

University of Prince Edward Island Policy	Policy No. admfingnl002	Revision No. 1
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1 Policy

- 1.1 Except within the limits of the athletic fields and facilities, there will be no selling of space for advertising on the University of Prince Edward Island campus.¹
- 1.2 The only permanent, or long-term advertising that will be considered at this time is that associated with the provision of three clocks within the Field House.² In order to ensure a business-like and equitable approach to the awarding of this particular contract, proposals will be invited from several companies.³
- 1.3 Temporary advertising associated with individual events and their sponsors is permitted as long as such advertising meets the University’s concerns regarding taste of presentation and suitability of subject.
- 1.4 Among those subjects which would be considered unsuitable for advertising, at this time the University names cigarettes and other products (or services) judged harmful to health or the environment. The general principle that will be followed in judging the suitability of advertising is whether or not it is consonant with the image of the University that the Board of Governors and the Senate wish to portray.

NOTES

- 1. This provision does not preclude the sale of advertising within publications associated with the University.
- 2. The possibility of selling wall (or board) space for advertising will be taken up following the opening of the Chi-Wan-Young Sports Centre, and the accumulation of experience of its operation.
- 3. A final decision on a contract for the clocks will be made by the Board of Governors on receipt of a recommendation from the President. In coming to a decision, the University may take into consideration such factors as a preference for Island based companies, and is not bound to accept the “high bidder.”