

SUBJECT: Commercial and Non-Commercial Advertising	POLICY NO: INT-25	LAST REVIEWED: February 2021
APPROVED BY: Executive Board	MANAGED BY: Director of Marketing and Communications	NEXT REVIEW: February 2023

SUMMARY

Policy Statement

BCITSA may use its marketing mediums for both commercial and non-commercial purposes. BCITSA views effective advertisements as an asset to students.

Purpose of This Policy

The purpose of this Policy is to:

- Outline the advertising mediums appropriate for commercial and non-commercial advertising.
- Establish the protocols for working with internal and external stakeholders as it relates to advertisements using BCITSA mediums.

Application of This Policy

This Policy applies to all employees, Clubs, and external organizations wishing to advertise to students.

Commercial Advertising shall be restricted to BCITSA print/digital and online mediums including but not limited to the LINK Magazine and website, the BCITSA Student Handbook, BCITSA ABM machines, any website hosted by the BCITSA, digital mediums including BCITSA owned digital, social media, vending program, and third-party advertising partnerships.

Non-Commercial Advertising shall be restricted to BCITSA premises; the Great Hall, BCITSA posting boards, Clubs, and BCITSA sponsored and/or affiliated events.

Related Documents and Legislation

BCITSA

- INT-24 – Advertising Standards

Forms Associated With This Policy

- N/A

Amendment History

- Created J2018-09
- Amended 2021-02-15

DEFINITIONS

Commercial Advertising

Commercial Advertising is defined as any marketing-related information or materials distributed to BCIT students through print, digital, and on-site mediums that are intended to inform, promote, and/or sell products and/or services to BCIT students.

Non-Commercial Advertising

Non-Commercial Advertising is defined as any posted information or materials distributed to BCIT students through print materials that are intended to inform or promote non-commercial events, opportunities, services and agencies to BCIT students.

BCITSA Publications

BCITSA Publications is the department within BCITSA that primarily deals with the design and production of all internally created publications, including those made by and for students.

DUTIES AND RESPONSIBILITIES

BCITSA Director of Marketing and Communications

The Director of Marketing and Communications is responsible for the interpretation and enforcement of this policy.

POLICY

1. Commercial Advertising

1.1. Right to Refuse

- a. BCITSA reserves the right to refuse any request for commercial advertising.

1.2. Third Party Commercial Advertising

- a. All third party commercial advertising shall be governed by specific contracts that relate to specific BCITSA mediums. No contract shall operate outside of established BCITSA advertising standards. All contracts must be signed by either the Executive Director or Director of Finance.

1.3. Rates

- a. Rates for commercial advertising shall be determined by market and set by BCITSA.
- b. Rates for commercial advertising shall be subject to change without notice.

2. Non-Commercial Advertising

2.1. Right to Refuse

- a. BCITSA reserves the right to refuse any request for Non-Commercial Advertising.

2.2. Advertising Materials on BCITSA Premises

- a. Non-Commercial Advertising shall not be permitted in the Campus Pub, or in any BCITSA office, unless authorized by the Director of Marketing and Communications.

PROCEDURE

1. Commercial Advertising Guidelines

1.1. BCITSA Publications

- a. BCITSA Publications supports advertising within student-centred publications that may compete with the advertising relationships of the BCITSA, BCIT and their partners, so long as that advertising meets BCITSA advertising standards, and does not infringe on any pre-established contracts or exclusivity agreements that are organization and/or campus wide.

- c. BCITSA assumes no liability for a vendor's products or materials.
- d. BCITSA reserves the right to terminate or move vending agreements without notice.
- e. Vendors shall not distribute materials or approach BCIT students beyond the space they have rented. Further, vendors may be liable for costs associated with any clean-up or repair costs that have resulted from vending activities.
- f. Vendors found in breach of a signed contract may be removed without notice or reimbursement.

1.3. BCITSA Digital Mediums

- a. BCITSA provides affiliated groups and external agencies access to BCIT students through a number of digital mediums.
- b. BCITSA may limit the amount of advertising within the ABM machines, television screens, and/or the BCITSA operated websites.
- c. All advertising opportunities shall be governed by contracts that relate to a specific medium and advertising opportunity. No contract will operate outside of established BCITSA advertising standards.

2. Non-Commercial Advertising Guidelines

2.1. Advertising on BCITSA Premises

- a. BCITSA shall allow Non-Commercial Advertising from stakeholders internal to BCIT and BCITSA within BCITSA premises, subject to the review of content and availability of space.
- b. BCITSA, at the discretion of the Director of Marketing and Communications, may allow Non-Commercial Advertising from external groups.
- c. The Executive Director or the appropriate Manager may allow external postings that they deem appropriate to the ongoing development of an operation and/or services for student life and development.

Commercial Ads

- i. Requests to allow Non-Commercial Advertising from external stakeholders to be placed within BCITSA premises shall be handled on a case by case basis by the Director of Marketing and Communications.