



University of  
St Andrews

## Advertising in the Library

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<b>Key terms</b>	Library and museum services
<b>Purpose</b>	This describes how staff and students can advertise events, etc, throughout the Library estate.

<b>Version number</b>	<b>Purpose / changes</b>	<b>Document status</b>	<b>Author of changes, role and school / unit</b>	<b>Date</b>
1.2	Updated	Draft	Elizabeth Andrews, User Experience & Communications Manager	12/11/21

### *Regulations for all advertising:*

**University Schools, departments and student societies** within the University of St Andrews can advertise, we will also review requests representing student entrepreneurial activity and community interest information on a case-by-case basis.

All images and posters must include, in a **size that is clear and obvious**:

- **logos** for your society/group/unit
- and **contact details**
- or **web address or social media**

Send requests at least **1 week in advance of any event**.

All posters must be **portrait** and **A4**.

Images for digital screens must be **landscape** and **aspect ratio 16:9**.

There is currently no charge for advertising in the Library.

After your request for the display of printed material has been accepted by the University Libraries you can leave copies of posters (either at the Library Service Desk in the Main Library or send through internal mail FAO University Libraries Communications Team). When it is possible we can display posters in specific areas of the University Libraries' buildings, in poster frames or on notice boards.

For more information, email: [library@st-andrews.ac.uk](mailto:library@st-andrews.ac.uk).

### *Digital screens*

Please note that content is shown in rotation with other material. Each image is shown for **40 seconds**.

### *Images*

- All images must also follow the [general regulations](#), listed above.
- Send file as an **image**:.jpeg;.png etc. (not as a PDF, PowerPoint or Word file) to [library@st-andrews.ac.uk](mailto:library@st-andrews.ac.uk)
- On the image, include the **name of the society, unit, department, contact details** (so people can contact you directly about your event), dates, times and venues.
- Images must be **landscape** and **16:9 aspect ratio** (here is a [PowerPoint file for OneLan](#) (PowerPoint, 31 KB), set to the correct dimensions, which can be saved as an image).

### *Videos*

- Must be **silent**.
- No longer than **2 minutes**.
- At the beginning and/or end of the video include information about the department or student organisation which clearly shows **affiliation or connection with the University** as above.

### Toilet stall frames

- We are not always able to offer the display of printed materials. Always contact the University Libraries first before printing and leaving any posters.
  - Once your request for advertising has been accepted by the University Libraries, leave posters at the Library Service Desk in the Main Library **for the attention of the Communications Team.**
- As this space is in high demand we can show **up to 5 posters** from one organisation or department at a time.
- All posters must also follow the [general regulations](#), listed above.

### Cafe notice board

- We are not always able to offer the display of printed materials. Always contact the University Libraries first before printing and leaving any posters.
  - Once your request for advertising has been accepted by the University Libraries, please leave **A4** posters with the Library Service Desk in the Main Library.
- A maximum of **2 posters per Unit/Society** can be displayed at the same time.
- Material will not be displayed in the cafe if you already have a dedicated board or display space in the Main Library.
- All posters must also follow the [general regulations](#), listed above.

We review all images and videos to make sure they are appropriate for us to display.

If you have any questions or would like further information about advertising in the Library, please email: [library@st-andrews.ac.uk](mailto:library@st-andrews.ac.uk).

Version number	Purpose / changes	Document status	Author of changes, role and school / unit	Date
1.0	Migration	Published	Kaye Wemyss, PA to Director	26/06/2019
1.1	Updated review date		Amina Shah, Assistant Director, User Services & Engagement	29/09/2020
1.2	Updated	Draft	Elizabeth Andrews, User Experience & Communications Manager	12/11/21