



Ateneo de Zamboanga University

The Jesuit University in Western Mindanao

Since 1912

In Consortium with:
Ateneo de Davao University
Xavier University
Ateneo de Cagayan

University Communications Office

La Purisima Street
7000 Zamboanga City, Philippines
WebSite: www.adzu.edu.ph

Tel: (63) (62) 991-0871 local 2025 / 4602
Fax: (63) (62) 991-0870
Email: communications@adzu.edu.ph

Guidelines on Tarpaulins, Streamers, Banners, and Similar Materials

Effective immediately, the following guidelines on the use of tarpaulins for publicity and promotion activities of the University shall be implemented.

This guideline lists the location of the tarp frames in the Salvador and Kreutz campuses, and in areas outside the University premises. It also provides the size of the tarp frame for display. Lastly, it enumerates the steps needed to request for the display of tarpaulins and similar materials.

I. TARPAULIN FRAMES

A. LOCATION AND SIZE

Salvador Campus (La Purisima)

Location of Frame	Size of Tarp
1. Bellarmine-Campion Area	
a. Quadrangle (Bellarmine Wing)	21 ft Long x 8.8 ft Wide or smaller
b. Quadrangle (Campion Wing)	21 ft Long x 8.8 ft Wide or smaller
c. Quadrangle (Above St Ignatius statue) (No Tarp Frame)	10 ft Long x 20 ft Wide
d. Bellarmine Wing (Wall near Gate 2)	24 ft Long x 24 ft Wide or smaller
e. Campion Wing (Wall near Gate 1)	18 ft Long x 24 ft Wide or smaller
f. Gate 1 Fence	10 ft Long x 38 ft Wide
2. Xavier Hall (facing Sauras Hall)	24 ft. Long x 24 ft Wide or smaller
3. Covered Walk - Camino Loyola (between BC Bldg and Canisius Wing)	4 ft Long x 32 ft Wide or smaller
4. Covered Walk - Paseo de Maria (between LRC Bldg & Canisius Wing)	4 ft Long x 32 ft Wide or smaller
5. Acacia Tree (parking lot between UCSHJ and LRC)	6 ft Long x 10 ft Wide
6. Gov Alvarez (behind UCSHJ)	10 ft Long x 20 ft Wide or smaller
7. Gate 5 (beside JMRH, facing Nuñez)	10 ft Long x 20 ft Wide or smaller

8. Gate 6 (facing Nuñez)	10 ft Long x 20 ft wide or smaller
---------------------------------	------------------------------------

Kreutz Campus (Tumaga)

1. Gate 1 Fence	24 ft Long x 24 ft Wide or smaller
2. Main Entrance	10 ft Long x 20 ft Wide or smaller
3. JHS Building	4 ft Long x 8 ft Wide or smaller
4. Grade School area (No Tarp Frame)	20 ft Long x 15 ft Wide or smaller

Outside Campus (within Zamboanga City)

1. Brgy. Baliwasan (Castillo Residence)	8 ft Long x 12 ft Wide or smaller
2. Brgy. Divisoria (AdZU Campus, beside IBT)	10 ft Long x 20 ft Wide or smaller
3. Brgy. Sta. Maria (Castillo Residence)	10 ft Long x 20 ft Wide or smaller

B. PERIOD OF DISPLAY

1. **For events/activities with specified dates:** The promo material shall be put down the first working day after the event/activity.
2. **For institutional public information materials (e.g. board results):** maximum display period is no more than two (2) months from the date it was put up.
3. A tarp that has promotional value even after the event/activity or after the two-month period (for public info materials) shall remain on the frame and will be put down only when there is another tarp to be displayed on the same site.
4. The PPO is the office in charge of putting up and putting down tarps. The unit/office/organization that requested for the installation of the tarp may claim the tarp from PPO.

C. OFFICE-IN-CHARGE

The University Communications Office (UCO) is assigned to manage all materials on public information, promotions and advertising to include, but not limited to: tarpaulins, streamers and banners.

Units/offices that wish to post material on any of the tarp frames will be required to file up the Publicity and Promotions Request Form (via Web downloadable or MyPortal), and attach the following:

- a. content (text and visuals)
- b. location and size

c. period of display

The Publicity and Promotion job request will go through the following process:

1. In coordination with the requesting unit/office, UCO will review the contents of the material.
2. After consulting the VP Administration Office, UCO will inform the requesting unit/office of the availability of the tarp frames - location, size and period of display.
3. After the material is finalized, the requesting unit/office will submit the request form noted by UCO to the VP Admin office for approval of the location and size of the tarp.
4. The requesting unit/office will choose the tarp printer and follow through the job order. They will also file a job request to the PPO for the installation of the tarp.
5. The printing of the tarpaulin shall be charged against the advertising budget of the requesting unit/office which has been placed under the UCO.
6. After approval by the VP Administration Office, when the tarpaulin has been printed and is ready for installation, the VP Admin Office will notify PPO where the tarp is to be displayed.

II. Others

1. In cases when there is more than one request for the use of the same tarp frame, institutional promotional materials take precedence over that of an office or organization. Between and among units/offices, it will be on a first-come-first-served basis.
2. Materials put out by student organizations are subject to the approval of the Office of Student Affairs.
3. Except during Ateneo Fiesta, buntings and other similar materials shall be allowed only along Camino Loyola. Regulation of such materials shall be under the Office of Student Affairs (OSA) in coordination with the UCO.

Prepared by:

The University Communications Office

Endorsed by:

Fr Richard V Ella, SJ

Vice President for Administration

Approved by:

Fr Karel S San Juan, SJ

President