PUBLICITY RESOURCE GUIDE

ON-CAMPUS PUBLICITY

A-BOARDS
- Dimensions: usually 39" x 29"
- Can be displayed starting the first day of the quarter until the end of Week 10
- To reserve, email cscopsmanager@gmail.com to get an A-Board reservation
- To print at the Kerckhoff Computer Lab:
    1. Fill out a general requisition form and turn it into SGA. (Click here for a sample of a completed gen req form)
        - Your SOOF Allocation ($10) can be used to print out your A-Board.
    2. After submitting the gen req, email pzimmerman@asucla.ucla.edu & susm.tech.support@asucla.ucla.edu with your A-Board design file and the following in the email:
        - Your project name:
        - Your name:
        - Your contact number:
        - A-Board design file name:
        - Quantity you want printed:
        - Width of A-Board:
        - Length of A-Board:
        - Your A-Board poster will be printed within 2-3 business days.
    3. Your A-Board poster will be printed within 2-3 business days.

BANNERS
- Required Dimensions:
    - 20 ft x 3 ft - Bruinwalk Space
    - 6-20 ft x 2-3 ft - Ackerman- Kerckhoff Bridge
- Check out the ASUCLA Banner Guidelines here
- There are two banner spaces:
    - Above Bruinwalk
    - Bridge between Ackerman and Kerckhoff
- To reserve (after lottery):
    - Have your project's signatory email reservations@asucla.ucla.edu to reserve a week.
    - Projects are limited to 2 banner space reservations & 1 waitlist reservation per quarter.
    - You will be billed for each one-week reservation.

FLYERING
- Dimensions: usually 4.5" x 5.5" (1/4 page)
- Create a flyering schedule for project members. Have as many people as possible flyering.
- If you plan to have your flyers printed on cardstock by a printing company, plan for an additional week for the printing process.
- If your project is creating your own flyer, you should consider the following:
    - Less is more. Be concise.
    - Align text and objects.
    - Stick to a few legible fonts.
    - Avoid busy backgrounds.

- Apply contrast by making important text pop out more.
- Include time, date, location, facebook/website link, and email.

PUBLICITY ON THE HILL
- Fill out this form to reserve a one week-long publicity in the dorm buildings.
  - You can choose either one or all of these options:
    - Digital Displays
      - Required Dimensions: 1920x1080 pixels (RGB)
    - Table Tents
      - Required Dimensions: 5.125" x 8.5" (single-sided, portrait orientation)
      - Quantity: 180
      - Table tents will be placed in a plastic holder on dining tables.
    - Flyers
      - Required Dimensions: 5.5" x 8.5" (single-sided)
      - Quantity: 44
  - Submit file(s) of your publicity materials to publicity@orl.ucla.edu.
  - If approved, all materials must be provided in the provided formats and quantities, and submitted by noon on the Monday of the week before your confirmed reservation week. Flyers and table tents must be delivered to UCLA Residential Life, 205 Bradley Hall, 417 Charles E Young Dr W Los Angeles, CA 90095.

TABLING OUTSIDE DINING HALLS
- Check out the available tabling locations and make a request to table here.
- Enter your submission a minimum of 2 weeks prior to your selected Tabling Request date.

CLASSROOM ANNOUNCEMENTS
- Target major lecture halls such as CS50, LaKretz 110, Haines 39, Moore 100, Rolfe 1200, etc.
- Target relevant major departments to your project (e.g. talking to education minors for education & mentorship projects)
  - Chalkboard Announcements
    - This is a good for publicizing information sessions.
    - Be concise and write legibly.
  - Classroom Announcements
    - Reach out to relevant departments (education, sciences, etc.)
    - Provide flyers to leave in class
    - Make the announcement brief and highlight the main points.
    - This should be done in morning before classes begin.

TABLE TENTS IN ASUCLA RESTAURANTS
- **Required Dimensions:** None, usually 5-6in X 4-6in
- Independent set-up & clean up
- Email your table tent design and desired reservation week to John Mrwik at jmrwik@asucla.ucla.edu.
- If approved, print 330 table tents or have a printing company produce 330 table tents for you.
- Place reservations asap because reservations fill up quickly.
- Groups can only reserve one week at a time, but can reserve several non-consecutive weeks.
- It is recommended to use a heavier card stock as they are more durable and stand better, but many groups use regular paper.

- **Table Tents can be put out starting the Sunday of your reserved week in the following indoor dining areas (330 tables total**):
  - Cooperage
  - Ackerman First Floor Terrace Food Court
  - Kerckhoff Coffee House
  - North Campus Student Center
  - Northern Lights Coffee House
  - Court of Sciences Student Center
  - Jimmy's Coffee House
- After your reservation period is over, pick up the left over table tents and discard them. Your group is responsible for printing AND picking up the table tents.

1st FLOOR ACKERMAN DIGITAL SCREENS
- Dimensions: 1366 x 768 pixels (.jpg, .png, .gif, or .swf)
- 10-15 second display
- Email your submission and preferred start date to StudentUnionAdvertising@asucla.ucla.edu. (Due 1 week before desired post date)
- Click here for more information.

COMPUTER LAB DISPLAYS
- Will run for max of 1 week
- Contact lab@orl.ucla.edu.
- For questions, contact Saryl Radwin at SRadwin@orl.ucla.edu

ONLINE PUBLICITY
If possible, always keep your social media updated and include photos with every post.

YOUR PROJECT'S SOCIAL MEDIA
- Facebook
  - This is essential! Every project should have at least a Facebook page.
  - Best Times to Post on Facebook: 1pm-4pm
  - Peak Time on Facebook: Wednesdays 3pm
  - Worst Times to Post on Facebook: Weekends Before and After 8pm
- Instagram
- Twitter
- Website
  - Keep your project's website updated with the following:
    - Trainings
    - Information Sessions
    - Application
    - Recent photos from events

CSC SOCIAL MEDIA
- CSC'S Facebook
- CSC's Instagram
- CSC Newsletter
  - sent out to CSC subscribers on Thursday mornings of every odd week
- CSC's Website

- CSC can publicize your project's events on this website's homepage
- Contact our webmaster at claire.crinion@gmail.com

LISTSERVS
- Research the people you would like to ask for help publicizing to their group. It is helpful to look up and contact major departments and student-run organizations that are relevant to your event.
- Look up counselors for UCLA academic majors here.
- Look up student-run organizations here.

DAILY BRUIN
- You have 2 options for Daily Bruin:
- Press Release
    - This is a good opportunity for free publicity.
    - Email ads@media.ucla.edu 3 business days in advance and highlight what is unique about your event. If Daily Bruin is interested, a reporter will contact you.
- Advertisements
    - Discounted rates for students groups
    - You will need to fill out a requisition form and the cost will be covered by your project's own funds.

VENDORS
- If using CAC, CAC Mini, or CPC:
    - Ackerman
    - Kinkos
    - Copymat
    - Mail and Document Services (on campus)
    - Print and Run
    - Digital Room
- If using other funding (CS Mini, SOOF, SIOC Mini, Contingency):
    - Next Day Flyers
    - Vistaprint
    - 4Imprint
    - Anything you want!

FREE ALTERNATIVES TO DESIGN PROGRAMS
- Kerckhoff Office
    - If you prefer to use Illustrator & Photoshop, you are always welcome to come into the CSC Office and use our computers.
- Canva.com
    - Free online graphic design program
    - Alternative to Illustrator & Photoshop
    - Flyers, Posters, Invitations, Facebook Covers
    - Some images costs $1, but you will only be charged after publishing.
- Gimp.com
    - Free program similar to Photoshop
    - Safe to download
    - Most ideal for social media publicity materials