

# Advertising Policy

## Advertisements may be accepted from the following:

- Administrative and academic departments within the University
- University-registered and recognized student organizations and clubs
- Community businesses and organizations for purposes of marketing events, products or services

## If space becomes limited, priority will be given to advertisements in the following order:

- Emergency messages at the direction of the Associate Director of Student Union Operations or the Senior Director of Campus Life
- Facility related announcements (i.e. power outages, closures, changes in hours)
- Ads from registered student organizations
- Ads from University administrative and academic departments
- Commercial advertisements

## Unaccepted advertisements include those which:

- Sell or market alcohol products
- Sell or market any type of weapon (i.e. knives, firearms)
- Market services of any kind that conflict with University established contracts
- Personal ads or messages
- Political messages and/or endorsement of candidates (with the exception of CWU student government election candidates)

## The Associate Director of Student Union Operations, Publicity Manager, and Senior Director of Campus Life reserve the right to:

- Reject advertisements
- Alter broadcast times
- Edit for space limitations, content clarity, aesthetics, in the interest of good broadcasting practices and taste, and in line with the policies of the Student Union and Recreation Center and Central Washington University.
- Deny advertisements which compete with University services and business

## Client-developed advertisements will be accepted:

- Once approved, through receipt of a completed University Scheduling Center Facilities Usage Agreement-Wildcat Access form
- Advertisements must follow creative guidelines, and may be submitted via e-mail or CD to Wildcat Access staff
- Ads must be received a minimum of two weeks prior to the desired air date to allow for approval process and/or any possible required changes

## If we design your advertisement:

- Allow two weeks before desired air date for design and client proofing



## Other information:

- Emergency messages will be accepted by phone, fax or e-mail at any time, and are subject to approval by the Associate Director of Student Union Operations
- The Wildcat Access service operates during Student Union and Recreation Center building hours, including nights and weekends
- Wildcat Access is updated regularly; in the event of an emergency announcement, daily updates will be provided
- General campus announcements may run on an indefinite basis, subject to content reviewed on a weekly basis

## Contact:

WILDCAT ACCESS  
Publicity Center, Campus Life  
Central Washington University  
400 East University Way, SURC Room 272  
Ellensburg, WA 98926-7452

E-mail: [WildcatAccess@cwu.edu](mailto:WildcatAccess@cwu.edu)  
Phone: 509-963-1993 Fax: 509-963-3561  
Web site: [www.cwu.edu/~campuslife](http://www.cwu.edu/~campuslife)



CENTRAL WASHINGTON UNIVERSITY

*Your future is Central.*

## Creative Guidelines

Our graphic designers are available to create an advertisement personalized to your specifications. However, if your organization chooses to submit a prepared digital advertisement, please use these creative guidelines to ensure a quality product. All ads must abide by university policies and are subject to approval.

|                      |   |
|----------------------|---|
| <b>Image Size:</b>   | 720 pixels wide x 480 pixels high           |
| <b>Resolution:</b>   | 72 dpi                                      |
| <b>Color Mode:</b>   | RGB   |
| <b>File Formats:</b> | JPEG/JPG, BMP, GIF, TIFF/TIF, EPS, PNG, PSD |

- Images submitted for customized ads should be saved at 300 dpi, RGB color.
  - Background images must be 720 pixels wide x 480 pixels high 72 dpi, RGB color.

