

UWRF STUDENT ORGANIZATION MARKETING INFO SHEET



UNIVERSITY COMMUNICATIONS AND MARKETING

provides **marketing help, graphic design services, and photography** to various areas across campus including recognized UWRF Student Organizations, which is you! Just follow the steps below and you'll be all set.

PHASE 1: PLAN

IF YOU ALREADY KNOW WHAT YOU WANT:

Fill out the UCM request form to notify our team of your project. The form allows you to specify sizes and quantities for many types of marketing materials, as well as attach documents with desired copy and visual inspiration. It also **requires an account number** (XXX-X-XXXXXX) which you can find through your RSO advisor. Please give at **least 30 days advance notice** from when you would like marketing items printed.

IF YOU ARE NOT SURE WHAT YOU NEED:

Email our graphic designer who will set up a time to meet about what would be the best option for your event. **Please give us at least 60 days advance (of your event) notice for marketing help.**

They can be reached at: ethan.eberhardt@uwrf.edu

PHASE 2: DESIGN

Next we will work on a design for you based on the information provided and send a proof draft. Once you receive a draft, look it over and provide edits via email or through a meeting. Edits can be made until you and your student organization are happy with the final product.

PHASE 3: FINALIZATION

Once your design is approved/complete, we will send you print ready files to take to Fast Copy as well as any digital files requested. You can order our materials through Fast Copy's online form or drop off the files in person at their office using an external drive.

ORDER

Printed items
from Fast Copy



REQUEST

Print or digital
items from UCM



READ

The RSO
Handbook



MOST POPULAR EVENT MARKETING MATERIALS

PRINTED MATERIALS

♦ TABLE TENTS (4X6)

Cards placed in the plastic table tent
Holders throughout the UC. Can also be
used as a small handout to promote your
event. *Space for tents reserved via the UCM
Graphic Designer.*

♦ FLYER (8.5X11)

Standard sized paper flyer, good for
promoting via mailbox stuffing or as a
cost-effective poster option.

♦ POSTER (11X17)

Larger paper, good for posting in halls,
academic buildings, and around the UC.
Rules for posting vary by building.

♦ UC PLOTTER (22X33)

Extra large paper used for posting in the
glass cases along the stairs to the second
floor of the UC. *Availability limited based
on open space.*

♦ SANDWICH BOARD (22X36)

Extra large paper used for posting on white
sandwich boards either outside event as it
happening or used to promote before event
in Involvement Center. *Contact Student
Involvement to inquire about board
availability.*

♦ OTHER

Need other items like programs, tickets,
logos, or t-shirts? We do that too. Just note
that in the Additional Info section of your
request.

DIGITAL MATERIALS

♦ DIGITAL SIGNAGE

A digital version of the printed poster.
Displayed on screens throughout the UC
and Residence Halls. *Designs must be
approved by UCM and sent to
ucdigitalsignage@uwrf.edu for posting.*

♦ SOCIAL MEDIA POST

A simplified, square version of the printed
poster. Used on social media platforms.

♦ SOCIAL STORY

A simplified, vertical version used as a
background on social media stories.