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NJIT Campus Center & Student Activities

ADVERTISING

Posters and Flyers

What types of advertisements are acceptable?

Examples of acceptable advertisements include posting flyers or posters on designated bulletin boards, table tents, decorating A-frames, placing ads in college newspapers, newsletters, or on campus radio stations, and putting announcements on the NJIT email bulletin systems. Posters may not be larger than 24" x 30". Any group desiring to post larger material must receive special permission from the Director of the Campus Center.

Do student groups need to have the content of their advertisements approved before posting? Yes, any student club, organization, society, etc. must have their event advertisement approved by the Director of the Campus Center before it can be posted. This is to ensure that the room reservation has been confirmed and that all the necessary information is included on the advertisement.

When can I begin advertising my event?

Advertising cannot begin until all reservation and event paperwork is completed and the reservation is confirmed. Advertisements for an event should be posted within two weeks of the event. The event sponsor must remove all advertisements within 24 hours after the completion of the event.

What should my advertisement include?

All advertisements must include the name of the person, club, or organization that is sponsoring the activity, the date, beginning and ending time, and location of the event. Groups are encouraged to confirm their event early so that they may begin advertising promptly. All advertisements for student parties, dances, and other large events, must include the statements: "College ID is Required", "Only one Guest per NJIT Student" and "No one admitted after 12:00 AM" if applicable. Posters and flyers not written in English must contain an English translation.

Do I need approval to post my advertisements in the Campus Center?

Yes, all materials to be posted in the Campus Center, regardless of the sponsor, must be approved, stamped with the removal date, and initialed by

the Campus Center Information Desk staff. The removal date will be indicated on the lower right hand corner. The maximum posting time is two weeks or the day after the event, whichever comes first. Each flyer to be posted must be stamped.

Where can I put my advertisements on campus?

Advertisements may only be posted on the designated bulletin boards in the Campus Center and other campus buildings with tacks or staples (no tape, please). Publicity of any kind is not permitted on any painted or glass surfaces including walls and doors, or on ceilings, blackboards, refuse cans, windows, and the outside building walls. To help keep the campus clean, please do not attach advertisements to any exterior surfaces including trees, poles, pillars, etc. Table tents may be placed in dining areas, the library, etc. with permission of the staff responsible for that area.

Can I advertise my event off-campus?

Yes, once the scheduling process is completed, a group may advertise on NJIT and other college campuses if approved. The other campuses must be identified on the Event Request/Approval Form. **Any student organization advertisement intended for off-campus posting must be approved by the Director of the Campus Center prior to printing and posting.** NJIT advertisements posted at other college campuses are subject to the approval and posting policy of that campus.

What can't I post on campus?

Materials of objectionable taste will not be approved (i.e. sexist, racist, crude, libelous, etc.). Under no circumstance will material not advertising an event or service be allowed (i.e. someone's personal views, thoughts, etc.) to be posted in the Campus Center.

Classified Ads

What about advertisements to rent an apartment or sell something?

"Classified Ads" are the official printed "4 x 6" cards available at the Information Desk of the Campus Center for posting on appropriate bulletin board columns in the main lounge of the Campus Center. The Information Desk staff must approve, initial, and date the cards. Only one card is permitted per person for each item. The cards will be removed fourteen days after the posting date by the Campus Center staff. Classified Ads, which are placed on other non-approved bulletin boards, will be removed.

A-Frames

What is an A-frame and how do I reserve one?

A-frames are the portable "bulletin boards" that are used in the main lounge and the outside entrances to the building to advertise specific events. There are two sides to each A-frame. Reservations for A-frames must be made one week in advance at the Reservation Office by completing a reservation form. The reservation is for one side of an A-frame. Both sides of an A-frame must be reserved before a second A-frame can be used. A draft of the A-Frame design must be submitted when making the reservation. A-frames can only be used to advertise an event, and can only be used in or around the Campus Center.

How long can I reserve an A-frame?

A-frames may be reserved for a maximum of seven consecutive days. There is a one week waiting period before an organization may reserve another booking period, unless permission is granted by the Director of the Campus Center.

How do I know which side of the A-frame to use?

When you reserve an A-frame, the Reservation Manager will tell you which numbered side to use. Each side of an A-frame has a number on the back (numbers 1- 6). Please check the back of the A-frames for the correct number before you begin creating your advertisement. Advertisements placed on the wrong A-frame/side will be removed by the Campus Center staff.

How many A-frames are available?

Due to space limitation, only the following A-frames can be used at any one time inside the Campus Center:

1. Senior Class / Student Activities Office
2. Student Activities Council (SAC)
3. Two A-frames for other groups
4. One A-frame reserved for special events as determined by the Director of the Campus Center.

How should I decorate my A-frame?

Please keep in mind that your advertisement reflects on your organization and the Campus Center.

1. The entire background on the side of the A-frame being used must be covered with paper, cloth, etc.
2. The advertisement should be large enough to fill the entire side of the A-frame.
3. The advertisement must be tasteful and aesthetically pleasing. Inappropriate displays include covering the entire side with the same flier, misspellings, offensive pictures and/or language, or other information deemed inappropriate by the Campus Center staff will be removed.
4. Displays that are considered inappropriate will be removed by the Campus Center staff.

When should I remove my advertisement from the A-frame?

Displays on the A-frames must be removed by 6:00 PM on the last date for which it is reserved or within 24 hours after the event (whichever comes first). If a group does not remove materials, and the Campus Center staff removes materials, the group may lose posting privileges for the rest of the semester.

Can my group use its own A-frame?

Yes, however A-frames which do not belong to the Campus Center, SAC, or the Senior Class must be displayed **outside** the Campus Center.

1. Space for A-frames used outside the Campus Center must be reserved through the Reservation Office, and follow the same guidelines outlined above. Space is limited to five A-frames outside the Green side entrance to the building. A-frames will be assigned a specific space.
2. Failure to remove the A-frames when not scheduled will result in forfeiture of this privilege for the rest of the semester. A-frames that are not removed will be disposed of.
3. Storage of the A-frame is the responsibility of the individual group. There is no available storage in the Campus Center.
4. Only free standing A-frames are permitted. Boards cannot be propped up against walls.
5. Groups wishing to place A-frames in other campus facilities must receive permission from the Director of the Campus Center.

Chalk Drawing

What is "chalking"?

"Chalking" is defined as the use of chalk on sidewalks to advertise events or organizations. Chalking may only occur on sidewalks around the Campus Center or other areas approved by the Director, and are not permitted on benches, stairs, etc. **Only water-soluble chalk may be used for chalking.**

What does my group need to do in order to do chalk drawing?

All organizations must request chalking permits from the Campus Center Reservations Office. The "Application for Permission to Chalk" must be completed within five working days prior to the actual event. Only campus departments and Campus Center recognized student organizations will be granted permits. Only one reservation for chalking per calendar month will be issued to any department or organization. A diagram of the proposed chalking must be submitted with each request.

How long can my chalk drawing be displayed?

Chalking will be allowed for only three consecutive days. The group sponsoring the event must clean up the drawing by the third day or conclusion of the event, whichever comes first. Failure to do so will result in a clean-up charge commensurate with the amount of work involved.

Who cannot do chalk drawing?

Non-NJIT organizations are not permitted to do chalk drawing. Student election committees, candidates, or personnel also cannot use chalking as a campaign tool.