Student Organization Advertising Guide

The following advertising list can be used to help spread the word about your club or advertise an event or program you are hosting. There are many FREE ways to advertise, so keep in mind your budget and timeline. Please refer to the Event Planning Guide as well. Remember that advertising should be out AT LEAST 2 weeks before your event! Don’t forget the power of word-of-mouth. Tell your friends and everyone you know about your upcoming event or club.

On-Campus Advertising:

- Posters

  - Posters are by far the most popular way to market an event, but they can also be the most costly. It helps to know where you are planning to disperse your posters, so you can plan accordingly.

  - Registered Student Organizations are eligible for the Office of Student Engagement poster service. If you get them your posters by the set weekly deadline, they will disperse in the campus buildings and the residence halls for you. Please view their poster policy online to make sure your poster meets the requirements and to learn of the weekly deadline.

    ▪ Print 60 for a full-campus canvas.

  - The most important things to include on the poster:

    ▪ Name of Event, brief description if necessary

    ▪ Sponsors—be sure YOUR club name is listed somewhere

    ▪ Date, time and location of event

    ▪ Contact information for questions (phone, email, website, etc.).

  - You will need to find someone within your group (or a friend) to design the poster. Remember that plain word documents will NOT catch people’s attention.

    ▪ If you plan ahead, you may be able to find a graphic design student who can help out your group! Offering a little compensation can entice students to expand their portfolios and get your group a great design. If you email the School of Art with a request for designs or design help, generally they will distribute the request to Art students via email.

  - The most convenient place to get posters printed is through Copy Cats in the Strand Union Building. There are many other options, and it may be worth your time to look around. Copy Cats offers a discount on color copies if you use their logo on your poster. They also can print large banner sizes as well.

Copy Cats Pricing
Flyer prices

- 8.5X11 black on color paper are .15 for single-sided and .30 for double-sided
- 8.5X11 color on white are .95 for single-sided and 1.50 for double-sided
- 11X17 black on color paper are .50 for single-sided and .75 for double-sided
- 11X17 color on white are 1.50 for single-sided and 2.05 for double-sided
- Folding setup is a one-time charge of 5.00 plus .01 for each fold
- Cutting is .50 per cut

Banners (paper): Can only print to 24” wide by any length.
- $2.00 / sq. ft. for 20# bond poster paper
- $6.00 / sq. ft. for Premium Luster Photo paper or the Enhanced Matte paper.

Table Tents

- Table tent space must be reserved to be able to place out in the SUB eating areas. Total of 250 spots to place tents, including upstairs and downstairs.
- Groups MUST have Conference and Events Services sign off on the table tents before printing.
- Table tents MUST be 4x6 and inserted into the metal ring stands, NO FLYERS.
- Remember, you can usually fit 4 tents onto one 8.5x11 piece of paper, so divide your printing numbers in half!

Banner Spaces

- Banners are a great way to advertise, but are more expensive to print or time-consuming to hand make. It may make sense to invest in a banner that can be re-used from year-to-year.
- SUB
  - There are 2 spots on the railing above the stairs leading down to the bookstore.
  - Must be reserved through Conference Services at subscheduling@montana.edu
  - Cannot be larger than 3’x6’
  - Note: Cannot tape to the railing, must use string.
- Reid Hall
  - Go on the inside of the windows on the north facing entrance of Reid.
  - Must be reserved through the College of EHHD. Email Susan Jacobsen, susan.jacobson1@montana.edu, with the dates.
  - Do not need string, they have metal wires with clips.
- Wilson Hall
- Goes on second level of Wilson Hall on the front of the building facing south (walkway).
- To reserve, fill out the form, type name for electronic signature and email to: lands@montana.edu
- Secure with string, NOT tape.

- **Display Case**
  - 4-sided pillar near Ask-Us in SUB, glass case.
  - Reserve through Conference Services, subscheduling@montana.edu. You have to get a key from them when you plan to put up your advertising to open the case.
  - Posters CANNOT EXCEED 27.5” wide and 43” high.
  - Sponsoring groups name MUST BE clearly visible.

- **Exponent**
  - You can purchase ads and they can sometimes even design one for you: http://msuexponent.com/. Discounts are given to registered student organizations.
  - They also have an events calendar you can submit things to. Email entertainment@exponent.montana.edu with the event title, date, time, location, sponsoring group and contact information.

- **MSU Online Calendar**
  - MSU has an online calendar and announcements that are easy to use, and help get your message out to many students, faculty and staff.
  - Submit: http://calendar.msu.montana.edu/ using your student credentials.
  - If you categorize your event as an “Activity” it will automatically go on the Activities Calendar. http://www.montana.edu/engagement/activitiescalendar/
  - Events and announcements submitted will go in a thrice-weekly email to all faculty, staff and students (students have to opt-in to this).

- **MSU Announcements**
  - Similar to submitting an event, you can also submit an announcement online. This is more for general announcements and things that are not tied to a specific event.
  - Submit: http://www.montana.edu/msutoday/

- **Digital Signage**
OSE SUB TV
The OSE recently secured space in the SUB Union Marketplace for digital signage (TV). This space will be reserved for OSE events/programs and REGISTERED Student Organizations. Click here to view policies and how to submit.

Residence Hall TV’s
- Visit Residence Life website for rules: http://www.montana.edu/reslife/solicitation
- You can submit a .jpg of a flyer to be displayed on the TV’s in the main levels of the Residence Halls. Please note the digital flyer must uphold the same policies as the hard copy flyers.
- To help the image display correctly on the monitors, use 11x17 landscape orientation.
- Email jpg to: housing@montana.edu

Dining Halls
- Email jpeg to housing@montana.edu

Ask-Us Desk TV
- Email askus@montana.edu with subject: Poster
- Portrait orientation preferred

Info Tables
- Tabling is a great way to have visibility during peak hours (such as the lunch hour).

SUB
- Reserve through Conference Services
- They are free unless your group is selling something ($5/day).
- No food (even packaged candy) is allowed to give out at the tables.
- No food or drink of any kind is to be passed out.
- Approaching or calling out to passersby’s is PROHIBITED.

Residence Halls
- Visit the Residence Life website on rules and how to reserve space: http://www.montana.edu/reslife/solicitation

Sandwich Board
• The Office of Student Engagement has a limited number of sandwich boards to be used to advertise outside on campus sidewalks. You can email engagement@montana.edu to request with the dates you want to use. First come, first-served.

• **Club News**
  
  • Club News is a weekly email put out by the Office of Student Engagement to club leaders and advisors. If you have an event or program coming up, email the information or press release at studentorgs@montana.edu.

• **KGLT**
  
  • They will let you record your own Public Service Announcement (PSA) or you can write one up for them to announce for you.
  
  • Contact: Ellen King Rodgers, ekrodgers@montana.edu or 994-3001

• **Procrastinator Theater**
  
  • They show slides before films (like previews). Send a Power Point slide (can be a jpeg inserted into a slide) to asmsufilms@msu.montana.edu.

• **Social Media/Web**
  
  • Facebook
    
    ▪ Make sure you club has a Facebook page. If it doesn’t, make one!
    
    ▪ Make an event and share, share, share! Get your club leaders and members invested in sharing it on their own pages to make the information get even further.
    
    ▪ As the event gets closer, build some momentum by posting small things about it, or share pictures of the planning or from the event last year.
    
    ▪ “Like” the Office of Student Engagement Facebook page and share your event or post.
  
  • Twitter---just tweet!

  • Website
    
    ▪ If your club has a website or blog, make sure you have information about your event or program posted in a very visible spot so people can get more information about it if they wish. We know most people go to the web for information, so make sure you have accurate and up to date information!
    
    ▪ Post pictures from past events and don’t forget to take pictures to post later.
    
    ▪ If you have sponsors for the event, ask that they also include on their website or online calendars.

• **Department publications**
- If your club is associated with an academic department, contact your Dean’s Office or Department Head to inquire if they have any regular print or online publications you can add your program, event or club information to.

### On-Campus Advertising-Quick View

<table>
<thead>
<tr>
<th>What</th>
<th>Where</th>
<th>How many</th>
<th>How to Reserve</th>
<th>Other Info</th>
</tr>
</thead>
</table>
| Table Tents   | SUB       | 250 tents for Marketplace & Bobcat Court | MUST reserve space by calling Conference Services: 994-3081 | - Run Monday—Sunday  
                |           |          |                                            | - Student groups get 7 days a semester, all need to be used at one time.  
                |           |          |                                            | - Groups are responsible for distributing on tables.  
<pre><code>            |           |          |                                            | - MUST be pre-approved! Get one approved by Conference Services before printing all! |
</code></pre>
<p>| Posters       | On campus | Res Halls &amp; Campus Buildings Total: 70 | Turn in to Office of Student Engagement (SUB 222) by weekly deadline.   |                                                                            |
| MSU Calendar  | MSU calendar |          | Visit website to submit event: <a href="http://calendar.msu.montana.edu/submit.php">http://calendar.msu.montana.edu/submit.php</a> |                                                                            |
| Banner spaces |           |          | SUB: MUST reserve space by calling Conference Services: 994-3081 |                                                                            |
|               |           |          | <strong>Reid Hall</strong>: Must be reserved through the College of EHHD. Email Susan Jacobson, <a href="mailto:susan.jacobson1@montana.edu">susan.jacobson1@montana.edu</a>, with the dates. |                                                                            |
|               |           |          | <strong>Wilson Hall</strong>: To reserve, fill out the form, type name for electronic signature and email to: <a href="mailto:lands@montana.edu">lands@montana.edu</a> |                                                                            |</p>
<table>
<thead>
<tr>
<th>Poster Case</th>
<th>Near Ask-Us</th>
<th>MUST reserve space by calling Conference Services: 994-3081, <a href="mailto:subscheduling@montana.edu">subscheduling@montana.edu</a></th>
<th>Must get key from Conference Services to open case</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSU Today</td>
<td>Campus email</td>
<td>Visit website to submit announcement: <a href="http://calendar.msu.montana.edu/submit-announcement.php">http://calendar.msu.montana.edu/submit-announcement.php</a></td>
<td></td>
</tr>
<tr>
<td>Procrastinator Theater</td>
<td>Before Films</td>
<td>Send a Power Point slide to <a href="mailto:asmsufilms@msu.montana.edu">asmsufilms@msu.montana.edu</a></td>
<td>Let them know the dates you want it to run.</td>
</tr>
<tr>
<td>Residence Life TV’s</td>
<td>TV’s</td>
<td>Send jpeg to <a href="mailto:housing@montana.edu">housing@montana.edu</a> at least 5 days before event.</td>
<td></td>
</tr>
<tr>
<td>Dining Hall TV TV’s</td>
<td>TV’s</td>
<td>Send jpeg to <a href="mailto:housing@montana.edu">housing@montana.edu</a></td>
<td></td>
</tr>
<tr>
<td>Ask-Us Desk Computer</td>
<td><a href="mailto:askus@montana.edu">askus@montana.edu</a></td>
<td>Portrait style works best</td>
<td></td>
</tr>
<tr>
<td>Information Table Tabling</td>
<td>MUST reserve space by calling Conference Services: 994-3081, <a href="mailto:subscheduling@montana.edu">subscheduling@montana.edu</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exponent Ads or Event List</td>
<td><a href="http://msuexponent.com/">http://msuexponent.com/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KGLT PSA</td>
<td>Contact: Ellen King Rodgers, <a href="mailto:ekrodgers@montana.edu">ekrodgers@montana.edu</a> or 994-3001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Club News Email</td>
<td>Email event to <a href="mailto:studentorgs@montana.edu">studentorgs@montana.edu</a></td>
<td>Goes out weekly during academic year.</td>
<td></td>
</tr>
<tr>
<td>Sandwich Boards Outside advertising</td>
<td>Email <a href="mailto:engagement@montana.edu">engagement@montana.edu</a> to reserve.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSE TV TV</td>
<td>CLICK HERE to learn how to submit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Off-Campus Advertising

- **Bozeman Daily Chronicle**
  - Send your Press Releases to: citydesk@dailychronicle.com

- For more information about Ads:

- **Posters**
  - If you wish to attract the Bozeman-area community to your event or program, there are many public poster boards in town. You will need to coordinate people within your club to get out into the community. Think about high-traffic places, such as banks, grocery stores, post offices, etc. Also think about what type of event you are putting on and put posters in places that may have a connection. For example, if you are hosting a fundraising race, maybe get posters in the sports gear stores in town or the Bozeman Running Company.

- **Off-Campus Radio** (ask about their PSA policies, typically need to get them the information at least 2 weeks before event)
  - iHeart Media Inc. (KMMS FM &AM, KSCY, KXLB)
    - [http://www.iheartmedia.com/Pages/Home.aspx](http://www.iheartmedia.com/Pages/Home.aspx), 586-2343
  - Reier Broadcasting (KBOZ, KOBB, KPKX, KZLO)
    - [www.kboz.com](http://www.kboz.com), 587-9999
  - Yellowstone Public Radio (KBMC/KEMC)
    - [www.ypradio.org](http://www.ypradio.org), 800-441-2941

- **Print**
  - These are print publications that have community event calendars as well as will take press releases about your program or event. They also have opportunities to buy ads if you have it in your budget.
  - Bozeman Daily Chronicle
    - Submit your event online: [http://www.bozemandailychronicle.com/calendar/](http://www.bozemandailychronicle.com/calendar/)
    - Submit your event via email to get published in the “This Week” insert in the Friday paper: [thisweek@dailychronicle.com](mailto:thisweek@dailychronicle.com)
  - Bozone Magazine
    - Prints 2x monthly ; Deadlines: 1st and 20th of the month
    - [www.bozone.com; info@bozone.com](http://www.bozone.com); 586-6730
  - Distinctly Montana
- Prints monthly; Deadline: 10th day of the month prior to event
  - Lively Times (focus on art and music)
    - Prints monthly; 12th day of the month, prior to event
    - [https://livelytimes.com; writeus@livelytimes.com; 406-644-2910](https://livelytimes.com)
  - Montana Parent
    - [www.mtparent.com; liz@mtparent.com](http://www.mtparent.com)

## TV

You can send a press release for them to cover your events or record a PSA to advertise.

- ABC (KWYB)
  - [www.kwyb.com; 586-3594](http://www.kwyb.com)
- NBC (KTVM)
  - [www.keci.com; 586-0296](http://www.keci.com)
- CBS (KBZK)
  - [www.kbzk.com; 585-3444](http://www.kbzk.com)
- PBS (KUSM)
  - [www.montanapbs.org; 994-3437](http://www.montanapbs.org)

### Press Releases

Press releases are a summary of your event, with a headline for the press to be able to easily glean information about your event. They are generally brief and concise so that they can be read quickly and still convey the important information. Releases are scanned quickly so make sure they don't have too much information.

**Important Elements:**

- **Contact Information:** the top of the page should include all contact information, name, phone, complete address, email, website etc.

- **Date Press Coverage can start.** For most of your events FOR IMMEDIATE RELEASE is appropriate.

- **Headline** - Headlines should be catchy, factual, and the bottom line of what the press release is about.

- **Dateline** - This includes city, state/province, date and a dash, and then begins into your lead paragraph.

- **Have a strong lead.** The lead paragraph should be one or two sentences giving the reader basic details on the story and motivate the reader to keep reading.

- **Keep it short.** Try to keep it to four paragraphs, always keep it brief.
See Example and Template Here.

Where and when to send a release

Depending on the kind of coverage that you want to receive, getting the word out early can be key to getting people to your event.

There are some key dates to getting added in calendars like the Bozone, and Distinctly Montana that you won’t want to miss. (see PR list of contacts for emails and dates)

If you know of any inaccuracies in this document, please email studentorgs@montana.edu. We want to make sure clubs have the most up-to-date information! Also, if you have ideas of items to add, please let us know!