



INDIANA UNIVERSITY

Bloomington Campus Bus Service Advertising

FULL POLICY CONTENTS

Scope
Reason for Policy
Policy Statement
Procedures
Definitions

ADDITIONAL DETAILS

Additional Contacts
Forms
Web Address
Related Information
History

Effective: July 1, 2016
Last Updated: July 1, 2016

Responsible University Office:
Auxiliary Business Services, Office of the Executive Vice President and Provost

Responsible University Administrator:
Loren Robel, Executive Vice President and Provost

Policy Contact:
Perry Maull, Operations Manager
Indiana University Campus Bus Service

Scope

This policy applies to all advertising by internal Indiana University advertisers and external, non-Indiana University advertisers, displayed inside and outside of university-owned buses on the Bloomington campus.

Reason for Policy

Bloomington Campus Bus Service wishes to generate and maximize revenue through the sale of advertising that promotes either a commercial transaction for goods or services or a forthcoming and scheduled University-sponsored event.

Policy Statement

Indiana University seeks to generate revenue from Bloomington Campus Bus Service through the sale of advertising space outside and inside University-owned buses. Advertising will be accepted that promotes either a commercial transaction for goods or services, or a forthcoming and scheduled University-sponsored event. All advertising will be subject to uniform, viewpoint-neutral advertising standards.

University Advertising: Indiana University units and registered student organizations may purchase advertising for products and services offered by those units or organizations, or for a forthcoming and scheduled event sponsored by the University or a registered student organization (“University Advertising”). The University reserves the right to give preferential acceptance, placement and rates to University Advertising.

University Public Service Announcements: Public service announcements may be purchased and placed on university-owned buses by Indiana University units. Public service announcements contain information for the university community on issues such as health or safety.

Third-party Advertising: External entities may purchase advertising, the primary purpose of which is to promote a commercial transaction.

Indiana University Unit: a campus, school, department, office, or center, of, or within, Indiana University. Student organizations are not included in the definition of an Indiana University unit.

The following advertising will not be accepted for display on campus buses, irrespective of whether it is University or Third-Party Advertising:

1. Advertising that relates to **religion;**
2. Advertising that relates to **political campaigns, issue or candidate advocacy, or other public policy issues or public service announcements**, with the limited exceptions of advertising related to student government campaigns at Indiana University and University Public Service Announcements;
3. Advertising that promotes the sale or use of **alcohol, tobacco, or firearms;**
4. Advertising that offers or reasonably appears to offer, promotes, or encourages **unlawful conduct**, or the use or possession of **unlawful goods or services;**
5. Advertising that contains any material that is **false, misleading or deceptive; or**
6. Advertising that would **violate exclusivity terms in other Indiana University contracts.**

Procedures

All proposed bus advertising shall follow IU Brand Guidelines and must be approved by IU Marketing through the [Signage Request & Approval Form](#). Each IU department and student organization is responsible for obtaining IU Marketing approval for the design concept prior to submitting final artwork for printing. IU Campus Bus Service will obtain IU Marketing approval for any external customer.

Additional Contacts

<i>Subject</i>	<i>Contact</i>	<i>Phone</i>	<i>Email</i>
Campus Bus Service	Perry Maull	812-855-8961	pjmaull@indiana.edu
Budget Admin.	Julie Bauters	812-855-1126	jbauters@indiana.edu

Forms

[IU Campus Bus Service Advertising Request](#)

http://www.iubus.indiana.edu/campus_bus/advertising/Advertising%20Request%20Form.pdf

Web Address for this Policy

TBD

Related Information

[Licensing & Trademark Policy](#)

<http://iu.licensing.indiana.edu/policies/mainpolicy.shtml>

History

Effective January 1, 2011