

# Policy - Library Advertising Policy

Organization Memorandum No. 6  
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## Library Advertising Policy

The purpose of the Georgia State University Library's promotional media is to increase public awareness of the library. Promotions that do not connect to the library's resources, events, services and announcements are restricted to limited areas. Exceptions may be made for university-mandated communications.

### Library Advertising Guidelines

Some examples of media restricted to library related promotions are:

- The video screen on the first floor of Library North
- The library Stall Times newsletter
- The library's various poster frames
- The library exhibit cases on the first floor of Library North
- The library website and its front page banners  
(please consult the library's web policy for further guidelines)
- The library news blog (excluding the subject specific blogs)
- The desktop screen and the screensavers of library computers
- The library public announcement system
- Any print media (such as bookmarks, flyers etc.) at the library's service desks

The library receives many requests from campus organizations, offices and individuals to post advertising that does not connect to the library's services. To accommodate these requests, promotional flyers for university related marketing (not connected to the library's services) may be posted on bulletin board strips in the building. Such flyers are limited to one per bulletin board and will be taken down after the date of the event they advertise. These bulletin board strips are in the following locations:

- Library North 1 and 2
- Library South 2

Persons are strictly forbidden to distribute commercial advertising literature on library property, to circulate or post petitions, or to solicit funds for any purpose.

*Developed by Library's Creative Manager April 2009. Approved by Library Administrative Council May 5, 2009. [Note: OM #6 number re-assigned; formally titled Library Advisory Committee]*