

## *Marketing Your Campus-Wide Event*



1. Charger Student News (free)
  - a. E-newsletter sent to every UAHuntsville student on Monday
  - b. Submissions are due Friday before you want your information included
  - c. Online submission at <http://uahchargers.wufoo.com/forms/charger-student-news-submission-form/>
2. Student Events Calendar (free)
  - a. Online calendar for all on-campus student events
  - b. Online submission at <http://uah.edu/studentevents>
3. University Center and Shelby Center Electronic Screens (free)
  - a. For campus-wide events
  - b. Submissions need to be sent in 2 weeks prior to your event
  - c. Email them in powerpoint format to Will Hall at [hallwm@uah.edu](mailto:hallwm@uah.edu)
4. The Toilet Paper (free)
  - a. Updated every Monday, the Toilet Paper appears in the bathroom stalls around campus
  - b. Content is gathered from the Charger Student News submission form and the Student Events Calendar so submit any content you would like to have in the Toilet Paper through these systems
5. University website events
  - a. Online events found on the front page of the University Website
  - b. Submit content to <http://www.tinyurl.com/UAHCurrentEvents>
  - c. Content has to be approved and only events that are intended for a broad audience should be submitted
6. Residence Hall Flyers/Posters (cost of flyers)
  - a. Distributed to each building (please sort and paperclip with each building designated)
    - i. 6 Charger Village
    - ii. 5 Frank Franz
    - iii. 5 North Campus Residence Hall

- iv. 1 SEHC
    - v. 5 CCRH
    - vi. 2 Housing Office
  - b. Flyers must be approved by the Housing Office and should be delivered to the Housing Office (at Charger Village) at least 2 weeks in advance of the event
- 7. Chalking (cost of chalk)
  - a. Chalking is permitted on campus except on BENCHES, BRICKS, BUILDINGS, and BREEZEWAYS (chalking cannot be placed anywhere that rain will not wash it away)
  - b. No registration of chalking is required
- 8. UAHuntsville' s Charger Times (cost of advertisement)
  - a. UAHuntsville' s weekly newspaper sells advertising at reduced rates for student organizations and campus departments
  - b. Advertising and rate information is available by emailing [ctadvertising@uah.edu](mailto:ctadvertising@uah.edu)
- 9. Flyers/Posters (cost of flyers)
  - a. No centralized distribution or approval system on campus
  - b. Each building requires approval for posters/flyers and departments/student organizations are required to get their own approval and distribute flyers/posters themselves
  - c. Posters/flyers for the University Center can be approved at ID Card office.
- 10. Huntsville Times Community Calendar (free)
  - a. This should only be used for those events that are also open to the public
  - b. Events can be submitted online at <http://myevent.al.com/web/event.php>