



The  
University  
Of  
Sheffield.

Accommodation &  
Campus  
Services.

## ACS Advertising Policy

This paper states the University department Accommodation & Campus Services' (ACS) policy on advertising, sponsorship and promotions and any restrictions that affect these areas.

All queries about the policy should be directed to the Marketing & Communications team within ACS who are responsible for reviewing the document during the course of the academic year.

Accommodation & Campus Services, the Students' Union, all affiliated bodies and advertisers are expected to abide by this policy at all times, except in exceptional circumstances with the expressed authorisation of the ACS Marketing & Communications team.

### General conditions

ACS does not permit advertising which is homophobic, sexist, religious or racist in nature or that which promotes anti-social or illegal behaviour.

All advertising on ACS premises is subject to approval by the ACS Marketing and Communications team. ACS reserves the right to refuse advertising to those outside of the exclusions listed below.

Any unauthorised advertising on ACS premises will be removed and any individuals or companies found distributing advertising materials without authorisation will be escorted from the premises.

Students found distributing advertising materials without authorisation, including displaying posters and notices in accommodation windows, distribution flyers and leaflets within ACS accommodation and premises, will be asked to remove them. Failure to stop may result in disciplinary action.

### Permitted Advertising and Advertisers

ACS will accept advertising from a wide range of advertisers under the condition listed above, however, the following types of advertising and advertisers are permitted with certain conditions:

#### Banks and lenders

All such firms are allowed to advertise within ACS premises. If it is felt that a certain bank/lender's products are not in the best interests of students then their advertising may be rejected on an adhoc or blanket basis.

## **Clinical Tests**

Those firms or Government organisations that wish to advertise within ACS premises must complete an evaluation form (example attached) detailing exact aims, methods and perceived risks of the trial.

Permission is only to be granted with the authorisation of the Marketing & Communications team in ACS.

## **Sports and Fitness Centres**

Advertising is permitted within ACS premises, on the condition that no promotional information i.e. pricing, special offers or ticket offers are included.

## **Cafés, fast food outlets, sandwich shops**

Advertising is permitted within certain ACS premises, on the condition that no promotional information i.e. pricing, special offers, ticket offers or specialist/themed nights are included.

Those firms located outside the S1, S6, S10 and S11 postal areas are entitled to unrestricted advertising rights.

## **Prohibited and Restricted Advertising and Advertisers**

### **Alcohol**

Promotion of alcohol must not encourage irresponsible drinking. ACS reserves the right to withdraw advertising privileges without compensation if it feels the advertising contravenes this policy.

### **Tobacco Advertising and Promotion Act 2002**

All promotion of tobacco products is prohibited.

### **Nightclubs, Bars and Pubs**

All nightclubs, bars and pubs are prohibited from advertising in ACS premises; except for those covered by separate ACS Contractual Agreements (see separate section).

### **Landlords and property agents**

All landlords and property agents are prohibited from advertising within ACS premises. Landlord and property agent advertising is only allowed via the University Private Housing Registration scheme overseen by the Private Sector team in ACS. For further details of the Registration Scheme, go to [www.shef.ac.uk/landlords](http://www.shef.ac.uk/landlords)

### **Casinos**

Any advertising dealings with companies that exist to promote gambling are prohibited.

Lap dancing clubs and institutions that exist for a similar purpose are also banned.

## **Balti King Restaurant & Takeaway**

Balti King is prohibited from advertising within ACS premises.

## **ACS Advertising Spaces**

Advertising shall be allowed in all allocated space as per the rate card, unless otherwise detailed in the policy.

Sales of advertisers' products in ACS premises are prohibited, unless directly authorised by the ACS Marketing & Communications team.

Advertising is prohibited on the ACS University web pages.

## **Contractual agreements**

From time to time ACS may enter into contractual agreements with companies wishing to advertise within ACS premises. ACS will consider all requests and all enquiries should be referred to the ACS Marketing & Communications team.

## **ACS Advertising Charges**

All advertising in ACS premises is chargeable as per the rate card with the following exceptions:

### **Discounts**

Internal Customers receive a discount of 1/3 off standard advertising rates. Internal Customers are defined as departments, schools and faculties of The University of Sheffield and the Students' Union.

Companies operating within The University of Sheffield or Students' Union premises such as STA Travel are not classed as internal customers and will be charged the full fee for advertising in ACS premises.

### **Student welfare and Community Development Committees (CDCs)**

Advertising by University services and the Students' Union primarily concerned with student welfare is permitted free of charge in ACS premises, subject to availability. All enquiries must be authorised by the ACS Marketing & Communications team prior to advertising taking place.

Community Development Committees (CDCs) are permitted to advertise free of charge in ACS premises, subject to availability. All enquiries must be authorised by the ACS Marketing & Communications team prior to advertising taking place.

All CDCs may display their sponsors' logos, but are not permitted to advertise their sponsor's events, promotions or special prices. This includes the distribution of sponsors' fliers and merchandise.

CDC and student welfare advertising must adhere to the ACS advertising policy.

Other student groups wishing to utilise ACS advertising spaces must submit a request to the ACS Marketing and Communications team for approval.

### **Additional Charges**

Companies wishing to distribute free samples must submit a request for approval to the ACS Marketing and Communications team. All sample distribution is subject to approval and may incur a compensation charge for loss of sales.

For further information on the ACS advertising policy contact the ACS Marketing and Communications team.

#### **Contact details for ACS Marketing & Communications team**

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