

## **OSU-Cascades Student Organization Marketing Opportunities**

### **Beaver Tracks**

*Beaver Tracks is a weekly bathroom stall publication.*

The purpose of Beaver Tracks is to promote events and resources on campus. Use our online form to submit events. Please note: "Blurbs" about events should be limited to 1-2 sentences. 2 entries max per group per week. Beaver Tracks is published weekly on Mondays, please have submissions in by Friday at noon prior to the week you need published. Late entries may not be considered. We don't market for weekly club meetings, because we have to be fair to all clubs. Please only share events or resources that your club sponsors. Submissions at <https://osucascades.edu/webform/beaver-tracks-submission-form>  
Contact [ASCC.PR@osucascades.edu](mailto:ASCC.PR@osucascades.edu) with further questions.

### **Student Life Weekly/Monthly E-Newsletter**

*The Office of Student Life releases both weekly and monthly e-newsletters with campus events, activities, involvement opportunities, and on campus jobs.*

Submissions are due by Friday at 12:00 pm emailed to [studentlife@osucascades.edu](mailto:studentlife@osucascades.edu). Include title of event, club/organization sponsoring, event "blurb", time/date/location, and contact info for additional questions. Also include whether your submission is for the weekly or monthly newsletter (submit the last Friday before the month of your event) and for how long you would like your submission to run. Please limit submissions to content relevant to campus activities and/or sponsors.

### **University Digital Screens**

*Clubs now have the opportunity to advertise events on the digital screens around campus.*

Organizations should provide Student Life with finalized slide artwork. OSU-Cascades and OSU-related entities should adhere to the OSU and OSU-Cascades brand guidelines whenever possible. Student organizations may format and brand their content according to their organization's requirements. Off-campus entities may not post messages to the digital screens unless expressly approved by the Department of Community Relations and Marketing. Slides should be provided as JPEG, 1920 x 1080, no larger than 1 MB. Requests should be made with a 2 weeks advance notice, and they should be sent to [studentlife@osucascades.edu](mailto:studentlife@osucascades.edu) along with additional contact information for follow up questions.

## **Campus Bulletin Boards**

*Clubs can design their own flyers to advertise meetings, activities, and events that can be hung on the 5 campus bulletin boards.*

Clubs may print copies of the flyers in the Office of Student Life (Tykeson 110). Leave 5 copies in the Office of Student Life to be hung on the campus bulletin boards at least 1 week in advance. Please note: **all flyers must be approved by Student Life**. Any unapproved posters or flyers will be taken down.

## **Posters/Banners/Tablecloth**

Clubs may choose to use their club funds to purchase posters and/or banners. Please work with the Club Coordinator to make these purchases.

## **A-Frames**

*Sandwich Boards or A-frames are great resources to use on campus right before an event, advertising on campus or directing to your event.*

A-Frames are requested through an online submission.

<https://osucascades.edu/webform/marketing-resources-and-supplies-reservation>

There are 4 boards available. Create your own sandwich board inserts. These can be printed within the Student Life office using your clubs printing quota. Design your insert using a landscape orientation on legal paper (8.5x14).