ADMINISTRATIVE POLICY

Policy Title	Uptown Campus Physical Advertising and Installation Policy
Policy Subtitle/Subject	Uptown Campus Physical Advertising and Installation Policy
Responsible Executive(s) (RE)	Patrick Norton, Senior Vice President and Chief Operating Officer
Responsible Office(s) (RO)	Division of Campus Services
Primary Point of Contact from RO	Amber Beezley, University Planning Office; Kelly Venable Carroll, Customer Engagement; Carmen Sarduy, University Communications
Contact Information (email and phone)	kvc@tulane.edu; 504-247-1122 amays@tulane.edu; 504-862-8191 csarduy@tulane.edu; 504-865-5210
Date Proposed	**12/17/24**
Reviewed	Click or tap to enter a date.
Last Updated	**12/9/25**
Effective Date	**4/10/25**

☒Permanent ☐Temporary

1.0 POLICY STATEMENT

Tulane University has developed a comprehensive policy to govern temporary posting, advertising, and event signage on the uptown campus. This policy is applicable to yard signs, posters, banners, flyers, large scale installations, window decals, and other forms of marketing/advertising placed by student organizations, university departments and divisions, and third parties. Tulane recognizes and commits to the essential role freedom of expression, thought, and inquiry serve in protecting and

upholding our university purpose. The university is committed to creating and sustaining an environment in which we welcome and practice the free exchange of ideas, the critical examination and discussion of them, and respect the dignity and freedom of others.

2.0 PURPOSE AND SCOPE

The purpose of this policy is:

(1) To ensure all temporary campus signage is clear, concise, and appropriate;
(2) To reduce visual and physical clutter caused by temporary campus signage and installations through the standardization of placement and quantity;
(3) To advise groups, including student organizations and university departments, on the most effective channels of approved campus marketing; and
(4) To codify the approval process of various campus marketing channels.

3.0 APPLICABILITY OF THIS POLICY

This policy applies to:

(1) All University Recognized Student Organizations and,

(2) Academic schools and departments/centers/ programs

(3) External organizations wishing to advertise on the Tulane University uptown campus.

Specific institutional initiatives and operations may be exempt from guidelines, as noted below.

4.0 WEBSITE ADDRESS FOR THIS POLICY

Enterprise Risk Services will add the web address of the policy after it is added to the policy library.

5.0 CONTACTS

Identifies persons or departments that should be contacted if there are any questions or concerns regarding the policy.

Subject	Contact	Telephone	E-mail/Web Address
Campus Services	Click or tap here to enter text.	Click or tap here to enter text.	Campusservices@tulane.edu

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7.0 DEFINITIONS

Recognized Student Organization (RSO): An autonomous student organization formally recognized by Tulane University. An RSO is formed by currently enrolled students sharing a common goal or interest that have completed the RSO recognition process and agree to adhere to all university policies and procedures.

School: Refers to the ten recognized schools and colleges: Newcomb-Tulane College, School of Architecture, A.B. Freeman School of Business, School of Law, School of Liberal Arts, School of Medicine, School of Professional Advancement, School of Public Health & Tropical Medicine, School of Science & Engineering, School of Social Work.

Departments/Centers/Programs: Refers to organizations within academic schools or operational units.

Institutional Events: For the purposes of this policy, institutional events refer to student Move-in, New Student Orientation, New Orleans Book Festival, Homecoming, Wave Weekend, Crawfest, Commencement, and athletic events unless otherwise noted.

Promotions: A planned set of paid and free advertising designed to promote an event or program.

Opportunities: The medium used to advertise the event or program. Examples include all channels listed in section 8.0.

Event: Events have a discrete start and end time/date, either several hours, a single day, or shorter than one week (7 days). Events are defined as a function or gathering, other than academic classes scheduled as part of the curriculum, that is: 1) held in a university building or outdoor space on the university campus: 2) hosted off-campus by a university Recognized Student Organization, school, or department/center/program; or 3) hosted virtually using university technology. **Examples include an open house hosted by a department or an information session organized by an RSO.**

Series: A set of related/recurring events or activities with a particular long-term aim. Programs typically last longer than one week. Like an event, a program is 1) held in a university building or outdoor space on the university campus: 2) hosted off-campus by a university Recognized Student Organization, school, or department/center/program; or 3) hosted virtually using university technology. A program may not have a discrete start and end time/date. **Examples include a recurring speaker series or the Tulane Shakespeare Festival**

Informational Campaign: A set of planned promotions designed to advertise resources or initiatives. **Examples include a semester-long promotion of academic resources or a campaign advertising course evaluation**

8.0 POLICY AND PROCEDURES

1. **APPROVAL**

A. Approval Process:

1. All installations and promotional materials must be approved by the Division of Campus Services, unless otherwise stated. The approval process requires a minimum of five business days for review and approval. To receive approval, complete a request form.

B. Content Guidelines:

1. The organization sponsoring the event must have their name and contact information (phone number, email, website, QR code linked to a website) visible on the front of all publicity materials. Promotion for closed events must be by invitation and may not be done through public channels.

2. Proposed artwork must not bully, demean, harass or intimidate groups or individuals.

3. Materials must reflect a responsible attitude towards alcohol.

4. Materials that advertise events where alcohol will be served must not overtly or covertly state or imply an invitation to participate in excessive drinking.

5. Materials may not have any alcoholic beverages listed on them.

6. Materials promoting or advertising an event where alcohol will be served must follow the Tulane University Alcohol Beverage Policy as set forth by the university and approved by the University Senate.

7. The Division of Campus Services reserves the right to reject material deemed inappropriate, fails to comply with university guidelines or if the sponsor fails to abide by this policy.

C. Materials Guidelines:

1. Promotional materials must be printed on specific materials/substrates, including window installations or decals. Campus Services may require certain types of decals (perforated/transparent/etc.) or adhesive be used. Email campusservices@tulane.edu for clarification or questions.

D. Installation Guidelines:

1. Banners, large-scale installations, and exterior building façade/window installations require professional installation. A list of installers can be requested by emailing campusservices@tulane.edu.

2. Any materials found violating this policy will be removed and the sponsoring organization may not be allowed to promote or advertise future events or programs on campus.

3. The university reserves the right to remove materials due to wear and tear or outdated content.

E. External Organizations:

1. Commercial posting of flyers by off-campus businesses, organizations, entities, and individuals is permitted ONLY on the exterior bulletin boards located at PJ's Willow and PJ's Stern.

2. EVENT/PROMOTION LENGTH

A. Installation and Removal Dates

1. All approved promotional materials will be given installation and removal dates as part of the approval process.

2. Events with a duration of less than 7 days: Promotional materials must be removed within 48 business hours after the event.

3. Series of Related/Recurring Events: Promotional materials must be removed within 48 BUSINESS hours of the end time of the final event in the series.

4. Informational Campaigns: Promotional materials must be removed by the date specified by Campus Services.

3. **PROMOTIONAL OPPORTUNITIES**

A. Distribution/Solicitation - Promotional Materials

1. Distribution (handing out to passers-by) or non-commercial, informational material is allowed only by Recognized Student Organizations, schools, departments/centers/programs, and Tulane affiliates in the Lavin-Bernick Center using reserved booths or tabling along McAlister Place, Berger Family Lawn, and under Stern Hall. See the Solicitation and Distribution policy for guidance on solicitation and distribution by Tulane employees in contexts not covered by this policy

2. Non-Tulane affiliates are not permitted to distribute or solicit on university property.

B. A-Frame Signs

1. The use of exterior A-frame signs is only permitted for the following university departments with prior approval from Campus Services:

a. Athletics

b. Event Services

c. Parking Services

d. University Communications

e. Student Affairs

2. Exterior A-frame signs are only approved for the following uses:

a. In the promotion of campus-wide events as designated by the Office of Institutional Events, Event Services, and/or Athletics.

b. As directional signage for campus-wide events including Move-in, New Student Orientation, New Orleans Book Festival, Commencement, Homecoming, Wave Weekend, and athletic events.

c. To provide information about parking restrictions as determined by Parking Services.

3. Exterior locations for A-frame signs must be approved by Campus Services, paying special attention to access, egress, and accessibility of campus spaces.

4. A-frames should never be placed in the middle of a sidewalk or impede pedestrian traffic in any way.

5. Building managers may have their own guidelines for the use of A-frame signage inside of buildings; all interior A-frames must be approved by building managers as long as the installation location does not impede building life safety egress routes.

6. A-frame should be put out the day before the event and must be taken down immediately after the event.

C. Banner Spaces

1. Several reservable banner spaces are available on the uptown campus.

2. Only Recognized Student Organizations, schools, departments/centers/programs may reserve a banner location. A banner location may be reserved for up to seven days, including Saturday, Sunday, and university holidays. Only one banner location may be reserved per group on any given day. Banner space reservations must be made through the Tulane EMS platform.

3. When purchasing banners, organizations should request the sign manufacturer use reinforced stitching and grommets and add wind slits to avoid tearing due to wind and rain.

4. There are separate policies governing the hanging/mounting of banners on buildings. Limited university departments and institutional events will also be permitted to use the exterior building banner spaces outlined in section 8, Exterior Building Façade/Window Installations.

5. LBC BANNER SPACES:

a. Reservation process: LBC banner spaces must be reserved through the Tulane EMS platform.

b. Promotion length: A banner location may be reserved for up to seven days, including Saturday, Sunday, and university holidays.

c. Number of available spaces: There are banner locations along the second-floor railings above the LBC Food Court seating area and Qatar Balcony (exterior).

d. Dimensions: Banners may not exceed 3'h x and 8'w.

e. Installation process: Lavin-Bernick Center employees hang and remove banners. Please bring your banner to the Information Desk the day before your banner reservation begins. If you would like to reuse the banner, you must

retrieve your banner the day after your reservation ends. Banners left after two days will be discarded.

f. Use of the LBC Gorson Porch banner space and the balcony space outside of Qatar Ballroom in the Lavin-Bernick Center for University Life are reserved for university-wide events only.

6. MCALISTER PLACE BANNER SPACE:

a. Reservation process: The McAlister Place banner space must be reserved through the Tulane EMS platform.

b. Promotion length: A banner location may be reserved for up to seven days, including Saturday, Sunday, and university holidays.

c. Number of available spaces: One space is available spanning McAlister Place between McAlister Auditorium and Berger Family Lawn.

d. Dimensions: Banner should be 4'h x 30'w with wind slits and D-ring grommets in each corner. Banner should be professionally produced.

e. Installation process: The organization must submit an electronic Interdepartmental Order (E-IT) to Facilities Services to install. Banners should be dropped off at the front desk of Campus Services, Building 85 at least THREE BUSINESS days prior to the scheduled installation date. The organization's name, contact person info and E-IT# MUST be on the outside of the banner.

7. STERN HALL BANNER SPACES:

a. Reservation process: The Stern Hall banner spaces must be reserved through the Tulane EMS platform.

b. Promotion length: A banner location may be reserved for up to seven days, including Saturday, Sunday, and university holidays.

c. Number of available spaces: There are six banner locations under Percival Stern Hall adjacent to PJ's Stern on the academic quad side. These banners spaces are labeled 1 to 6 and are two different sizes.

d. Dimensions: Banner spaces 1, 3, and 5 should measure 3'w x 3'h. Banner spaces 2, 4, and 6 should measure 7'w x by 3'h.

e. Installation process: The organization may install on their own in the lower spaces using zip ties to secure the banner. The higher spaces require an installation fee. The organization should submit an electronic Interdepartmental Order (E-IT) to Facilities Services to install on the higher spaces. Banners should be dropped off at the front desk of Campus Services, Building 85 at least THREE BUSINESS days prior to the scheduled installation

date. The organization's name, contact person info and E-IT# MUST be on the outside of the banner.

D. Booth Reservations

1. Only Recognized Student Organizations, schools, and departments/centers/programs may request a booth location. Booth spaces are in the Lavin-Bernick Center, on McAlister Place, along the Berger Family Lawn, and in the Stern Hall Breezeway.

a. Reservation process: All reservations must be made through the Tulane EMS platform.

b. Promotion length: A booth location may be reserved up to five days per month per event. Only one booth location may be reserved for an organization on any given day.

2. Booth reservations are not allowed in Pocket Park or Pedersen Lobby. Those areas are reserved for special events, not tabling opportunities. For additional information, visit https://lbc.tulane.edu/marketing-promotion-0

E. Bulletin Boards—Interior & Exterior

1. Bulletin boards are located throughout the uptown campus. The organization is responsible for posting and removing their materials according to the bulletin board owner and the guidelines below.

a. Promotion length: Approved materials can be posted no more than two weeks prior to the event. Materials must be removed within 48 hours of the event.

b. Dimensions: Materials may be no larger than 14"w x 22"h.

c. Quantity: Only one poster is allowed per bulletin board.

d. Installation: ONLY use pushpins or tacks. All other adhesives, including staples, tape, and stickers, are strictly prohibited.

e. Publicity must not bully, demean, harass or intimidate groups or individuals.

2. Posting over or removing existing material is prohibited.

3. At no time shall any material be posted or affixed on vehicles, trash cans, trees, sidewalks, support columns, lamp posts, traffic signals, buildings, benches, vending machines, fences, gates, telephone poles, windows, or doors/doorways**.**

F. Chalking---THERE IS A MORATORIUM ON CHALKING UNTIL FURTHER NOTICE

1. Chalking is reserved only for Recognized Student Organizations, schools, and departments/centers/programs.

2. Chalking is permitted only on concrete or asphalt sidewalks and uncovered walkways. Chalking is not permitted on bricks or pavers or under covered areas.

3. Chalking is not permitted on any campus building or structure, including steps, entryways, porches, patios, posts, pillars, or columns.

4. Only water-soluble chalk is allowed. Use of liquid and spray chalk is not permitted.

5. Any organization found to be in violation of these guidelines will be charged for the labor required to remove the chalk.

6. Any content found to be in violation will be removed immediately.

G. Digital Displays

1. Many schools and buildings maintain their own digital displays. Reach out to those groups individually.

2. Large outdoor LED boards can be reserved through Event Services. Email eventservices@tulane.edu for more information.

If a school or department is interested in adding digital displays to their building or area, a project request form is required to be submitted, https://campusservices.tulane.edu/content/request-project

H. Exterior Building Façade/Window Installations/Uplighting

1. This section governs all temporary or permanently affixed installations on the exterior of campus buildings or windows. Campus Services reserves the right to define and approve this promotional channel in all instances, with special attention to historic building guidelines, fire code, ingress/egress, ADA accessibility, and public and pedestrian safety.

a. Large- or small-scale exterior banners, including those installed on exterior faces, columns, or balconies.

b. Art installations including Mardi Gras house float-style decorations, school spirit, sculpture, and institutional events including but not limited to move-in, homecoming, commencement, and donor campaigns.

c. Large- or small-scale window clings and graphics installed on windows.

d. Lighting whether attached to building facade, projected onto building or up lighting fixtures. Facade lighting on buildings/campuses is at the discretion and approval of senior administration.

e. Complete the request form for approval.

2. Approved Events:

a. Institutional events allowed to promote on designated building facades and windows including Move-In, New Student Orientation, New Orleans Book Festival, Crawfest, Commencement, Homecoming, Wave Weekend, and athletic events.

b. Departments, schools, centers, and institutes wanting to promote on building facades and windows during the above events, must coordinate with the University Planning Office by emailing campusservices@tulane.edu.

c. Recognized Student Organizations are not allowed to install or hang promotional materials on exterior building façades or windows. Refer to section 8.3.c for information on banner reservations.

3. Approved Installation Locations:

a. Several uptown campus buildings have permanent hardware installed in designated areas to accommodate installation of promotional materials. These include Avron B. Fogelman Arena in Devlin Fieldhouse; Gibson Hall, McAlister Auditorium; Newcomb Hall; Newcomb Art Museum. Any proposal of locations outside this list should be referred to campusservices@tulane.edu.

b. Campus Services has full discretion to approve or deny exterior building façade/window requests.

4. Request, Installation and Removal:

a. Exterior building façade/window promotional artwork must be approved by Campus Services. Interested groups must reach out for approval prior to creation and production of proposed material.

b. Upon approval, Campus Services will provide dimensions, materials, and other instructions (adhesive types, grommets, wind slits, etc.) that must be adhered to in the process of production and installation.

c. Campus Services may require building façade/window promotional artwork be installed and removed by Facilities Services or an insured professional on the university's Master Service Agreement list.

d. As part of the approval process, all promotional materials will be given installation and removal dates based upon event/program duration.

e. If not using Tulane Facilities Services for installation, removal **within these dates** must be included in your bidding process for production and installation.

I. Flags/Razor Flags

1. Use of Razor or Feather Flags requires approval from Campus Services. Departments and organizations interested in using this as a form of promotion should request approval and provide a .pdf of the flag design, proposed locations and the duration of the promotion/event. Flags can go up the day of an event and must be taken down the same day the event ends.

J. Large-Scale Outdoor Installations

1. This section governs all large-scale outdoor installations on the Tulane campus, including those listed below. Campus Services reserves the right to define and approve this promotional channel in all instances with special attention to historic building guidelines, fire code, ingress/egress, ADA accessibility, and general pedestrian safety.

a. Balloon arches and balloon installations

b. Large (over 3-feet tall) A-frame message boards

c. Freestanding Mardi Gras house float-style installations

d. Outdoor photo opportunity displays

2. Approval:

a. Large-scale outdoor installations may be installed only with the approval of Campus Services. Interested groups must reach out for approval prior to the production of their proposed installation by completing a request form.

b. Upon approval, Campus Services will provide instructions that must be adhered to in the process of production and installation.

3. Installation and Removal:

a. Campus Services may require that large-scale installation be installed and removed by Facilities Services or an insured professional on the university's Master Service Agreement list.

b. As part of the approval process, dates for installation and removal will be provided by Campus Services.

c. Removal within these dates must be included in the bidding process for production and installation.

K. Light pole banners

1. The use of these is strictly for university-wide events/programs and requires approval from University Communications. Departments and organizations interested

in using this as a form of promotion should complete a request form and provide a .pdf of the banner design, proposed locations and the duration of the promotion/event.

L. Table Tents

1. The Lavin-Bernick Center has 80 two-sided 4″w x 5″h acrylic table tent holders that may be deployed in the LBC Food Court seating areas. The two-sided holders can be reserved on a first-come, first-served basis by Tulane University student organizations and departments.

a. Reservation process: Table Tent reservation requests may be submitted at ems.tulane.edu. If the reservation is approved, the 80 printed table tent inserts should be brought to LBC Suite 218 either the day before or the day of the reservation and the LBC student employees will insert the table tents into the acrylic holders and recycle them when the reservation ends.

b. Approval & Reservation process: Table tents must have the sponsor's name printed on them. Table tents must not bully, demean, harass or intimidate groups or individuals. Table tents may not advertise alcohol promotion or consumption. Reservations can be made via the Tulane EMS platform.

c. Promotion length: Only one (1) table tent slot (i.e. one side) may be reserved per sponsor per day. Table tents may be reserved for up to seven (7) days per month

d. Dimensions: Artwork should be exactly 4″w x 5″h.

M. Yard Signs

1. The use of yard signs, whether informational or directional, requires the approval of Campus Services and is limited to designated areas of the uptown campus. Complete a request form for review.

a. Promotion length: Yard signs are allowed to be up no longer than two weeks and must be removed within 48 hours of the event or program.

b. Locations: The uptown campus consists of three zones/areas: front campus, middle campus, back campus. Departments/organizations are allowed a maximum of 10 signs per zone.

c. Dimensions: Yard signs may be 24″w x 18″h or smaller. Yard signs larger than 24″w x 18″h will be removed.

d. Installation: Yard signs must be installed on standard step-stakes and should take into consideration landscaping, irrigation, and other infrastructure that could be affected by the yard sign and stake.

e. Yard signs are not allowed to be placed in artificial turf, along Cowen Circle, Newcomb Pottery Garden (small lawn in front of the entrance to the Newcomb Art Museum), Glazer Garden and Bocce Court (behind Wall Res Hall).

9.0 CONSEQUENCE OF VIOLATING THE POLICY

Violation of this policy may result in disciplinary action, a daily fine and/or cost of labor needed to remove unapproved promotional materials or installations or the loss of future advertising and promoting of events or programs.

An electronic Interdepartmental Transfer (E-IT) will be initiated by Campus Services in the event of a violation of this policy.