



University of
St Andrews

Advertising in the Library

Document type	Policy
Scope (applies to)	Staff and students
Applicability date	12/11/2021
Review / Expiry date	30/07/2024
Approved date	08/08/2023
Approver	University Librarian and Director of Collections and Museums
Document owner	PA to Director & Administration Officer
School / unit	Libraries and Museums
Document status	Published
Information classification	Public
EDI review/Equality impact assessment	None
Key terms	Library and museum services
Purpose	This describes how staff and students can advertise events, etc, throughout the Library estate.

Version number	Purpose / changes	Document status	Author of changes, role and school / unit	Date
1.3	Updated		Emma Wisher, Assistant Director, Academic Engagement and Student Experience	04/07/2023

Regulations for all advertising:

Schools, departments and student societies within the University of St Andrews can advertise within the Library estate. 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.
- **contact details.**
- or **web address or social media.**
- the **date** of the event being advertised (or provide an indication of **how long** you would like the image or poster to be displayed for).

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

There is currently no charge for advertising in Libraries.

For more information, email: library@st-andrews.ac.uk.

Posters:

All posters must be **portrait** and **A4** and should be **printed out.**

Once your request has been accepted you can leave up to 4 copies of posters (either at the Help Desk in the Main Library or send through internal mail FAO User Services, Main Library). Posters can be displayed on the notice boards in the Main Library cafe, St Mary's College Library, the JF Allen Library and Martyr's Kirk subject to space being available.

Digital screens in Main Library/Library at the Gateway:

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
- 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** (we suggest you make up your image on a standard PowerPoint slide and save as an image file before submitting).

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.

Themed displays

The Main Library has a number of spaces available for **themed book displays**. These are not used for advertising as such, but can relate to **University events, national dates of note, or general themes of interest**.

- All displays must be approved by the library before installation.
- There are a number of options in terms of size of display and number of books required. We have several smaller stands, as well as entire bays, which can be utilised.
- Depending on the theme/size, displays are expected to be installed for a minimum of two weeks. Once a list of titles and installation date have been agreed upon, you can install the display yourself, or the library can do this for you.
- You can include headers or posters with your display to highlight the theme. The library can help with designing and printing these if needed.

For further information, please get in touch via library@st-andrews.ac.uk to request the 'Main Library display guidance'.

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
1.2	Updated	Draft	Elizabeth Andrews, User Experience & Communications Manager	12/11/2021
1.3	Updated		Emma Wisher, Assistant Director, Academic Engagement & Student Experience	04/07/2023