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Name:	Commercial Advertising in Campus Facilities
Policy Number:	3-1006
Origin:	Facilities Management
Approved:	2006 December
Issuing Authority:	Vice President, Finance & Administration
Responsibility:	Senior Director, Facilities Management
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Effective Date:	2016 APR 7

Purpose:

This policy applies to the placement of commercial advertising in or at University sites or facilities, specifies content guidelines and the available space for commercial advertising. The University reserves the right to review and change the policy over time.

Definitions:

"Commercial advertising" in this context means the promotional presentation, other than by the University, of a name, logo and/or message with the intention or possible result of creating market awareness or sales of a product or service on a larger than private scale. It is not intended for this policy to apply to the display or mention of the name and/or logo of a commercial enterprise when used in explicit acknowledgement of its financial contribution to an event, capital building project, or publication of the University.

"University sites and facilities" means all or any part of the sites and facilities owned or leased by the University.

Policy:

Authorized Commercial Advertising Space

Commercial advertising is permitted only in the Student Centre, under the direction of the Senior Director Student Services in consultation with SMUSA and in the Athletics and Recreation Facilities excluding permanent items in or on the field under the direction of the Director Athletics and Recreation. The location and equipment shall be approved by Facilities Management.

Other space may be used as commercial advertising space, but only with the prior specific authorization of the Vice-President Finance & Administration.

Explanation: By specifying areas where commercial advertising is permitted, the University is able to control commercial advertising on campus, to manage requests for presentation of commercial advertising space, and possibly to present more sophisticated advertising space packages.

Content and Standards for Commercial Advertising

Commercial advertising in sites and facilities shall conform to the content guidelines, as set out in 4.0. The Vice-President Finance & Administration shall be the final arbiter in cases where there is doubt as to whether particular commercial advertising conforms to these guidelines.

Explanation: Content guidelines are important due to the public nature of the University and out of regard for the University's varied constituency.

Guidelines:

Content and Standards of Commercial Advertising

These guidelines are intended to provide the parameters of acceptable commercial advertising at University sites and facilities.

- a) The commercial advertising shall be in good taste and shall be generally acceptable to the university as to form and content.
- b) The Vision, Mission and Core Values of Saint Mary's University are to be adhered to in all the advertising.
- c) Tobacco products or gambling shall not be the subject of the commercial advertising.
- d) Alcohol products shall be accompanied with a message promoting responsible drinking.
- e) The content of the commercial advertising cannot pertain to any particular political party, religion, or minority group.
- f) Advertisements for condoms shall be accompanied with a message promoting safe sex.
- g) Companies with unfair labour practices, in accordance with the Universities code of conduct, are not to be included in any advertising.
- h) Advertising cannot be in competition with or infringe upon any existing arrangements, partnerships, or exclusivity agreements of Saint Mary's University.

Note: Guidelines c) and d) are consistent with the University's efforts under the Tobacco Free Policy and with the efforts of the University's Liquor Operations Committee to promote moderation in alcohol consumption. Guideline g) is in accordance with the University's Code of Conduct for Vendors of Crested Apparel and Crested Giftware