



Campus Advertising: ~~Use of Electronic Marquees~~ and Non-Permanent Signage

Reference: College Policy 3007, Adopted by the Operations Council, May 11, 1992

Requests ~~for use of the electronic marquees~~ to advertise college events and opportunities via electronic ~~marquees and monitors~~, and other non-permanent signage such as banners and yard signs should be made to the Public Information Officer. Use is subject to the following guidelines:

- A. Advertisements are limited to events, opportunities and services generated by approved college programs, services or student clubs.
- B. Advertisements should:
 - a. be easy to read.
 - b. be designed in adherence with approved college brand standards. (please contact Public Information Office or visit www.contracosta.edu/marketing for specifications)
 - c. include only high level detail, along with a web address or contact information.
 - d. be of appropriate size for posting location. (please contact Public Information Office or visit www.contracosta.edu/marketing for specifications)

Commented [HB1]: For the purposes of finalizing this document, this language which was added during my initial revision, should cover the request for banner specs as well as electronic graphics

Marquees & Monitors

- A. Marquees are located on Mission Bell Drive and on the exterior of the John & Jean Knox Performing Arts Center, and are used to announce events, opportunities and services for participation by the general public.
- B. TV monitors are located throughout campus and are used to announce events, opportunities and services to the internal campus community.
- C. Advertisements should be sent for approval and posting no later than seven (7) business days prior to an event to the Public Information Officer.
- A. Advertisements may be posted no earlier than six (6) weeks in advance of an event, with the exception of college enrollment timelines, and should be removed no later than two (2) business days after the event or deadline occurs.

Banners

- B. Banners may be hung to announce events, opportunities and services to the internal campus community in the following locations:
 - ~~a. On the railing to the foot bridge in front of the Student Services Center~~
 - b. Across the entrance to the Student Services Center
 - c. The brick-faced sides the entrance to the Student Lounge
 - d. The brick-faced ends of Fireside Hall
 - e. Across the breeze way that dissects the Student & Administration Building
 - f. The right side of the entrance to the Library, under the awning
 - g. The upper corner (facing Parking Lot 11) of the Applied Arts building
 - h. The upper corner of the Health Sciences building (facing side entrance to Applied Arts)
 - i. The chain link fence barrier to the creek, next to the Parking Annex
 - j. Other locations may be approved in consultation with the Public Information Officer
- C. Space is available on a first-come, first-serve basis. Reservation requests should be submitted to the Public Information Officer.
- D. Banner artwork should be submitted for approval to the Public Information Officer prior to purchase and printing.



- E. Once printed, banners should be provided to Buildings & Grounds for hanging within seven (7) business days.
- F. Banners may be hung no earlier than six (6) weeks in advance of an event or deadline, with the exception of college enrollment timelines, and should be removed no later than seven (7) business days after the event or deadline occurs.

Yard Signs

- A. Yard signs may be used to announce events, opportunities and services to the internal campus community upon approval by the Public Information Officer. Posting locations will be determined on a case-by-case basis.