

ADVERTISING ON CAMPUS

Campus Life & Event Services
Southeast Missouri State University

University Center 414
573.651.2280
campuslife@semo.edu



The Arrow

As the campus newspaper, The Arrow, accepts press releases and other correspondences pertaining to events and activities planned by student groups. Information should be typed, double spaced, and include the name and telephone number of a contact person. In addition, student organizations can purchase advertising space. Rates vary by size, color, type, and frequency. For more information, please visit <https://www.southeastarrow.com/> or contact the Advertising staff, 573.388.2741, glegend@semissourian.com or News staff, news@southeastarrow.com, editor@southeastarrow.com.

Banners

Banners can be hung in the University Center from the 4th floor railing overlooking the 3rd floor. For more information, contact Event Services & Scheduling, University Center 414, 573.651.2280, unisheduling@semo.edu.

Cafeteria Table Tents

Table tents may be placed on cafeteria tables with permission from the Director of Marketing and Student Engagement. For more information, please contact Chartwells Dining Services, University Center 219, 573.651.6025.

Campus Life Event Calendar

The Campus Life Event Calendar is maintained by Campus Life & Event Services. The events can be viewed both web-based and through the Portal. Events open to all students being hosted by registered student organizations may be posted. To post an event, visit <https://semo.edu/campuslife/> and fill out the form linked on the left menu.

*Note: Your event venue must be reserved and confirmed with Event Services & Scheduling, University Center 414, 573.651.2280, unisheduling@semo.edu, before you submit an event. Events will not visible on the calendar immediately; your event should appear within 24 business hours.

Campus Master Calendar

The Campus Master Calendar is maintained by University Communications and posted on the Southeast webpage. To submit an event, visit <https://calendar.semo.edu/events/>.

Chalking

Student groups may use chalk to advertise their events around campus on **horizontal, uncovered sidewalks**. Students may NOT chalk on any vertical surfaces, such as a wall, or under covered areas, such as overhangs and building entryways. As a general rule, if the rain won't wash it off, don't chalk there.

Departmental Bulletin Boards

You must have permission from the managing department prior to posting on their board.

Direct Mail

Sending paper mail is permitted. For information about distribution within the residence halls, contact the Office of Residence Life, Towers Complex 102, 573.651.2274, residencelife@semo.edu. For information about sending bulk mail on campus and for rates to off-campus students, contact Central Receiving, 610 Washington Ave., 573.651.2953, univrec@semo.edu. When considering these methods please keep in mind the high cost and environmental concerns.

Email

Email promotion is allowed, however, Information Technology does not maintain a list-serv feature. Develop your own through the student Portal or SE Link, but only include voluntary subscribers. Remove anyone immediately upon their request.

Flyers

For a listing of the University and Public Information Posting Boards, please review the Posting Policy, <https://semo.edu/campuslife/studentorgs/resources.html>.

Handbills

Handbills (or anything else given by hand) may be distributed. Be careful to not obstruct traffic, both walking and vehicular, and refrain from harassing passersby. Non-university affiliated groups may only distribute within 10 feet of building entryways. Be sure to clean up before you leave. Your organization may be held accountable for handbills found littered around campus or in the community. We suggest contacting the administrative office in each building/area you intend to hand out materials prior to distributing.

Painting on Physical Plant Walls

Physical plant walls may be reserved on a monthly basis. Walls must be painted by the seventh day of the month unless otherwise arranged. Reservations will be accepted no earlier than two months prior to the month desired. For more information, please contact Event Services & Scheduling, University Center 414, 573. 651.2280, unischeduling@semo.edu.

Radio Stations

KRCU 90.9 FM is the National Public Radio (NPR) affiliate on campus. Student organizations may publicize their events on KRCU if the information is received at least two weeks in advance for either live or prerecorded announcements. For more information, visit <https://www.krcu.org/> or please contact the KRCU staff, 573.651.5070, news@krcu.org.

Reserve a Table

Reserve a table in the University Center to distribute material and promote your event. To reserve this space, please contact Event Services & Scheduling, University Center 414, 573.651.2280, unischeduling@semo.edu.



SE Link

An event calendar is located in SE Link. Those in your organization with the proper permission may add events to post within the organization's page or for the University community to view. For more information, please contact the Coordinator for Campus Programming, University Center 414, 573.651.2280, jshaver@semo.edu.

Southeast Newswire

Southeast Newswire is an e-mail publication of noteworthy events sent to the campus faculty and staff. Submit a request at <https://news.semo.edu/newswire-submission-form/> or contact University Communications, 573.651.2888 for more information.

Stickers

Stickers can be distributed to individuals, but should not be adhered to objects. Distributors will be charged for the costs of removal if stickers are found adhered to campus property. Be sure to always ask an individual if he or she would like and sticker before handing it to him or her.

T-shirts

T-shirts are a great way to promote an event or advertise for your organization. There are several screen printing companies in Cape Girardeau as well as those available online. Make sure that you represent your group positively. If you have questions about how best to have t-shirts designed and printed, please contact the Coordinator for Campus Programming, University Center 414, 573.651.2280, jshaver@semo.edu.

Vehicle Windshields

Cape Girardeau city statute prohibits the placing of flyers on vehicle windshields. Violators may be fined for littering.

Viral Marketing

Facebook, Twitter, Instagram, Snapchat, YouTube, Email. These methods are free and easy and can reach a great deal of people quickly. Start a Facebook event for your program. Have everyone in your organization change their profile picture to an advertisement of the event. Put information about the event in the signature of your e-mail so that every time you e-mail someone, you are advertising. Tweet and e-mail all your friends and ask them to do the same to let everyone know. Post on Instagram and Snapchat while you're planning or setting up the event for a quick reminder to your followers. Videos on YouTube are another way to showcase what your group is about or highlight the event you're planning.

