

Guideline Name:	Display and Distribution of Promotional Materials Guidelines
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1. Purpose and Scope

The purpose of these guidelines is to guide the display and distribution of promotional materials in the University of Niagara Falls (UNF) Library, in alignment with UNF's Procedures for University of Niagara Falls Campus Promotions. The Library's aim is to maintain a positive space that aligns with UNF's policies and practices supporting equity, diversity, inclusion, and accessibility (EDIA), to keep the space free of aggressive behaviour and objectionable material, and to provide equal access to display areas. These guidelines apply to bulletin boards, digital displays, and all other Library spaces such as walls, desks, study pods, and tables.

2. Approval

All promotional materials to be displayed or distributed in the library require approval from the University Librarian. Materials for posting must be submitted to the Library service desk during opening hours, for approval within two business days. A maximum of one set of promotional materials per event may be submitted. Individuals submitting materials must provide an email address at which they can be contacted regarding their submissions.

Approved print materials will receive a stamp or signature and will indicate the date of approval. Any materials displayed or distributed in the library without approval will be removed.

Any promotional materials containing any of the following will not be approved:

- Trademarked or copyrighted content
- References to any illegal activities
- Solicitations for monetary donations
- Sale of merchandise
- Any content that could be considered pornographic or vulgar
- Any discriminatory content, such as ableism, racism, sexism, ageism, homophobia, or transphobia
- Reference to any activity that is in violation of the [Student Conduct Policy](#) or in violation of any other [UNF policy](#)

3. Posters

Print posters, once approved, may only be displayed on the bulletin board. Posters cannot obscure other posted materials. First priority is given to Library promotional materials; second priority is given to promotional materials from other UNF departments. Promotional materials by students and UNF faculty and staff not relating to academic or community engagement

activities will be considered on a case-by-case basis. Promotional materials by groups or individuals external to UNF will be considered on a case-by-case basis, provided that they are working in partnership with a UNF department or organization.

4. Flyers and other distributed materials

Once flyers and other distributed materials, such as table tents, are approved they may be placed on tables, desks, and within study pods. Only one copy of each item may be placed in each area.

Absolutely no personal solicitation will be tolerated. Library patrons must not be disturbed or approached directly during the distribution of promotional materials. Any individual attempting to solicit patrons will be asked to leave the Library.

5. Donation boxes

The placement of boxes collecting donations for a charitable cause will be considered for approval on a case-by-case basis. The boxes must not obstruct foot traffic or block access to any Library spaces or services. The Library is not responsible for any losses.

The owner of the donation boxes must provide contact information for a primary and secondary contact in case of loss, damage, or failure to collect. Donation boxes may be displayed in the Library for a maximum of two weeks. Boxes must be collected from the Library service desk within three days of the expiry of the display period. A valid UNF ID card must be presented upon collection, matching the ID of the primary or secondary contact initially given.

6. Digital Displays

Any digital displays in the Library are for Library purposes only. Exceptions may be made at the discretion of the University Librarian.

7. Removal of Promotional Materials

All approved materials will be stamped with a date indicating the date of expiry.

- Date-specific materials, such as materials promoting a particular event, will be removed after the relevant date
- Materials on the bulletin board that are not date-specific will remain posted for a period of one month, then will be removed
- Flyers and other distributed materials that are not date-specific will remain for a period of one week, then will be removed

All removed promotional materials will be responsibly discarded. Efforts will be made to properly recycle or reuse materials when possible. Removal of large display items are the

responsibility of supplier of said items, and if the individual or group responsible for the other promotional materials wishes to reclaim them at the end of the display period, they must indicate so at the time of approval.

8. Revision of Guidelines

This Display and Distribution of Promotional Materials Guidelines will be reviewed annually to ensure its effectiveness and alignment with UNF's goals and values.