



Benedictine University Library

OFFICE: Benedictine University Library

DATE: Last revised January 2023

CATEGORY: Policy

SUBJECT: Library Marketing and Display Policy

Purpose

The purpose of displays, exhibits, digital signage, and print flyers in the Benedictine University Library (the “Library”) is to engage and inform Benedictine students, faculty, and staff; promote awareness of Benedictine University (“the University”) events, services, clubs/organizations, and courses/curriculum; and promote the University’s Mission and Vision. Current Benedictine faculty and staff, University-sanctioned student clubs and organizations may request display or exhibit space, contribute slides to the slideshow on the digital signage TVs, and/or post flyers in the Library.

Marketing and Display Requirements:

- Must be consistent with the Library’s commitment to freedom of information and cultural diversity;
- Must be reviewed and approved by the Library, which reserves the right to remove or alter any materials or displays;
- Must NOT be used to promote personal or commercial positions;
- Must adhere to U.S. Copyright Law; and
- Must adhere to the guidelines below.

Displays & Exhibits

Locations:

- Octagon Display – Library 2nd Floor
- Faculty Author Display – Library 2nd Floor
- Exhibit Case – Library 2nd Floor

Guidelines:

- Displays and exhibits will normally be approved for a display period of not less than three weeks and not more than eight weeks.
- Any display and exhibit costs will be incurred by the sponsoring organization. Security and/or insurance for displays are the responsibility of the sponsoring body.
- The Library cannot be responsible for personally valuable items placed on display or in exhibit cases. Inclusion of such items is strongly discouraged.
- Displays and exhibits created by individuals or groups outside the library should include a sign or other label indicating the name of the sponsoring individual or organization.
- Display and exhibit reservation requests should be submitted at least two months in advance of the desired display date and will be processed on a first-come, first-served basis.
- The sponsoring individual or organization must supply any materials needed to mount the display or exhibit and ensure that it is assembled and disassembled promptly. Any materials left unclaimed two weeks after the specified removal date will be disposed of.

Reservation Process:

- Current Benedictine University student clubs/organizations, faculty, and staff may reserve a display or exhibit space by submitting the [Library Display Space Reservation Form](#).

Digital Signage

Location:

- Two widescreen digital signage TVs at the North end of the Library 2nd Floor.

Guidelines:

- Slides created by individuals or groups outside the Library should include the name of the individual or organization responsible for them.
- Slides should be JPEG, PNG, or PowerPoint. They should be landscape (horizontal) with an aspect ratio of 16:9, which is the standard aspect ratio of HD widescreen TVs. Recommended dimensions: 1920 x 1080 pixels.
- Slides should be submitted at least two weeks before the desired posting date.

Submission Process:

- Current Benedictine University student clubs/organizations, faculty, and staff may contribute slides to the slideshow that runs on the digital signage TVs by submitting the [Library Digital Signage Submission Form](#).

Print Flyers

Locations:

- Bulletin board near the Library 2nd Floor main entrance
- Bulletin board inside Kindlon Hall 232

Guidelines:

- Flyers created by individuals or groups outside the Library should include the name of the individual or organization responsible for the flyer.
- Flyers posted on the bulletin boards must be no larger than 11x17 inches.
- Posting flyers in the Library outside the designated bulletin boards is not allowed.

Posting Process:

- Current Benedictine student clubs/organizations, faculty, and staff may post flyers on the Library's bulletin boards without obtaining prior permission.

- Members of the public may post flyers within the Library by requesting permission from the University Librarian.

Other Promotional Activities

All other promotional activities, including table tents, large posters, handouts, student group sales events, and promotional tables, are not allowed in the Library without acquiring prior Library approval. To inquire about special promotional activities in the Library, contact University Librarian Joy Matteson at jmatteson@ben.edu.