-mails.
4. Events and activities registered through OSI will be advertised through the Campus E-vents e-mail sent to the entire campus community each day.
5. Messages will be edited for content that violate College policy
6. OSI cannot guarantee that artwork or specialized font effects can be reproduced in a campus-wide e-mail.
7. To ensure that the mass email is sent to its recipients on the same day, all mass emails must be submitted before noon.

If you would like additional information about the College's e-mail policy, go to [http://www.holycross.edu/its/it_policies/](http://www.holycross.edu/its/it_policies/)