Removal of posters or banners
All publicity materials should be removed the day following an event. This ideally should include staples, tape, or other items used to hang materials. It is the responsibility of the sponsors of the event to remove these materials.

Hanging methods
Nails, cellophane tape, or other hanging methods that mar or damage surfaces should not be used. Masking tape, tacks, and pins are the best materials to use.

Some design tips
Use odd-shaped posters such as triangles, hexagons, and circles. Integrate art work with the intended message to achieve uniqueness. For a series – whether film, speaker, or whatever – have a few well-placed posters with the same general format, and change the program information as needed.
Guide to Publicity

Publicity is an intrinsic part of any organization’s success. Without proper publicity, the organization’s goals – to raise money, to attract new members, or to provide a program or service – will not be met. Careful thought and planning, therefore, should be invested in your efforts to get the desired results.

The most effective publicity allows the reader to grasp all the important facts of the program quickly. Accordingly, promotional materials should bear a clearly printed message that is designed to evoke a response from the viewer. They do not necessarily have to be extremely artistic, but your message should be clear and understandable to the reader.

What should I think about when planning my publicity?

Budget
Always complete a budget in advance. Determine how much you can realistically spend and if there are any hidden costs. Will the return be worth the expenditure? Can you think of inexpensive and creative methods?

Audience
Who do you want to reach and how? Is there a pre-selected market available? Do they live on or off campus? What is their major? Take into account age groups, audience likes and dislikes, career fields, etc. Remember that publicizing something for professors, staff, or the off-campus community may be entirely different than publicizing an event for students.

Information
Make sure that your publicity materials contain all of the appropriate information (who, what, when, where, why, how, how much). It is best to publicize the aspect of your program with which people are most familiar and to which they can relate. Answer the question: What will the community gain by attending?

Resources
What are your resources? Look at people, talent, material donations, etc. How can you best use these within your budget?

Location
Where will your materials get the most attention? Choose high-traffic areas, and give thought to placing your advertisement in different and unusual places (though be sure to follow posting guidelines). Be creative! Remember that everyone at Colgate eventually becomes “flyer-blind.”

Timing
How much time do you have? What deadlines must be met? How long will printing take? The optimum time to begin advertising the event is two weeks before the actual event date. Write up a realistic calendar with deadlines to keep track of your progress.

History
Look at past records and ask yourself the following questions: Was the last event successful? How did the marketing aid or deter attendance? What could be done differently? What can we use from before? What should we avoid?

Word of mouth
Probably the best medium of all is word of mouth. Once you have put together a publicity campaign, you must sell your event to the public. If everyone talks up the event in classes, at parties, and in the Coop, people will become interested. Get people talking, and interest will spread.

Off-campus media
Contact the Office of Communications one month in advance of your event if you are interested press releases sent to local print and broadcast media. They can also tell you about local Hamilton events calendars. They will help you with everything you need to know to be successful. Please be aware that they work with specific deadlines, so it is important to talk to them well in advance of the event and to plan ahead.

On-campus media
Don’t forget about the resources we have right here at Colgate. The Maroon-News, WRCU, and CUTV will be glad to get the word out to the campus community.

Once you have thoroughly discussed the above items, your publicity campaign should be ready to take off. All that is needed is the appropriate medium. The following contains a list of the various types of media that will help you formulate a successful publicity push.

Now how do I get the word out?

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