

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Policy Statement

As the community center for the UW Seattle campus, the Husky Union Building (hereafter referred to as the HUB) views communications about campus events, programs, and activities intended for UW students and the promotion of the educational mission of the University as central to our mission. To this end, the HUB offers multiple methods for event promotion for use by the UW campus community. Through this policy, the HUB intends to provide a variety of methods for communication about campus events and activities while still maintaining a pleasing and aesthetic environment for use by all in HUB public spaces.

Policy Rationale

This policy has been developed to inform HUB users about advertising opportunities in the HUB public spaces and ensure uniform access. It has been developed to protect the facility and to maintain an environment that is safe, aesthetically pleasing and in the best interest of the HUB and University of Washington.

Policy Enforcement

The HUB Administration/HUB Event Services/HUB Facility Maintenance shall administer and enforce this policy. Violations of or disregard for the HUB Advertising policy may result in one or more of the following:

- Advertisements or promotions will be removed and discarded by HUB Staff.
- Offending entities will be given two warnings after which they will be referred to the Student Activities Office, HUB Event Services, or the HUB Associate Director for further disciplinary action.

Policy Overview

A goal of the HUB is to be a central point of information for the UW campus community especially regarding events intended for UW students. Any inappropriate, unapproved, or explicit materials will be removed. The HUB shall not be held responsible for theft or vandalism of any materials displayed.

Unacceptable Advertisements/Promotions

Decisions concerning appropriateness are at the sole discretion of approvers.

- Information or items that are discriminatory in content or nature.
- Events or activities that exclude any segment of the student body.
- Content or information in a language other than English, unless English translation is stated.
- Any partisan political activities or events that have not received UUF approval.
- Depiction or marketing of consumption of alcohol, tobacco, marijuana, or illegal substances.
- Solicitation for credit cards.
- Marketing or use of weapons (i.e., knives, firearms).
- Pornographic material.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Unapproved Locations

Attaching to or placing materials on HUB walls, windows, doors, stairs, railings, balconies, or other interior or exterior structures may cause damage and is therefore prohibited. Additionally, placement of materials in or on items or locations not specifically identified as an approved advertising space within this policy is prohibited. Unapproved locations include but are not limited to:

- Bathrooms and bathroom stalls
- Study tables
- ATMs
- Elevators
- Pillars/walls/glass
- Interior and exterior doors

Taping

Taping is not allowed on HUB walls, windows, doors, stairs, railings, pillars, signage, or wood surfaces. On the rare occasion when taping is approved by the HUB Unit Manager, only painter or gaffing tape may be used. Absolutely no duct, masking, shipping, or scotch tape is allowed to adhere advertisements anywhere in the HUB. Any posting attached with anything other than painter/gaffing tape will be removed and discarded.

Identification

All advertisements must clearly identify the sponsoring organization(s) by name. Additionally, an appropriate method of contact must include one of email, website, or phone number.

Copyright

It is a violation of Title 17, United States Code, to modify, enhance, or reproduce images without the express consent of the copyright holder. Therefore, it is the responsibility of the requestor to obtain prior written consent from any authorized party for all copyrighted photos, images, and logos used in advertisements.

Reasonable Accommodation Statement

The University of Washington is an Affirmative Action and Equal Opportunity employer. As such, the University is required by federal and state laws and UW Administrative Policy to announce reasonable accommodations on all publications and notices, including events that are open to the public, employees, or students.

Where applicable, the following statement must appear on all event advertisements:

The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation contact the Disability Services Office at least ten days in advance at: 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at dso@uw.edu.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Applicability and Priority

HUB promotional policies shall apply to all advertising and promotional activities using internal HUB spaces and services. A HUB reservation will take precedence over advertising in public spaces. If space becomes limited, priority will be given to requestors in this order:

- HUB events and facility related announcements (i.e., power outages, closures, changes in hours, etc.),
- Registered Student Organizations (RSOs) in good standing, Associated Students of the University of Washington (ASUW), and Graduate & Professional Student Senate (GPSS)
- HUB residents
- University administration and academic departments

Student Government Elections

ASUW and GPSS elections as a whole may be advertised. Advertising or promotional materials for individual candidates, tickets, or initiatives are strictly prohibited inside the HUB or any portion of the HUB Lawn.

Student Organizations

Where applicable, requests from Registered Student Organizations (RSOs) must be submitted by one of the five organization officers as listed with the Student Activities Office.

Proofreading and Content

The requestor maintains artistic control of submitted materials and is therefore responsible for meeting all stated requirements within this policy and for content accuracy. The HUB cannot be held responsible for content matter, omissions, typos, or mistakes in materials submitted to the HUB.

Liability

The HUB is not responsible for physical damage or loss of physical materials or displays placed inside the HUB or on the HUB Lawn.

Definitions

A-Frame/Sandwich Boards: Floor level, plastic or wood, hinged, two-sided displays.

Banners: Any 2-dimensional, paper or vinyl, displays of various sizes usually with grommets for hanging.

Chalking: Use of water-soluble chalk to write messages on approved outdoor surfaces.

Clip Stands/Easels: Free standing display units offering an elevated one- or two-sided display area in which posters or directional signs are attached.

Handbills/Leaflets: Any solicitation, advertisement, or announcement material that is distributed by hand.

HUB Bulletin Boards: Any of the 11 public posting boards located throughout the HUB. The HUB Advertising policy does not apply to bulletin boards managed by the ASUW, Commuter Commons, Student Activities Office, FIUTS, and U.S. Bank.

Husky Union Building Policy

Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

HUB Digital Signs: Any of the flat-screen monitors located at HUB entrances and HUB Main Desk which display promotional material, HUB event listings, and way-finding for the HUB.

HUB Events Calendar: The online calendar of HUB events and campus events submitted to the calendar.

HUB Games Digital Displays: The digital displays located in the HUB Games Area.

HUB Lawn Signs: Any manner of staked sign or sandwich board approved for placement directly on the HUB Lawn.

HUB Literature Tables/Tabling: Reservable tables along the HUB Main Street or HUB Games for use by organizations wishing to distribute information or materials. Tabling is a method of distributing promotional materials.

HUB Main Desk Literature Bins: The distribution bins physically attached to the HUB Main Desk for distribution of campus periodicals, pamphlets, flyers, etc.

HUB Residents: Lease holders, University unit office holders, student government entities, and service units located in the HUB.

HUB Video Wall: The series of 6 flats-screen monitors located in the HUB Street Atria.

Public Space: HUB space dedicated for use by the general public when not otherwise reserved including HUB outdoor spaces. Offices and back of the house areas are not considered public spaces.

Retractable Banner Stands/Stand Kits: Vinyl banners with stand kits or those that roll up into the base.

Special Use: Any unique or non-traditional promotion, display, or receptacle within the HUB falling outside parameters defined by policies for bulletin board, digital display, table tents, etc.

Table Tents: 2-sided, standing or folded, no larger than 5 inches wide and 12 inches long (folded), information displays to be placed atop designated tables in the HUB.

UW Campus Community: Staff, faculty, currently registered students, RSOs (through SAO), and student government entities (ASUW and GPSS) at UW Seattle campus.

Exemptions

Entities with established relationships with the HUB may request use of established advertising methods with approval from the HUB Associate Director.

Time Limits

Each method of advertising and promotion will carry certain time limits for their use.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Procedures for Approved Advertising Methods

A-Frame/Sandwich Boards

The HUB allows for short- or long-term sandwich boards to be placed in the HUB with prior approval. The HUB does not provide sandwich boards. There is no cost for placing sandwich boards in the HUB.

Short-Term: Sandwich boards placed in the HUB usually as part of an event or to advertise meetings or events in the HUB. Requests for, and placement location of, short-term sandwich boards is approved by HUB Event Services and must be submitted as part of the HUB reservation or event planning process.

Long Term: Sandwich boards placed in the HUB usually to promote an office or services provided by a HUB Unit or Resident. Requests for, and placement location of, long-term sandwich boards is approved by the HUB Associate Director.

Sandwich boards must meet the following:

- Sandwich boards must not impede traffic flow or block any HUB entryway.
- Sandwich boards are not allowed between the exterior and interior doors at the Main, North, West, and Southwest HUB entrances.
- Short-term sandwich boards will remain up inside the HUB for no longer than two (2) weeks prior to the event.
- Requests for long-term sandwich board approval must be submitted using the online request form on the HUB website.

The HUB does not monitor nor approve outdoor sandwich boards. Please refer to UW Facilities Services - Grounds Management for sandwich board requirements and approval permits. RSOs, ASUW, and GPSS may contact SAO for assistance with permit approval.

Chalking

Inside the HUB: Chalking any surface inside the HUB and on the HUB patios is strictly prohibited.

Outside the HUB: Outdoor chalking is allowed to advertise campus events by RSOs, ASUW, and GPSS.

Outdoor chalking must meet the following:

- Chalk must be water-soluble and non-aerosol.
- Chalking is allowed on concrete or asphalt walkways.
- Chalking is not allowed on brick, stone, or marble walkways, or any vertical surfaces (i.e., building walls, poles, public art, stairways, fences, etc.).
- The organizer's name must be included.
- Fines for violations of this policy will be levied based on the labor and materials needed to remove chalk by UW Facilities Maintenance staff.

Clip Stands/Easels

HUB Event Services provides clip stands and/or easels for events held in the HUB. Requests may be submitted to HUB Event Services as part of the HUB reservation or event planning process. Clip stands or easels are provided on an as-available basis and solely for meetings and events held in the HUB.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Handbills/Leaflets

Inside the HUB: Non-commercial handbills, leaflets, and similar materials may be distributed by regularly enrolled students, and by University personnel in public areas of the HUB, and in meeting rooms that have been reserved for their use, so long as such distribution does not materially or substantially interfere with the conduct of University functions or the freedom of movement.

Signs, posters, and leaflets may be posted only on designated campus bulletin boards, which have been provided for such purposes. It is the responsibility of the sponsoring organization to remove any promotional materials the day after the event. Any maintenance expense incurred by the University may be billed to the responsible organization.

Non-commercial materials for distribution to student organizations may be placed in SAO student organization mailboxes after approval by the Assistant Director of Student Activities. Materials placed in SAO mailboxes must be distributed by a student, student organization, or other campus entity, and bear identification of the sponsoring individual or entity. Political materials may not be distributed through RSO mailboxes located in SAO.

To promote robust dialog, the HUB encourages, but does not require, distributors of handbills, leaflets, and similar materials to include contact information on the material distributed.

Outside the HUB/Campus: UW and non-UW entities are permitted to distribute handbills and other materials on pedestrian walkways around campus, but may not block the flow of traffic on these walkways or interfere with scheduled events on the HUB Lawn or HUB Patio. RSOs are encouraged to utilize the Resource Center tents, tables, and chairs for such distribution.

HUB Bulletin Boards

The HUB has 11 public bulletin boards. There is no cost for using the HUB bulletin boards. Postings on the bulletin boards must meet the following:

- Postings must be reviewed and date-stamped by staff at the HUB Main Desk prior to posting.
- Postings will be date-stamped for up to two (2) weeks.
- Postings must be delivered in person. The HUB will not post items mailed to the HUB.
- Only one (1) posting is allowed per bulletin board.
- Postings can be no larger than 11inches x 17-inches.
- Housing/rental postings will be referred to **ASUW Vice President**.
- Only thumbtacks/pushpins, not staples, tape, or straight pins, may be used on the bulletin boards.

The HUB does not monitor nor approve postings on bulletin boards managed by HUB units or residents including but not limited to: ASUW, Commuter Commons, FIUTS, Student Activities Office, and U.S. Bank.

HUB Digital Signage

The HUB digital signage system is to be used for advertisements and promotions with the priority for HUB events and services. The HUB digital signage is comprised of dual digital signs and a video wall. The dual digital signs are located at the North, West, and Southwest HUB entrances and the video wall is located on the east wall of the HUB Atria. The dual digital signs have one screen dedicated to HUB

Husky Union Building Policy

Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

wayfinding and HUB event listing (pulled from the HUB Event Calendar) and the second screen dedicated to rotating advertisements. The HUB Main Desk has a single screen dedicated to HUB wayfinding and HUB event listing.

HUB Events: Any customer holding an event in the HUB Ballrooms, Lyceum, Street, Lawn, or Games Area may advertise that event for one (1) week for free. Advertising rates apply beyond the one (1) week.

RSOs/ASUW/GPSS are allowed one (1) free weekly ad per quarter to promote an event held at other campus locations. Advertising rates apply beyond the one (1) week.

UW Departments may promote events, programs, or activities held at other campus locations. Advertising rates apply.

HUB Residents may advertise for two (2) weeks per quarter for free. Advertising rates apply beyond the two (2) weeks.

HUB Event Services and HUB Tech manage the HUB Digital Signage system. The HUB is not responsible for technical difficulties in the event of or resulting in the system going offline.

HUB digital signs must meet the following:

- Requests are processed on a first-come, first-served basis
- One (1) request may consist of one (1) ad for the digital signs and (1) ad for the video wall.
- Requests must be submitted using the online request form on the HUB website.
- UW administrative or academic departments may pay using a UW budget number.
- Digital files must be submitted at least three (3) business days before the launch date.
- Any request submitted with less than three (3) business days will incur a rush fee of \$35.
- Digital files must meet stated resolution, size, orientation, font size, and file type requirements.
- A week is defined as 6 consecutive days during fall, winter, and spring quarters and 5 consecutive days during breaks and summer quarter to correspond with the HUB's operating schedule.

Advertising Rates

UW STUDENTS: RSOS/ASUW/GPSS		UW DEPARTMENTS	
Daily	\$11	Daily	\$22
Weekly	\$62.50	Weekly	\$125
Monthly	\$200	Monthly	\$400
Quarterly	\$500	Quarterly	\$1000

The HUB does not monitor nor approve digital displays managed by HUB units or residents including but not limited to Commuter Commons, Housing and Food Services (Husky Den), FIUTS, and the Welcome Center.

HUB Events Calendar

All public meetings and events held in the HUB are automatically listed in the HUB Events Calendar. The HUB Events Calendar may be used to advertise non-HUB events held in other campus locations.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

The list of events is incorporated into the HUB website and HUB digital signage. There is no cost to submit campus events to the HUB Events Calendar.

HUB Games Digital Displays

The HUB Games digital displays are a component of the gaming management system and therefore dedicated to HUB Games advertisements.

HUB Lawn Signs

The HUB allows use of the HUB Lawn to place staked signage suitable for the outdoors. The HUB Lawn is considered a reservable HUB space and therefore HUB Lawn Sign requests are approved by HUB Event Services. HUB Lawn signs must meet the following:

- Requests are processed on a first-come, first-served basis
- Requests must be submitted via the HUB Event Services online reservation request form.
- Each organization is limited to two (2) weeks of signage per quarter which may be requested either concurrently or as separate requests within the same quarter
- Up to four (4) organizations may post signs on any given day.
- HUB Lawn signs may need to be removed during any scheduled Lawn events. The HUB will provide notification in this case and the requestors must comply with removing their lawn signage for the duration of the scheduled event.
- Staked signs must use stakes no thicker than 1/16th of an inch.
- Staked signs must not penetrate more than five (5) inches into the ground.
- Lawn signs must be a minimum of one (1) foot away from the edge of the lawn.

HUB Literature Tables/Tabling

The HUB allows tabling for the distribution of materials and to conduct sales. Tabling requests must meet the following:

Inside the HUB: The HUB has designated space under the south atria staircase on the first floor and one (1) table in HUB Games Foyer to serve as HUB Literature Tables and is the only method of tabling permitted inside the HUB. The HUB Literature Tables are considered a reservable space within the HUB and therefore tabling requests are approved by HUB Event Services. Off-campus entities may reserve the HUB Literature Tables but are restricted from conducting sales or fundraising of any kind.

Electricity is not available for use at the HUB Literature Tables.

- RSOs wishing to conduct sales or fundraising while tabling must have a valid fundraising permit issued by SAO.
- Organizations may reserve one (1) table per day and are limited to two (2) days per week.
- Use of the HUB Literature Tables for employee recruitment is prohibited. All recruiting activities should be coordinated through the Center for Career Services.
- Use of projection or sound amplification equipment requires prior approval and must be disclosed in the reservation request. Sound levels will be monitored for the comfort of HUB guests and patrons.
- Requests must be submitted via the HUB Event Services online reservation request form.

Husky Union Building Policy	
Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Outside the HUB: Tabling is permitted on the HUB Patio (outside the HUB Main Entrance) and along the brick pathway. The Resource Center provides tables, tents, and chairs to RSOs, ASUW, and GPSS for outdoor tabling efforts. There is no cost to reserve equipment from the Resource Center.

- RSOs wishing to conduct sales or fundraising while tabling must have a valid fundraising permit issued by the Student Activities Office.
- RSOs must submit a reservation request via the Resource Center online reservation system.
- HUB Event Services does not provide equipment for tabling.
- UW Departments must provide their own tabling equipment.
- Off-Campus entities **must** reserve through HUB Event Services.

HUB Main Desk Literature Bins

The HUB Main Desk has 14 slots for distribution of literature or brochures as space allows. There is no cost for using the HUB Literature Bins. The Daily and the ASUW Experimental College are the only organizations with permanently reserved literature bins at the HUB Main Desk. Literature placed in the distribution bins must meet the following:

- Literature must be approved by HUB Main Desk staff prior to placement.
- Literature must promote campus events or University programs.
- Literature will be kept for up to one (1) quarter or event date.
- Literature must be delivered in person. The HUB will not distribute items mailed to the HUB.
- Only one (1) distribution bin may be utilized by any one (1) group or event at any time.

Indoor Banners

The HUB has allocated banner space along the west wall and south stairway of the first floor atrium for banner use. There is no cost for utilizing HUB banner space. Banners must meet the following:

- Banners must be no larger than 3-feet tall and 7-feet wide.
- Banners will be posted on a first-come, first-served basis.
- Banners will be placed for up to two (2) weeks.
- Only HUB staff is authorized to place and remove banners.
- Banners must be dropped off two (2) business days prior to placement.
- Banners not picked up within two (2) business days following removal will be discarded.
- Requests for indoor banner space must be submitted using the online request form on the HUB website.

Retractable Banner Stands/Stand Kits

The HUB allows for short- or long-term Retractable Banners/Stand Kits to be placed in the HUB with prior approval. There is no cost for placing retractable banners in the HUB.

Short-Term: Retractable Banners placed in the HUB usually as part of an event or to advertise meetings or events in the HUB. Requests for, and placement location of, short-term banners is approved by HUB Event Services and must be submitted as part of the HUB reservation or event planning process.

Husky Union Building Policy

Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

Long Term: Retractable Banners placed in the HUB usually to promote an office or services provided by a HUB Unit or Resident. Requests for, and placement location of, long-term banners is approved by the HUB Associate Director.

Retractable banners must meet the following:

- Retractable banners must not impede traffic flow or block any HUB entryway.
- Retractable banners are not allowed between the exterior and interior doors at the Main, North, West, and Southwest HUB entrances.
- Short-term banners will remain up inside the HUB for no longer than two (2) weeks prior to the event.
- Requests for long-term banner approval must be submitted using the online request form on the HUB website.

Special Use Displays: Donation Bins

UW Departments and student organizations, in an effort to host philanthropic initiatives, may request the placement of Donation Bins at the HUB Main Desk. There is no cost for placing donation bins in the HUB. The HUB does not provide donation bins. Special Use requests are approved by the HUB Associate Director. Donation Bins must meet the following:

- RSOs must have a valid fundraising permit issued by the Student Activities Office.
- Donation bins will remain at the HUB Main Desk for no longer than three (3) weeks.
- The bins must clearly identify the sponsoring organization, recipient of donations, and end date for donations.
- The sponsoring organization is responsible for checking and clearing donation bins on a daily basis.
- The sponsoring organization is responsible for removing the donation bin within two (2) business days following the campaign.
- The HUB reserves the right to dispose of any items not picked up by the sponsoring organization within the stated deadlines.
- A maximum of three (3) donation bins may be placed at the HUB Main Desk at any given time.
- A maximum of one (1) donation bin per organization is allowed per quarter.
- Requests for donation bin approval must be submitted using the online request form on the HUB website.

Special Use Displays: Awareness Displays

UW Departments and student organizations, in an effort to bring awareness to educational or other types of non-traditional initiatives, may request the placement of an awareness display. An awareness display is defined as any creative promotional device or 3-dimensional design that makes unique use of an approved area in the HUB. Such requests may include a service charge if it requires moving furniture or other accommodations by HUB staff. Special Use requests are approved by the HUB Associate Director.

Awareness displays must meet the following:

- Awareness displays will remain in the HUB for no longer than three (3) weeks.

Husky Union Building Policy

Policy Name: Advertising at the HUB	Effective Date: July 1, 2014
Custodian of Policy: TBD	Last review: March 2015
	Next review: December 2015

- The display must clearly identify the sponsoring organization, purpose of the display, and contact information.
- The sponsoring organization is responsible for checking the status of the display.
- The sponsoring organization is responsible for removing the display within two (2) business days following the campaign.
- The HUB reserves the right to remove the display if it does not meet the approved criteria or if it is not removed within the stated deadlines.
- A maximum of three (3) displays may be placed in the HUB at any given time.
- A maximum of one (1) display per organization is allowed per quarter.
- Requests for awareness display approval must be submitted using the online request form on the HUB website.

Table Tents

The HUB has approximately 280 tables on the HUB Ground Floor, 50 tables on the HUB First Floor, and 10 tables in the HUB Games Foyer that may be used for table tents. Tables on any other floor may not be used for table tents. The HUB does not provide acrylic stands for table tents. There is no cost to place table tents in the HUB. Table tents must meet the following:

- Table tents can be no larger than 5-inches wide and 12-inches long (flat measurement).
- Paper weight must be 110# card stock or thicker and be able to stand freely when folded.
- Table tents must be professionally made/printed.
- The requestor is responsible for placing and removing all tables tents by the specified dates.
- A maximum of one (1) table tent campaign per organization is allowed per quarter.
- Table tents may need to be removed during any scheduled events. The HUB will provide notification in this case and the requestors must comply with removing their table tents for the duration of the scheduled event.
- Requests for table tent approval must be submitted using the online request form on the HUB website.
- A copy of the table tent ad must be submitted/uploaded at the time of the request.

References

WAC 478-136-030: Limitations on use
ASUW Elections Policies and Procedures
UW Facilities Grounds Management