

Policy on Campus Advertising and Distribution

Auburn University recognizes and supports the rights of students, employees of all categories, and visitors to promote and advertise in a lawful manner in designated areas of the campus. In order to maintain campus safety, security, and order, to ensure appropriate scheduling and use of facilities, and to preclude conflicts with academic and co-curricular activities, Auburn University reserves the reasonable right to limit such activities with regard to time, place, and manner. Advertising and promotion shall be understood to include such forms of personal and material presentation as commercial advertising, direct personal solicitation, publicity, and sales promotion in the forms of posters, flyers, samples, coupons, refund offers, price reductions, premiums, contests, trading stamps, sales demonstrations, buying allowances, free goods or services, bonuses, etc. These regulations do not apply to SGA election campaign advertising, which is regulated in the Election Laws. The rights of students, employees, and visitors to the Auburn University campus to engage in advertising or promotion shall be limited to the period from 7:00 AM to 9:00 PM daily, in order to avoid unreasonable conflict with the functions and requirements of the University. All outside agencies, individuals, or students representing outside agencies desiring to sell or solicit on the campus must first obtain authorization from the Office of the Vice President for Student Affairs, who will require identification of the organization, a city license, and a registration fee. This organization must also agree to abide by these regulations. Students, chartered or provisionally-chartered student organizations, and agencies otherwise authorized by the Student Union, shall be allowed to advertise on campus provided they meet all other provisions of these regulations and regulations governing their respective organizations. Use of Auburn University trademarks on the advertising of any outside agency, individual, or student representing an outside agency must be approved by the University's Office of Trademark Management and Licensing. Any product bearing reference to Auburn University must be licensed and approved in accordance with University licensing policy, which can be found online at www.auburn.edu/trademarks. Advertising is not permitted inside University buildings except:

1. On bulletin boards other than those designated for the use of colleges, schools, or departments of the University. Advertising may only be attached by staples or thumbtacks;
2. On A-frames restricted for use by organizations recognized by the SGA and sponsored by colleges, schools, or departments of the University and so placed as neither to restrict the flow of pedestrian traffic nor constitute safety hazards; and
3. In Food Services outlets, Student Activities Center, Memorial Coliseum, and then only in locations approved by the management of each facility. No advertising is permitted in any location that infringes on or restricts the flow of vehicular or pedestrian traffic, limits visibility, or constitutes a safety hazard. No advertising is permitted on or from trees, light poles, buildings, other structures, or on University grounds except as follows:
 - A. Designated windows of Student Activities Center, and University Housing when in accordance with policies established by the management of each facility; and

B. On billboards, outdoor signs, and marquees by written permission of the Office of the Vice President for Student Affairs. Direct hand-to-hand distribution of advertising may be undertaken on campus but not within any building. No advertising may be distributed (dropped) over the campus from aircraft. No advertising may be distributed from either moving or parked vehicles. These regulations shall be administered and enforced by the Office of the Vice President for Student Affairs. Failure to conform to these requirements will justify removal of such advertising. Individual students violating these regulations will, upon written complaint to the Office of the Vice President for Student Affairs, be subject to action by the University Discipline Committee. Student organizations violating these regulations will, upon written complaint to the Office of the Vice President for Student Affairs, be subject to action by the Organizations Committee or the Committee on Fraternities and Sororities. Visitors to the campus violating these regulations will be subject to removal to the campus and/or to appropriate legal action. Persons, agencies, or organizations wishing to appeal a decision based on these regulations may file a written appeal with the Vice President for Student Affairs. Nothing in this policy is intended, nor should be understood, as an endorsement or approval by Auburn University of any advertising or promotion, an invitation or license to advertise or promote, or the granting of any right or permission to advertise or promote on campus beyond the rights existing under federal and state laws.

Revised February 2007