



LIBRARY ADVERTISING POLICY

The purpose of the Georgia State University Library's print and digital promotional displays is to increase public awareness of the library. However, there are times when promotions that do not connect to the library's resources, events, services and announcements may be posted.

Library Advertising Guidelines

Indoor Spaces

Print

The library receives many requests from campus organizations, offices and individuals to post printed advertisements that do not connect to the library's services but do support the services of other entities connected to Georgia State University. To accommodate printed requests, Letter sized (8.5in x 11in) flyers may be posted with permission on designated bulletin board strips within the University Library. Posted items should clearly identify the affiliation with the university. Such flyers are limited to one posting per bulletin board and will be taken down after the date of the event they advertise.

Digital

The library receives many requests from campus organizations, offices and individuals to post digital advertisements that do not connect to the library's services but do support the services of other entities connected to Georgia State University. To manage these requests, the University Library only approves requests authorized through the official University channel. Determining which of the library digital displays are used to show requested content is at the discretion of the Library's marketing team. Digital flyers will be removed from the digital display system after the date of the event or after one week – whichever is sooner.

Videos produced to be shown on monitors must be captioned or contain subtitles within the video content.

University-mandated communications are prioritized.

Outdoor Spaces

For safety, security, and convenience, easels, sandwich boards, or any other free-standing signs must be kept a minimum of 15 feet from the University Library's entrance. Outdoor signs may not obstruct entrance or exit doors of the University Library, any permanent or temporary library signage, or impede the flow of pedestrian traffic.

Posted items should clearly identify the affiliation with the university

To maintain an aesthetically attractive environment, signs that are not maintained or that have exceeded more than one-week display time, regardless of meeting the distance requirement may be removed

The visual clutter of outdoor signs detract from an aesthetically attractive environment. As a result, the University Library may rearrange signage as needed and remove signs that are duplicates.

The University Library may remove signage equipment / content if adherence to the guidelines in this policy are not followed. Persons are strictly forbidden to distribute commercial advertising literature on library property, to circulate or post petitions, or to solicit funds for any purpose. Organizations unaffiliated with Georgia State University may not post items. The University Library is not responsible for maintaining or returning any items that were improperly posted and/or removed.

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]. Update approved by LAC 11/20/2018.