

## On-campus Advertising

This policy applies to all advertising that appears on the Loughborough University and/or Loughborough University London campuses. Digital advertisements are also subject to the University's [Acceptable Use Policy](#).

The University is committed to upholding freedom of speech and expression within the law (see the [University's Code of Practice on Freedom of Expression](#)). Nothing in this policy should be read as undermining or conflicting with the University's Freedom of Expression Code of Practice and in case of any conflict the Freedom of Expression Code of Practice will take precedence

1. Advertisers are responsible for understanding and complying with all applicable UK [laws and regulations](#).
2. Any advertising on campus shall not
  - damage the University's reputation
  - cause harm, fear, distress or offence
  - condone or encourage violent, anti-social or offensive behaviour
  - constitute, facilitate or promote illegal products, services or activities
  - be otherwise unlawful
3. Advertisements promoting the following are not permitted on campus:
  - alcohol
  - tobacco products, e-cigarettes and related paraphernalia
  - illegal or recreational drugs
  - gambling
  - payday or other such high-interest loans
  - adult products or services (except for ads for family planning and contraception)
  - weapons, firearms, ammunition or explosives
  - educational courses and programmes run by other providers that are in direct competition to those offered by the University
4. All components of an advertisement, including any text, images or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the advertisement.
5. Advertising is permitted only in approved locations on the University campus.

6. It is not permitted to advertise in or on any official University documentation, including
  - student registration forms or publications
  - exam booklets
  - graduation forms, publications or certification
  - formal employment documentation, eg contracts, pay slips, p60s, p45s
  - University regulations, codes of practice, committee documentation and policy statements
  - University stationery
7. Any advertisement proposed for display on the campus must be approved in advance of publication by the University. Ads must be [submitted to the University](#) at least one week prior to production.
8. The University reserves the right to refuse any proposed advertisement.