Posting around campus

- **Price Center**
  - You do not need approval to post flyers in Price Center
  - Make sure you post on vertical concrete surfaces and use blue painter’s tape

- **Specific Colleges**
  - Each college has their own posting policy, and they will tear down your flyers if you do not abide by it
  - Visit the administration building in any college to figure out what the posting policy is for that college
  - To post in dining halls, contact the front end manager to get permission ([http://hdh.ucsd.edu/diningservices](http://hdh.ucsd.edu/diningservices))

Effective advertisements

- **Things to consider**
  - Create a logo (these take time to get recognition)
  - Branch out with your marketing (do more than just posting flyers)
  - Shorten your overall message to create a hook (ex. “Where will you be on Monday night?”); Let this message draw people in and tempt them to read on
  - Let students know what they gain by attending
  - It takes a lot of flyers to equal a large, well-placed banner
  - Make your organization’s involvement clear
  - Give concise information about time and place
  - Know your audience (and know where they are on campus)
  - Make it neat, legible, and colorful

High-traffic areas to advertise on campus

- Dining hall table tents (contact front end manager)
- Food court table tents (contact University Centers Marketing)
- Banner on 2nd floor of PC East
- Department building (for events specific to a major)
- Student org offices
- Shuttle stops

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