

GEORGETOWN UNIVERSITY LAW CENTER ADVERTISING POLICIES

Requests for Advertising

All requests for Advertising must be made through the [Advertising Request Form](#) on the [Office of Student Life Resources page](#).

Advertisements for events must include:

- Title of Event
- Names of Guest Speakers, if applicable
- Confirmed Date of Event
- Confirmed Time of Event
- Confirmed Location of Event or Virtual Zoom Link/ RSVP Sign Up
- Name of Sponsoring Organization(s)
- Telephone Number or Email Address for More Information
- Accessibility Statement (see below)

All advertisements must include this accessibility statement: “*Accommodation requests related to accessibility should be made by [specific date] to [sponsoring department contact person, phone number, and email address]*”.

If you need assistance with the accommodation request, you can contact the Director of Accessibility Services for more information at accessibilityservices@georgetown.edu

Consider appropriateness of content. Please keep in mind that Georgetown Law is a diverse community and what might be amusing to one person may be offensive to another. Be considerate of others when creating flyers that will be displayed publicly.

Printing, and the costs associated, are the responsibility of the student organization and/or department.

Any Student Organization events with an external guest speaker or panelist must be open to the entire Georgetown community and must be advertised in the OSL Broadcast in accordance with the guidelines below.

Any exceptions to the Advertising Policies must be approved by the Director of Student Life.

OSL Broadcast Email

1. The Office of Student Life sends a direct email to students once a week during the academic year. The email is usually sent on Fridays, unless Friday is a holiday in which case it is sent on Monday. It includes all approved student organization events and announcements.
2. Student Organizations and/or departments must submit an advertising request online via

[Formstack](#) to be included in the OSL Broadcast. The deadline for submission is by **12pm on the Thursday prior to the Friday broadcast.**

- **Flyers only need to be submitted once**, and will remain in the OSL Broadcast email until the week of the event.
 - **For recurring events, please specify** in the comment section until what date you would like the flyer to be shown.
 - **Alt Text** is required for a flyer to be included in the OSL Broadcast. It should include: Sponsoring organization/ Department, Title of event, Date and Time, Location.
3. This is the sole email broadcast for Student Organization and department announcements. Individual email announcements will not be approved.
 4. **The Office Student Life will only send one email per week; therefore, any announcement inadvertently excluded from the email will be included in the next week's email if timing of the event permits.**
 5. Student organization events and room reservations **must** be approved by the Office of Student Life before any flyers for that event are approved or included in the OSL broadcast.

Flyer Policies

1. **Flyers must include:**
 - a. The student organization, department, or faculty member sponsoring event
 - b. The event's date, time, & location (confirmed and approved by OSL)
 - c. For Virtual Events, a Zoom Link or RSVP link must be included
 - d. The event sponsor, which must be a department, student organization, or faculty member
 - e. The event sponsor's contact information
 - f. An accessibility statement regardless of event or announcement type
2. **Flyers must use language that adheres to the [Georgetown Law Alcohol Policy-Student Sponsored Events Addendum](#).** Whenever the presence of alcoholic beverages is advertised on a flyer, availability of food and non-alcoholic beverages must also be prominently displayed. Phrases such as "free beer, pregame, booze, etc" cannot be used, and wording that would seem to encourage excessive use of alcoholic beverages must be avoided. When including pictures or graphics of alcohol on a flyer, only photos of approved alcoholic beverages per the Georgetown Law Alcohol Policy Addendum are permitted to be displayed. Cocktail glasses or liquor bottles are not permitted for inclusion on flyers.
3. **Size:** Flyers on bulletin boards must be 8.5" x 11".

4. **Approval Stamp:** Flyers must be electronically stamped by the Office of Student Life, via the Advertising Request Form on the Office of Student Life CampusGroups page, under the [Resources & Policies](#), *prior* to being copied and distributed. Posters or flyers that have not been stamped will be removed and the posting organization may be subject to disciplinary action by the Office of Student Life.
5. **Accessibility Statement:** All flyers regardless of event format (in person or virtual) or announcement type must include the following statement:
Accommodation requests related to accessibility should be made by [specific date] to [sponsoring department contact person, phone number, and email address].”
6. **Virtual Events:** All virtual event flyers for student organizations will be approved as long as all other policies have been met. For virtual events with outside guests, a Space Request form with the Law Scheduling office must be submitted.
7. **Location:** Flyers may only be posted on approved bulletin boards. A list of appropriate posting sites throughout Georgetown Law is available from the Office of Student Life. A bulletin board assigned to a particular department is for the exclusive use of that particular department.
8. **Dates for Posting:** The flyer or poster may be posted up to five business days before the event.
9. **Flyers may not be posted on inappropriate surfaces.** Flyers must not be taped to painted surfaces. Your organization or department may be charged for any damages caused by posting. Only classroom changes and notices from the Office of the Registrar may be posted on classroom doors. Other inappropriate posting surfaces include, but are not limited to: lockers, water fountains, toilet stalls, telephone booths, stairwells, columns, exterior and interior glass doors and panels. **Cork surfaces are the only place posters can be placed.** The posters may only be hung with push pins, **no staples or tape.** Only large posters meeting certain criteria (see *Elevator Poster Policies below*) may be approved and placed in elevators.
10. **One flyer or poster per bulletin board.** Because there are many organizations and departments hosting events, and because posting space is limited, do not place more than one flyer on a given subject on a bulletin board, and do not cover up another flyer.
11. **One flyer per event will be picked for the OSL broadcast and digital screens.** The Office of Student Life will only approve a maximum of two designs per event for bulletin posting.
12. **Expired flyers.** The Office of Student Life maintains the bulletin boards and will remove expired flyers weekly. However, remember to take your own flyers and posters down after the event.
13. **Flyers for external events.** One or two bulletin boards may be available for advertising

events or services of external organizations. The Office of Student Life will determine the appropriateness of these flyers and will post them as space permits. This includes flyers related to furniture sales and apartment leases.

Digital Signage

Intended Use: Digital sign messages are only to promote events and programs for Georgetown Law students. Digital signage is *not* intended for classified announcements (e.g. room for rent), reminders, external organizations and vendor ads, promoting the sale or trade of items, or announcements that do not support the mission of Georgetown Law.

Compliance: Submissions for digital signage ads must comply with all federal, state, and other applicable laws; University policies; and all applicable contracts and licenses. Those making submissions are responsible for compliance with all applicable laws and policies.

Content Specifications:

Alcohol– Ads referring to alcohol service at student-sponsored events must adhere to the [Georgetown Law Alcohol Policy Addendum for Student Sponsored Events](#).

Limits – Each slide is displayed for 10 seconds.

Required Information:

- Title of Event
- Names of Guest Speakers, if applicable
- Confirmed Date of Event
- Confirmed Time of Event
- Confirmed Location of Event or Virtual Zoom Link/ RSVP Sign Up
- Name of Sponsoring Organization(s)
- Telephone Number or Email Address for More Information
- Accessibility Statement

Size – Submissions must be 8.5 (w) x 11 (h) & 395x592 pixels.

Use of University Name and Logo – Submissions must adhere to the [University's Visual Identity](#) located on the Georgetown website.

Process: Submissions must be submitted for approval through the [Advertising Request Form](#)

1. One approved flyer per event may be uploaded to the digital signage screens.
2. If you indicate you want your flyer in the OSL Broadcast, the same design

- will be used for digital screens. This will be done automatically.
3. The flyer may be displayed on the screens for up to 7 days before the event.
 4. During finals, the Registrar will use the screens for room assignments and no flyers will be shown.
 5. No flyers are shown during the summer and winter break.

Submission Timing:

Submissions – Advertisements can be displayed for up to five business days before the event. When submitting for approval through the Advertising Form, the submitter will need to opt for the flyer to be in both the OSL Broadcast and Digital Signage screens.

Recurring Submissions - OSL will display the event until the date on the flyer or date specified on the Advertising Request Form.

Returned Submissions - Submissions that do not meet the policy specifications may be returned to the submitter for revision. Returned submissions that are altered and resubmitted must still meet the weekly submission deadline of **Thursday at 12pm** to be included in the following week's OSL Broadcast and digital screens.

Easel Poster Policies

Easel Posters must adhere to the *Flyer Policies* above. In addition:

1. Easel posters may be placed outside the door of an event for the duration of the event and must be removed at the conclusion of the event.
2. Students/Departments must supply their own easels and poster boards.

Chapel Area: Easel Posters may be displayed in the Chapel Area by student organizations that have been assigned a table in the Chapel Area **ONLY** while the table is staffed. Easel Posters should be taken down when the tabling period is over and should not be left up overnight.

Elevator Poster Policies

1. Only Administrative Departments with special permission from the Office of Student Life may hang posters in elevators in McDonough Hall. **Elevator posters must be approved by the Office of Student Life. OSL will stamp elevator posters electronically. If any poster without this stamp is found in the elevators, it will be removed.**
2. Only 11" x 17" posters may be posted in elevators. Any other flyers will be removed. (An

exception is made during the exam period, when the Office of the Registrar may post room assignments.)

3. These policies only apply to the **five elevators in McDonough Hall**. Posters may not be placed in elevators in the E.B. Williams Library, Hotung, Sport and Fitness Center, or Gewirz. Elevator Posters must adhere to the *Flyer Policies* above.
4. Elevator posters will not be approved until **24 hours** before the event. Posters found in elevators more than 24 hours before the event will be removed.
5. Events publicized in elevators must take place on the Georgetown Law campus. These events must be academic in nature, rather than social or strictly for entertainment.
6. On occasion, and only with approval from the Dean's Office, announcements of an emergency nature or of other campus-wide significance may be posted. Selected academic programs may be permitted to place informational posters in elevators as well.
7. A maximum of three separate event posters may be placed in each elevator. If there are more than three noteworthy events, the Dean's Office and Office of Student Life will consult with each other to determine which three events may be advertised.
8. Soiled, defaced, or damaged posters will be removed.

Media Coverage

To arrange for media coverage, please contact the Georgetown Law Communications/Media Relations Department at mediarelations@law.georgetown.edu or 202-662-4199.

Using the Georgetown Logo

Since the Georgetown name and logo are copyrighted, prior authorization must be obtained before they are used. Contact the Office of Student Life for more information. This assures that all advertising bearing Georgetown University and Georgetown Law trademarks promotes and protects the University, as well as fulfills the needs of consumers wanting goods bearing the University's trademarks, symbols, and insignias.

University Name

Remaining consistent in how we refer to the Law Center helps to build name recognition for the school. Please abide by the following guidelines: The first time you refer to it in text, use "Georgetown University Law Center." After that you may use "Georgetown Law" or "the Law Center." Do not use any abbreviation, such as "GULC," or various versions such as "Georgetown Law School," "Georgetown Law Center," "Georgetown University Law," etc.

Flyer Distribution Locations

Up to 36 copies of each flyer can be posted and distributed based on the available and approved spaces for flyer posting. Printing and the costs associated, are the responsibility of the student organization and/or department.

Room # / Bulletin Board Location	Number of Bulletin Boards
McDonough Bulletin Boards (1st Floor)	6
201	1
202	2
203	1
205	1
164	2
160	2
156	2
109	1
110	1
140	1
141	1
Gewirz Concierge (Drop Off)	13
Hotung 1 st Floor	1
Hotung 2nd Floor	1

Note that the acoustic panel in the back of Room 206 is not a bulletin board. Please do not post on the panel.