

Advertising & Event Guidelines

Below are guidelines pertaining to Event Publications within the School of the Arts. These guidelines are meant to increase the efficiency of receiving and presenting information in a concise and timely manner. Thank you for your cooperation in increasing every aspect of our great department!

Posters: (Guest Artist, Faculty, Studio, Sr./Jr. Recitals & Other Events)

- All poster information is due a minimum **6 WEEKS** before the scheduled event. Information and art work suggestions must be complete and legible.
- 6-Week Timeline includes the following stages: design, proofing, printing, and distribution.
- Any organization that does not meet the 6-week deadline will have the standard poster template for their scheduled event printed. *** No poster will be created if the event is 2 weeks away or closer.**

NOTE: Students/Student Organizations are not allowed to publicize their own poster for Music Department events without prior approval from the Administrative Assistant, Department of Music.

Programs:

(4 pages or less)

- All information for programs is due a minimum of **ONE WEEK (5 business days)** before the scheduled event.
- Information regarding selected works, composers/arrangers, poet/librettist, performers, conductors, etc., must be complete and thorough. If the information is not submitted within the designated time frame, the program will not be printed.

(4-15 pages)

- All information for programs is due a minimum of **TWO WEEKS (10 business days)** before the scheduled event in order to be sent to the UNA Print Shop.
- Information regarding selected works, composers/arrangers, poet/librettist, performers, conductors, etc., must be complete and thorough. If the information is not submitted within the designated time frame, the program will not be printed.

(16 pages or more)

- All information for programs is due a minimum of **THREE WEEKS (15 business days)** before the scheduled event in order to be sent to the UNA Print Shop.
- Information regarding selected works, composers/arrangers, poet/librettist, performers, conductors, etc., must be complete and thorough. If the information is not submitted within the designated time frame, the program will not be printed.

Brochures:

- Updates regarding text and photography must be submitted at least **3 WEEKS** in advance of date needed in order for the materials to be sent to the UNA Print Shop.
- A request to completely redesign/creation publication materials must be submitted at least **4 WEEKS** in advance. If photographs are needed, please allow for **6 WEEKS** to design/create.

Advertisements:

- If you would like an advertisement placed in a publication, please allow a minimum **4 WEEKS** from date due to publication if the materials are already created for budget approval. If photography and/or design are required, please allow a minimum of **6 WEEKS**.

NOTE: Due to budgetary considerations, advertisements that cost are not guaranteed for approval.

Photography:

- To request a university photographer for your event, please email vborelly@una.edu a minimum of 4 WEEKS prior to your event
- To request the School of the Arts student photographer, please email vborelly@una.edu a minimum of 2 weeks prior to your event.

**** A draft approval form for your requested project will be available in January. This form will be required in order to have your materials printed. ****