



STANDARD ADMINISTRATIVE PROCEDURE

61.99.99.00.02 Campus Posting and Advertising

Approved: September 2025

Next Scheduled Review: September 2030

SAP Statement

With the exception of free expression activities, this procedure establishes the guidelines and procedures governing the posting of promotional materials – flyers, posters, yard signs, banners, A-frames, etc. – on the Texas A&M University-San Antonio campus. The objectives of this policy are to facilitate effective communication, maintain a visually cohesive campus environment, ensure compliance with accessibility standards, and protect and maintain University property.

Procedures and Responsibilities

1. GENERAL

- 1.1. **University Standards:** All posted materials must follow the University Writing Guidelines and official Branding Guidelines, including the proper use of logos, color palettes, and typography.
- 1.2. **Accessibility:** All materials must be designed and displayed in accordance with the Americans with Disabilities Act (ADA). This includes:
 - (a) Ensuring materials do not block pathways, entrances, or exits.
 - (b) Using legible fonts, font sizes, and appropriate color contrast. You can find resources on the [Design with Accessibility webpage](#) and [WebAIM color tools](#).
- 1.3. **Prohibited Locations:** Posting on trees, buildings, windows, light poles, fences, benches, in garden or landscape beds, or trash receptacles is strictly prohibited.
- 1.4. **Prohibited Methods:** The use of staples, tacks, or any adhesive that can damage university property is not allowed. Only approved methods, such as push pins on bulletin boards or designated A-frame setups, are permitted.
- 1.5. **Aesthetic Maintenance:** All postings must be kept in good condition, free from tears or fading, and displayed neatly.
- 1.6. **Responsibility for Posting and Removal:** The individual or group promoting the

event or message is responsible for the proper installation of their materials and for their timely removal by the designated date. Failure to do so may result in the materials being removed and discarded by the university without notice.

2. APPROVAL PROCESS

- 2.1. **Student Organizations:** Submit all temporary materials to the Student Life Office via [JagSync](#). Once approved, Student Life will provide an official mark of approval.
- 2.2. **University Departments, Programs, and External Parties:** Submit all materials as an editable file via the [Strategic Communications Request Form](#). Upon approval, Strategic Communications will provide a digital or physical mark.
- 2.3. **Turnaround Time:** Both offices will make reasonable efforts to provide a decision within five (5) business days.
- 2.4. **Approval Mark:** All approved flyers must have a 1-inch white space in the bottom right corner for the official approval mark. The submitting party is responsible for affixing this mark to all copies of the material.

3. STANDARDS FOR APPROVAL

- 3.1. **Student Organizations: student organizations must** ensure all promotional materials (flyers, posters, etc.) adhere to the following requirements:
 - (a) Compliance with ADA standards for accessibility, including unobstructed pathways and legible font sizes and color contrast.
 - (b) For flyers, inclusion of the following ADA statement: “Persons with disabilities requiring accommodations should contact the [Name of Office] at (210) XXX-XXXX or [email address] at least two to four (2-4) business days in advance of the event.”
 - (c) For flyers, inclusion of a 1-inch white space at the bottom right corner to accommodate the official approval mark.
 - (d) **Submit to Student Life:** Electronically submit the prepared materials to the Student Life office via [JagSync](#) for review and approval prior to posting.
 - (e) **Receive Approval:** The Student Life office will review the submitted materials. If approved, they will affix a mark or other official mark of approval.
 - (f) **Post Approved Materials:** Once the materials have been officially approved and marked, they may be posted in designated areas as outlined in the Approved Posting Location Section on the [University map webpage](#)
- 3.2. **University Departments and Programs: University departments and programs** must ensure all promotional materials (flyers, posters, etc.) adhere to the following requirements:
 - (a) All written content adheres to the University Writing Style Guidelines.
 - (b) Compliance with ADA standards for accessibility, including unobstructed pathways and legible font sizes and color contrast.
 - (c) If the materials are classified as semi-permanent (e.g., A-frames), they must comply with the University's official branding guidelines.
 - (d) For flyers, inclusion of the following ADA statement: “Persons with disabilities

requiring accommodations should contact the [Name of Office] at (210) XXX-XXXX or [email address] at least two to four (2-4) business days in advance of the event.”

- (e) For flyers, inclusion of a 1-inch white space at the bottom right corner to accommodate the official approval mark.
 - (f) **Submit to Strategic Communications:** Submit the prepared materials as an editable link or file via the designated [submission form](#) to the Strategic Communications office for review.
 - (g) **Receive Approval and Mark:** The Strategic Communications office will review the submitted materials. Upon approval, a digital or physical mark of approval will be provided.
 - (h) **Apply Approval Mark:** The submitting party is responsible for applying the provided approval mark to all copies of the materials before posting.
 - (i) **Post Approved Materials:** Once the materials have the official approval mark, they may be posted in designated areas as outlined in the Approved Posting Location Section on the [University map webpage](#)
- 3.3. **External Parties:** External parties must ensure all promotional materials (flyers, posters, etc.) adhere to the following requirements:
- (a) Compliance with ADA standards for accessibility, including unobstructed pathways and legible font sizes and color contrast.
 - (b) For flyers, inclusion of a 1-inch white space at the bottom right corner to accommodate the official approval mark.
 - (c) **Submit to Strategic Communications:** Submit the prepared materials as an editable link or file via the designated [submission form](#) to the Strategic Communications office for review.
 - (d) **Receive Approval and Mark:** The Strategic Communications office will review the submitted materials. Upon approval, a digital or physical mark of approval will be provided.
 - (e) **Apply Approval Mark:** The submitting party is responsible for applying the provided approval mark to all copies of the materials before posting.
 - (f) **Post Approved Materials:** Once the materials have been officially approved and marked, they may be posted in designated areas as outlined in the Approved Posting Location Section on the [University map webpage](#)

4. IMPORTANT NOTES FOR ALL POSTINGS

- 4.1. **Approved Locations:** Materials may only be posted in officially designated approved locations.
- 4.2. **Prohibited Locations:** Posting on trees, University building surfaces, light poles, fences, or other unauthorized locations is strictly prohibited.
- 4.3. **Approved Attachment:** Only approved methods of attachment (e.g., push pins on designated bulletin boards) may be used. The use of staples, tacks, or damaging adhesives is prohibited.

- 4.4. **Submission Timeframe:** Requests for approval should be submitted in a timely manner. The reviewing offices will make reasonable efforts to process requests within five (5) business days.
- 4.5. **Removal Responsibility:** The individual or group responsible for posting is also responsible for the timely removal of the materials by the designated removal date.

5. POSTING LOCATIONS

- 5.1. **Flyer Posting Boards:** There are designated bulletin boards located in high-traffic areas across campus. Materials should be neatly affixed using push pins only. Official posting boards will be identified in the Approved Posting Location Section on the [University map webpage](#)
- 5.2. **A-Frames:** A-frame signs are permitted only in designated outdoor walkways where they do not impede pedestrian traffic or accessibility. Specific approved walkways are identified in the Approved Posting Location Section on the [University map webpage](#)
- 5.3. **Yard Signs:** Placement of yard signs is restricted to designated grassy areas and must not obstruct walkways, roadways, or landscaping, or damage university property. Specific guidelines on size and placement of yard signs include the following:
- (a) The individual or group whose event or message is being promoted is responsible for the proper installation of their approved signage in accordance with this policy.
 - (b) The individual or group to whom the event or message is being promoted is responsible for the timely removal of their signage by the designated removal date.
- 5.4. The individual or group whose event or message is being promoted is responsible for damage to university property as a result of installation/attempted installation in non-approved locations.
- 5.5. **Pull-Up Banners:** Pull-up banners are generally approved for indoor use at events or in designated common areas with prior reservation. Outdoor use may be permitted in specific circumstances with explicit approval. Outdoor use may be revoked due to weather or safety concerns.
- 5.6. **Chalk:** Chalking is permitted only in designated outdoor areas, as specified in the Approved Posting Location Section on the [University map webpage](#)
- 5.7. **General:** Any locations not listed are not approved to have temporary signage placed on them and will be immediately removed. If you require an exception or have a special request, you must make one via email to Strategic Communications at StratComm@tamusa.edu.

6. TYPES OF MATERIALS AND SPECIFIC GUIDELINES

6.1. Flyers:

- (a) **Maximum Size:** 11x17 inches.
- (b) **Posting Location:** Must be affixed with push pins only to designated flyer posting boards in high-traffic areas.
- (c) **Accessibility Statement:** Must include the following statement: *"Persons with*

disabilities requiring accommodations should contact the [Name of Office] at (210) XXX-XXXX or [email address] at least two to four (2-4) business days in advance of the event.”

- (d) **Removal:** Flyers will be removed at the conclusion of each academic semester.

6.2. A-Frames:

- (a) **Posting Location:** Permitted only in designated outdoor walkways where they do not block pedestrian traffic or access.
- (b) **Maintenance:** Must be adequately weighted to prevent displacement and kept in good condition. Outdoor use may be revoked due to weather or safety concerns.
- (c) **Yard Signs/Outdoor Banners:**
- (d) **Posting Location:** Placement is restricted to designated grassy areas. They must not block walkways, roads, or landscaping, or damage university property.
- (e) **Installation:** Stakes used for installation must not damage underground utilities. The individual or group is responsible for any property damage.

6.3. Pull-Up Banners:

- (a) **Posting Location:** Generally approved for indoor use with prior reservation. Outdoor use requires explicit approval and may be revoked due to weather or safety concerns.
- (b) **Maintenance:** Must be stable, securely positioned to prevent tipping, and professionally produced.

6.4. Chalk:

- (a) **Posting Location:** Only permitted in designated outdoor areas.
- (b) **Chalk Type:** Only water-soluble, non-toxic chalk is allowed.
- (c) **Removal:** Chalking is considered temporary and will be naturally removed by weather or university facilities as needed.

6.5. Table Tents and Brochures:

- (a) **Posting Location:** Permitted in designated dining areas, student lounges, and at university-sponsored events.
- (b) **Approval:** Tents and brochures for general placement in public areas require approval.

6.6. Large-Scale Building Banners:

- (a) **Approval:** Only available to University Departments and Programs with prior approval from Strategic Communications.
- (b) **Installation:** Installation and removal must be coordinated with and approved by University Facilities.

7. POSTING DURATION AND REMOVAL

- 7.1. All approved temporary promotional materials must clearly display the official University approval mark.
- 7.2. All Pull-Up Banners will be reviewed annually.
- 7.3. Unless otherwise specified by the approving office, the standard posting period is two (2) weeks prior to the date of the advertised event.

- 7.4. Materials posted without the required approval or remaining after the designated removal date will be removed and discarded without prior notice.
- 7.5. The individual or group responsible for posting the materials is also responsible for their timely removal by the specified date.
- 7.6. All flyers posted on designated bulletin boards will be removed at the end of each academic semester.
- 7.7. The standard two-week posting period includes weekends and holidays.

8. RESPONSIBILITY FOR INSTALLATION AND REMOVAL

- 8.1. The individual or group for whom the event or message is being promoted bears full responsibility for the proper installation of their approved signage in accordance with this policy and for the timely removal of said signage by the designated removal date.

DEFINITIONS

Approved Posting Locations – Designated areas on university property where promotional materials are permitted to be displayed, are outlined in the Approved Posting Location Section on the [University map webpage](#)

External Party/Individual – Any entity or person not formally affiliated with Texas A&M University-San Antonio as a student organization, university department, or official university program. This includes, but is not limited to, commercial businesses, non-profit organizations, and private individuals seeking to promote their services, products, or events on campus.

Student Organization - A group of currently enrolled students sharing a common goal or interest, who have properly completed the necessary recognition forms and agree to adhere to all policy established by the University.

Promotional Materials – Any visual or physical item displayed on university property for the purpose of advertising, informing, or promoting events, services, products, or messages. This includes, but is not limited to, flyers, posters, yard signs, banners, A-frames, pull-up banners, table tents, brochures, and chalking.

Semi-Permanent – Promotional materials that are designed for display over an extended period (typically longer than two weeks but generally less than one academic year, subject to review) and are more durable in nature. Examples include A-frames, pull-up banners, large-scale building banners, yard signs, and brochures in designated racks. These materials often require specific installation and removal procedures due to their size or placement.

Temporary – Promotional materials intended for short-term display, typically for a period leading up to a specific event or for general information that is time-sensitive. These materials are generally less durable and are expected to be removed shortly after the event or by a specified date. Examples include flyers, table tents, and chalking.

University Event – Any event coordinated, facilitated, and/or funded by an official entity/department of Texas A&M University-San Antonio. The event may or may not be open to non-members of the organization.

University Property – All land, buildings, facilities, and other real and personal property owned, leased, or otherwise controlled by Texas A&M University-San Antonio.

CONTACT OFFICE

Strategic Communications office – (210) 784-1603 or by email to: stratcomm@tamusa.edu.