WesternU Student-Led Events: Advertising Guide

Western University of Health Sciences
University Student Affairs

PLANNING THE EVENT

- Start planning early!
- Follow procedures for making a room reservation
- When in doubt, refer to the Student Leader Handbook
- Email flyers and designs to studentaffairs@westernu.edu

ADVERTISING THE EVENT

All flyers must be approved and stamped by University Student Affairs (USA) *prior* to distribution (physically or digitally).

Flyers will be removed if they do not contain a USA stamp of approval.

Where to Advertise

MONDAY MAIL (RECOMMENDED)

- Get flyers approved, apply for electronic boards, and broadcast to the entire campus in one form.
- All information must be submitted by Thursday at noon to be included in the next week's Monday Mail.

ELECTRONIC BOARDS

- Broadcast event details campuswide via electronic boards!
- Submit event details and request E-Board approval via Monday Mail form!

EMAIL COMMUNICATION

Email to distribution lists specific to your College/Program!

- Reach out to your class officers for more information

BULLETIN BOARDS (PRINTED)

Permitted areas for physical flyers:

- Bulletin boards and inside classroom doors (See map attached)
- Easels borrowed from USA

Prohibited areas for physical flyers:
Windows, glass doors, light posts, pillars, walls, floors, handrails, bathrooms, outside of class doors, Esplanade.

BEST PRACTICES FOR ADVERTISING EVENTS

- **Branding**: Use only approved WesternU logos (request via studentaffairs@westernu.edu), follow Graphics & Standards, and use the name correctly (WesternU or Western University of Health Sciences).
- **Flyer Content**: Include event details (Who/What/Where/When/Why/Contact), ticket purchasing information if needed, a call to action, and attach flyers in the body of email (not as an attachment).

studentaffairs@westernu.edu (909) 469-5340 Student Services Center, Room 101