

CoAS Event Promotion Guide & Advertisements

It is important to feature the College's events in a timely manner so that events may be properly advertised. Promotion for events should begin at minimum 1 month before an event. Request for marketing materials from Yellow Flags should be sent approximately 1 ½ months in advance of the event.

How events should be advertised:

1. Send event information to scidean@ltu.edu to add to the CoAS Event Calendar.
 - a. This should be included in the events calendar by the beginning of the semester
2. Marketing materials needed for the event, for promotional materials, 3 sizes should be made:
 - ☐ 8 ½ x 11 for 11 x 8 ½ for campus posting flyer
 - ☐ 1080 x 1350 for Social Media Flyer
 - ☐ 1920 x 1080 for PowerPoint Flyer for TV displays and other PowerPoint presentations.
- a. Will marking material be made in-house or by Yellow Flag? Send detailed information about the event here: <https://ltu.edu/marketing/#work-with-us>
 - i. If Yellow Flag will be creating the materials, send pertinent information to create the materials. If materials are created in-house, the home department of the event shall send all 3 formats of the flyer to Yellow Flag.
 - ii. Request for posting on all social media platforms (Twitter, Facebook, LinkedIn, and Instagram).
 - iii. Request to be added to the LTU website calendar and CoAS website calendar.
 - iv. Request it to be added to any website page it may correlate to, such as a seminar series page.
 - v. Request for it to be added to the News section of the CoAS web page.
<https://ltu.edu/arts-and-sciences/>
 - vi. If the event warrants a press release, request it via the form as well.
3. Request to be added to the University E-Newsletters here - <https://ltu.wufoo.com/forms/enews-submission/> (If applicable)
4. Post 8 ½ x 11 or 11 x 8 1/2 flyer on bulletin boards on campus at least 2 weeks before event
5. Send all 3 sizes of marketing material to Dean's Admin to add to the CoAS Newsletter and TV display
6. If a departmental event, Admins should send the PowerPoint file to the faculty to share with their students.

Other Advertisements:

1. Please submit for the CoAS web page, news, and social media if deemed appropriate.
<https://ltu.edu/marketing/#work-with-us>
 - a. Grant Funding (also submit to Research Grant page once created)
 - b. Significant Publications
 - c. New Major Equipment
 - d. Funding
 - e. Any other exciting news