

OFFICE OF STUDENT LIFE

THE Advertiser



← Check *The Guide* for more information on Posting Policies and Guidelines.

Marketing and promoting your events can be tough.

The *Office of Student Life* has acquired the following information to help you get started. We want you and your events to be as successful as possible. Feel free to stop by our office in the GA Building, next to the Child Studies Center, if you have any other questions. Good luck with your events throughout the year!

Methods	Materials Needed	Comments	Where to Submit	Deadlines
▶ Bulletin Board Postings	Provide 7-10 copies of your flyer. Include your club name, contact phone number and e-mail.	Postings will be approved by the Student Life Office and posted by their staff.	Student Life Office ext. 3266 <i>dlawrence@losmedanos.edu</i>	3 days prior to when you want the flyers put up.
▶ Banners	Submit a Banner Request Include your club name, phone number, and email.	Banners are restricted approved windows and railings on the 3rd floor of the College Complex.	Fill out a request form located in the Student Life Office. ext. 3266	Please request banner 1 - 2 weeks before event is scheduled to take place.
▶ Student Life E-Newsletter	Description of event, news, or opportunity; may include images	Submissions are subject to editing by Student Life staff	Via email to Ashley Adams at <i>aadams@losmedanos.edu</i>	Submissions should be sent by the 2nd Friday of each month
▶ The Experience <i>ad in paper</i>	Ad should be submitted, as an article or poster that can be reduced in size.	Additional paperwork needs to be filled out and a fee applies.	The Experience Office Journalism Office Rm. 601 ext. 3125/3359	Thursday before 4:00 pm for the next week's paper.
<i>letters to the editor</i>	Article should be typed, signed, and submitted to the Experience Office.	The Experience reserves the right to edit for length, content, and size.	The Experience Office Journalism Office Rm. 601 ext. 3125/3359	Thursday before 4:00 pm for the next week's paper.
<i>weekly clubs calendar</i>	Announcement should be typed, signed, and submitted to the Experience Office.	Free of charge.	The Experience Office Journalism Office Rm. 601 ext. 3125/3359	Thursday before 4:00 pm for the next week's paper.

Methods	Materials Needed	Comments	Where to Submit	Deadlines
▶ LMC Website Banner	Brief factual info on event. Include your club name, on campus phone number and email.	This service must be requested by the club advisor and sent via email to Eloine Chapman and Barbara Cella.	Eloine Chapman <i>echapman@losmedanos.edu</i> Barbara Cella <i>bcella@losmedanos.edu</i>	Requests must be submitted at least one week prior to the event.
▶ Tabling in the Quad <i>Indoor or Outdoor</i>	Club and/or event information in the form of flyers, brochures, etc... Clubs may bring sign-up sheets for recruitment purposes.	Clubs must schedule a table with the Student Life Office in advance. (There is no cost for clubs to table.)	Student Life Office ext. 3266	Schedule your table at least 1 week in advance.
▶ Flyer in Student Life Mailboxes	Provide 40 copies to go to all student club and student government mailboxes in the Student Life Office.	Prior approval needed from Student Life Office	Student Life Office ext. 3266	2 days prior to when you want the flyers in the mailboxes.
▶ Inter-Campus Mailing <i>no larger than 8.5"x11"</i>	Provide 447 copies to go to all faculty, staff, and administrators in their campus mailboxes.	Get prior approval from the Student Life Office before making the copies. Student Life will deliver to mailboxes.	Student Life Office ext. 3266 <i>dlawrence@losmedanos.edu</i>	3 days prior to when you want the flyers in the mailboxes.
▶ Electronic Signboard <i>(Marquee)</i>	Brief factual info on event.	Submit the request using the LMC Electronic Message Sign Application Form.	Via email or in writing to Kathy Cullar in Student Services at <i>kcullar@losmedanos.edu</i>	Must be submitted by Monday for posting on Wednesday. Circumstances may arise that cause delays.
▶ Faculty/Staff E-News	Email with info on event. Include your club name, phone number and email.	Email sent to all LMC faculty and staff. This service can only be done by the club advisor(s).	Send your email to your club advisor. They will send it to the campus.	As early as possible.
▶ T.V. Monitors	Club and/or event information on a PowerPoint Slide.	Include Date/Time/Location and use graphics/images. Keep information brief.	Student Life Office Email to Demetria Lawrence <i>dlawrence@losmedanos.edu</i>	Must be emailed in at least 1 week prior to the event.

* When submitting an ICC funding request, a club must also present their plan for advertising their event to the LMC community based on the amount of the funding request. The selected advertising plan must be executed at least one week prior to the scheduled event. Failure to execute proper advertisement will result in a 10% deduction from the next attempted funding request.

\$1-\$200: Bulletin Board Postings, Banners, & Student Life E-Newsletter \$201-\$500: All publicity on front page, plus LMC Web Banner & Tabling in the Quad \$501-\$700: ALL Methods

Note: LMC policy prohibits signs from being hung on doors.

For more information or details contact the
Office of Student Life
GA Building / 439-2181 ext. 3266

Club Resources - July 2012

Student Life

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