



KENNESAW STATE
UNIVERSITY
CAMPUS SERVICES

Big Owl Bus Advertising Policy and Regulations

ARTWORK SUBMISSION REQUIREMENTS

Submission:

- ALL clients are required to submit an electronic proof (.pdf only) to the DPT for approval **at least 48 hours prior to ad production.**
 - ➔ Per KSU's Visual Identity Program requirements and the RSO Handbook, **ALL KSU departments and Registered Student Organizations** are **required** to submit an electronic proof of the artwork to University Relations for approval **prior to submitting artwork.** Email proofs to designapproval@kennesaw.edu. **(Ads incorporating KSU logos or marks will not be produced or installed without University Relations' Design Approval.)**
- All ads must adhere to the advertising policy and are subject to approval. Campus Services reserves the right to refuse any ad that does not comply with the KSU advertising policy.

Production Time:

- All artwork must be provided with adequate lead-time for production in order to meet desired installation date. **Approximate Lead Times:**
 - Interior Bus: Four (4) business days
 - Glaval Interior Bus: Four (4) business days
 - Bus shelter: Five (5) business days

AD DESIGN SPECIFICATIONS

Ad Design Specs:

- Clients are responsible for designing all advertisements.
- Size Specs:
 - **Interior Bus:** Physical size: 18.26" wide X 11.125" high – **Live area for design: 17" w X 10.62" h**
 - Include ½" bleed margin at the top and bottom, and 5/8" bleed margin on the left and right sides of the ad as the fixtures will cover any images or text printed close to those margins.
 - **Glaval Interior Bus:** Physical size: 16" wide x 20" high – **Live area for design: 15" a x 19" h**
 - Include 1/8" bleed margin on all four sides of the ad as the fixtures will cover any images or text printed close to those margins.
 - **Bus shelters:** Physical size: 47.75" w X 70" h – **Live area for design: 45.5" w X 66.5" h**
 - Include ½" bleed margin on all four sides of the ad as the fixtures will cover any images or text printed close to those margins.
- Use legible and large fonts for maximum readability; use four-color process for maximum impact.
- The Department of Parking and Transportation (DPT) will print, install, and remove all ads.

KENNESAW STATE UNIVERSITY
ADVERTISING POLICY AND REGULATIONS

Kennesaw State University is engaged in the sale of advertising in and upon its property and vehicles which may include, but is not limited to, (1) print advertising inside its shuttles, (2) print advertising displayed on bus shelters in the University's service area, and (3) print advertising billboards, banners, video displays or similar devices displayed upon its facilities, structures and property. This policy shall apply to the sale of all forms of advertising undertaken by the University. Advertising is separate and distinct from a sponsorship.

The primary purpose of the University's advertising programs is to raise revenues to be used to finance the University's operations. Additionally advertising may be used to promote events our programs hosted on campus by the University, or health and welfare campaigns unique to the University. The sale and display of advertising is not intended to provide a general public forum for purposes of communication, but rather to make use of property held in a proprietary capacity in order to generate revenue.

In order to realize the maximum benefit from the sale of advertising space, the program must be managed in a manner that will procure as much revenue as practicable, while ensuring that the advertising does not diminish the University's principal purpose of education, research and service to the community. To attain these objectives, the University has established the following policies regulating the advertising displayed in and upon its buildings, grounds and vehicles.

1. All advertising displayed in or upon the University's property and vehicles shall be paid advertising in the following categories.

(1) Commercial Advertising: advertising the sole purpose of which is to sell or rent real estate or personal property for profit or a fee, or to sell services for profit or a fee. It does not include

advertising that both offers to sell property or services and also conveys information about political issues, religious, moral, or environmental matters or issues, or other public matters or issues, or expresses or advocates opinions or positions upon any of the foregoing. It does not include advertising that competes with University services.

(2) Education, community and/or health and safety campaigns adopted and/or sponsored by the University and directed solely to the Kennesaw State University population. Such advertising will support the University's overall goals and vision.

2. The University reserves the right to take reasonable steps to assure that advertising sold does not create a public forum but only for the aforementioned purposes. The following kinds of advertising therefore will not be displayed in or upon the University's property or vehicles:

- a. Advertising for products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, other products or services related to sexual hygiene, and counseling with regard to pregnancy, abortion, or other sexual matters.
- b. Advertising for products, services, or entertainment directed to sexual stimulation.
- c. Advertising that is obscene within the meaning of OCGA §16-12-80.
- d. All advertisements for alcoholic beverages shall be limited to shuttle shelters, billboards and other outdoor displays and shall comply with all state, federal and local law and standards with respect to such advertising, including the display of any warning notices as to the effect of such product as may be required by applicable law, regulation, or trade agreements or standards.
- e. Tobacco advertising shall be prohibited as required by law.

3. No advertising shall be permitted that in any way denigrates the University's, its faculty, or its operation, or its officers, agents, or employees.

4. Use of the University's name, logo, slogans, or other graphic representations is subject to advance approval by the University. The University does not endorse or imply endorsement of any product or service.

5. The University requires all advertising copy to be truthful. Advertising copy and illustrations should not be exaggerated, distorted, or deceptive. Medical products or treatments are to be treated in a restrained and inoffensive manner. Testimonials must be authentic, and advertisers using them will be required to indemnify the University against any action brought in connection with them. Advertising that promotes contests or giveaways must comply with all applicable laws and regulations.

6. No advertising in or upon the University's property or vehicles shall include language, pictures, or other graphic representations that are unsuitable for exposure to persons of young age, or shall be derogatory or any person or group because of race, national origin, ethnic background, religion, or gender.

7. No advertising shall be displayed if the display thereof would violate any federal or State law or regulation, or ordinance of the county or municipality in which the facility is located. No advertising shall be displayed if the display thereof would violate any federal or State law or regulation, or any law, regulation, or ordinance of any county or municipality in which the University property is located.

8. No political advertising shall be displayed in the University's property or vehicles. For this purpose, political advertising is defined as any of the following:

- a. Any advertising that supports or opposes the election of any candidate or group of candidates for election to any federal, State, or local government office;
- b. Any advertising that supports or opposes any referendum conducted by the federal or State government, or by any local government, such as referenda on constitutional amendments, on bond issues, or on local legislation; or

- c. Any advertising that features any person whose prominence is based wholly or in part upon his or her past or present activity in political affairs, or that represents or implies any such person's approval or endorsement of the subject matter of the advertising.

All such advertising that falls or may fall into any of the categories defined above shall be referred to the University's representative responsible for administering the advertising program who shall determine whether the proposed advertising will be accepted. If the proposed advertising is rejected, the party or parties proposing it may request that this decision be reconsidered. Upon such request, the University's representative shall consult with the University's Attorney and with its Vice President of External Affairs, who shall prepare a recommendation. The University President or his designee, on the basis of such recommendation, shall determine whether the proposed advertising will be accepted or rejected.

The University will cooperate with the party or parties proposing the advertising, and with the independent contractor through whom it has been proposed, in a reasonable effort to revise it in order to produce advertising that can be accepted and displayed consistently with the foregoing policies.