



University of
St Andrews

Advertising in the Library

Document type	Policy
Scope (applies to)	All students
Applicability date	28/09/2020
Review / Expiry date	27/09/2021
Approved date	07/10/2020
Approver	Director
Document owner	PA to Director & Administration Officer
School / unit	University Library
Document status	Published
Information classification	Public
Equality impact assessment	None
Key terms	Library and museum services
Purpose	This describes how students can advertise events, etc, throughout the Library estate.

Version number	Purpose / changes	Document status	Author of changes, role and school / unit	Date
1.1	Updated review date	Published	Amina Shah, Assistant Director, User Services and Engagement, Libraries & Museums	29/09/2020

Regulations for all advertising:

Only **University Schools, departments** and **student societies affiliated** with the University of St Andrews can advertise.

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**
- or text stating: "**? society is affiliated with the University of St Andrews Students Association**".

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

Posters in the toilet stalls are changed twice a week: **Mondays and Thursdays.**

All posters will be displayed for a maximum of **2 weeks.**

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

Images for digital screens must be **landscape** and exactly **960px by 540px** or **aspect ratio 16:9.**

There is currently no charge for advertising in the Library.

Please leave printed copies of posters for display (either at the Library Service Desk or send through internal mail) - **we do not print copies for you.**

Email for more information: 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; .tif; .png etc.) not as a PDF or Word file to library@st-andrews.ac.uk
- 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 exactly **960px by 540px** or **16:9 aspect ratio** (here is a [PowerPoint file for OneLan](#) (PowerPoint, 31 KB), set to the correct dimensions).

Videos

- Must be **silent.**
- In **WMV** or **MPEG-2** format.
- 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 with the University** as above.

Please note that videos are currently running slow - we are reviewing our system and apologise for the reduction in display quality.

Toilet stall frames

- Leave posters at the Library Service Desk **for the attention of the Communications Team** (leave your email address when you hand the posters in so we can get in touch if changes are required).
- 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

- Please leave **A4** posters with the Library Service Desk on level 2 (leave your email address when you hand the posters in so we can get in touch if changes are required).
- 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.

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