

# Guidelines for Advertising on campus

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1. Advertisements promoting **alcohol consumption must be restricted to the Student Union**, and must be approved by the SRC in the case of SRC Societies or Sports Admin in the case of Sports Clubs, and the Registrar, whose stamp of approval must be clearly visible on all such posters.
2. In the case of SRC Societies, **all posters must include the SRC Logo as well as the society's logo and then be stamped by the SRC**. Similarly, all Sports Clubs must include Sports Admin Logo and be stamped by Sports Admin. In the case of Hall based posters, the Hall Logo should be included and the relevant Hall Warden must approve.
3. **Any illustration which is potentially offensive to any particular group must be avoided**. For example, images which are sexist, racist or homophobic may not be used.
4. **Adverts may not portray alcohol or female bodies** as necessary to social or sexual success.
5. The **language used in the poster must be similarly neutral and acceptable to all readers**. No swearwords, expletives or offensive slang terms may be used. This prohibition also includes the use of asterisks to avoid explicit spelling of an obviously offensive word.
6. Advertisements **shall not use low-cost alcohol or large quantities of alcohol as an inducement** to join an SRC Society or Sports Club or attend an event.
7. Posters **may not exceed A3 size**.
8. Each poster **must have a clear indication of authorship, contact details and a date of expiry**.
9. Posters **may only be displayed on official noticeboards or display areas**. Students who put posters on a surface not specifically designated or reserved for this purpose will be in **contravention of section 15.34 of the Student Disciplinary Code**. Such posters will be removed.
10. Societies/Clubs etc. may **display one poster per notice board**.