

# DIR Advertising Directive

Directive on Advertising Activities on Campus WU

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**Please note:** This translation is provided **for your information only**. In case of discrepancy, the German original shall prevail.

## 1. Purpose

This directive governs advertising activities on Campus WU, at all WU locations, and on all WU communication channels (advertising at WU).

As a public university, WU operates independently from the commercial interests of any business entities or political groups. This independence provides the foundation for the freedom of academic research and objectivity, two principles to which WU is firmly committed. Excessive commercial advertising should therefore be avoided at WU. In any case, it requires prior approval.

The Advertising Directive is designed to ensure that these objectives are met. It is guided by the following principles:

1. **University policy principles:** Giving off a predominantly commercial image is to be avoided at WU.
2. **Preserving the aesthetic overall impression of WU:** We are committed to ensuring an attractive, harmonious appearance of our campus.
3. **Compliance with legal regulations:** Advertisements must not violate any laws or official regulations, e.g. with regard to fire safety or physical security, and they must not be discriminatory in any way.
4. **Social responsibility:** Any collaboration with companies involved in the weapons and arms industry, child labor, or human rights violations is prohibited.
5. **Advertising restrictions:** Advertising alcoholic beverages, tobacco products, gambling, and motor vehicles is not permitted. As an exception to this rule, advertisements that promote alcoholic beverages as part of event sponsorship agreements are permitted.
6. **Ethics and morality:** It is not permitted to show any content that violates public morals and decency, e.g. pornographic, racist, or violent content.
7. **Political and religious neutrality:** Advertisements promoting political parties or religious organizations are not allowed.
8. **Sustainability:** Ideally, all advertising activities should be designed to be environmentally friendly in order to support WU in achieving its sustainability goals. This includes, for example, the use of recyclable materials and taking steps for minimizing the ecological footprint of the activities in question.

In addition to this directive, WU's House Regulations, Fire Safety Regulations, the General Terms and Conditions for the Use or Lease of Rooms at WU, and the WU Decoration Guidelines must also be observed.

## 2. Scope

This directive applies to:

- WU employees and their substitutes
- WU students, WU student clubs, and ÖH WU (the Austrian Students' Union at WU) – hereinafter collectively referred to as WU students
- External cooperation partners and customers of WU

WU students are only allowed to engage in advertising activities to a very limited extent. ÖH WU and WU student clubs may engage in self-promotion activities, but they are not allowed to engage in commercial advertising. None of these groups are permitted to sublet any WU spaces.

Tenants must not allow any commercial advertising by third parties on the rented premises. This does not apply to tenants of commercial and restaurant spaces when advertising their own services or their product partners in indoor areas on the rented premises.

In exceptional cases, the Staff Councils are permitted to advertise public events for charitable purposes (e.g. WU blood donation campaigns) using the advertising media defined in section 3 of this directive. All advertising activities require the approval of Marketing & Communications.

The Advertising Directive applies in the following contexts:

- All forms of outdoor advertising on the WU campus, for example notice boards, City Lights panels, and advertising boards
- Distribution of advertising materials and use of WU spaces for advertising
- Photography and filming
- Events
- Acoustic forms of advertising such as loudspeaker announcements
- Projections (for example on building façades or on the ground)
- Advertising that uses flying or hovering objects (e.g. drones or balloons)
- Advertising on any of WU's communication channels
- Use of the WU logo

The three-sided display boards on campus are not subject to this Advertising Directive, but the regulations set out in this directive nevertheless apply to their contents.

Any exceptions to this directive require a resolution by the Rector's Council.

## **3. Regulations**

### **3.1. Is it permitted to distribute advertising materials on campus?**

As a rule, the distribution of advertising materials is prohibited in all WU outdoor areas.

WU units who would like to distribute information materials related to academic programs or research on the WU campus can request a special permission for distributing such materials in certain parts of the Teaching Center and the Study Service Center. Such requests must be sent to Marketing & Communications at [werberichtlinie@wu.ac.at](mailto:werberichtlinie@wu.ac.at) no later than one week before the date envisaged for the distribution activities. The request must include information about the locations where the materials are to be placed or distributed and the period of time during which they are to be made available. A written permit will be issued that must be carried by all people involved in the distribution activities.

Newspapers and magazines may be distributed only if the respective publishers provide advertising space in their publications in return, or if there are any other university-wide considerations that justify these distribution activities. Newspapers or magazines may only be distributed at the designated booth locations in the Teaching Center. The Rector's Council member responsible for Marketing & Communications decides how the free advertising space obtained in return should be used. The advertising spaces are to be used for purposes that are relevant to WU as a whole.

### **3.2. What aspects and requirements must be considered in connection with outdoor advertising on WU premises?**

On Campus WU, there are several notice boards, and one orientation board is located at each of the three campus entrances, each including three City Lights panels on the back. In addition, four advertising boards are also available on Campus WU. Each advertising board can display one poster in A0 format and one poster in A1 format.

The notice boards are intended for posters and announcements by central WU units. The City Lights panels and advertising boards are reserved exclusively for publicizing WU events and contents that are of strategic importance to WU. The following WU units have priority access to these boards and panels:

- Marketing & Communications
- International Office
- Student Communications

Subject to available capacity, the following units may also use these boards and panels:

- ZBP Career Center
- Corporate & Alumni Relations
- WU Executive Academy

The allocation of advertising spaces on the boards and panels is coordinated by Marketing & Communications.

All information materials must conform to WU's corporate design and include the WU logo. On posters, no more than 10% of the space may be used as advertising space for sponsors, e.g. for logos. This also applies if the sponsors support WU's teaching and research activities. The 10% space limit for sponsor advertisements applies mutatis mutandis to all other advertising media.

City Lights panels and advertising boards can be booked through Marketing & Communications on a semester-by-semester basis, using a booking schedule kept for this purpose.

Safety and Security Management is entitled to remove any posters and notices that have not been approved or that have not been placed in the assigned locations. The cleaning costs will be charged to the parties responsible for the poster or notice in question. In the event of repeated violations, legal proceedings for trespassing will be initiated.

### **3.3. What must be considered with regard to photography and filming?**

Photography or filming on publicly accessible areas on Campus WU is permitted under the following conditions:

- A photography or film permit has been obtained
- No disruption of teaching activities is caused
- The content of the photos, films, or videos does not contradict our principles (see section 1, "Purpose")

Requests for photography and film permits must be filed with Marketing & Communications at least one week before the planned photography or filming sessions. The form for requesting permission is available on the WU website at <https://www.wu.ac.at/en/press/press-contact>. Commercial photography and filming by external parties is usually subject to a fee.

If written or visual reporting on WU or university-specific topics is involved, please consult the matter with a WU PR manager.

### **3.4. What needs to be considered with regard to advertising during events?**

The outdoor areas on Campus WU are advertising-free zones. No advertisements are permitted in these areas. However, notices and signage intended to guide visitors to a specific event are permitted on the day of the event in question. In such cases, the relevant notices and signs must be approved and coordinated by the Event Management office. In indoor areas, it is permitted to use advertising materials during events. This applies to any rooms in WU buildings that have been booked for the event in question.

If roll-up banners are used, a fire protection certificate must be submitted to prove that the roll-up banners comply with WU's fire protection specifications and the applicable official requirements.

Use of the WU logo at events requires prior approval by Marketing & Communications (see item 3.5., "Use of the WU logo").

### **3.5. Use of the WU logo**

The WU logo is a protected trademark. It may only be used

- In connection with WU Vienna's objectives
- If the use of the logo will result in a tangible benefit for WU
- If the materials do not give the impression that they constitute an official statement by WU

Subject to the above principles, WU employees may use the WU logo at any time. It is important to note that the WU employees in question are personally responsible for the content communicated in connection with such logo uses.

Students, external service providers, and ÖH WU may only use the logo upon obtaining the appropriate authorization from Marketing & Communications. Student clubs that have concluded a cooperation agreement with WU may use the logo in accordance with the terms of the relevant cooperation agreement. In such cases, WU assumes no responsibility for the content.

Logos may only be produced based on an original template. The most common logo variants are available on the WU intranet. Detailed rules regarding the placement of the logo are specified in WU's Corporate Design Manual.

### **3.6. Advertising on the WU website and in WU publications**

No paid advertisements are permitted on the WU website, on WU's social media channels, and on any other WU online platforms. However, cooperation agreements can include an online advertising presence that is to be specified on a case-by-case basis.

WU produces publications and brochures for various target groups. WU employees, ÖH WU, and external parties can place advertisements in these publications.

## **4. Other applicable documents**

- General Terms and Conditions for the Use or Lease of Rooms at WU
- Fire Safety Regulations
- Corporate Design Manual
- Decoration Guidelines
- WU House Regulations

## 5. Document details

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