

Tantramarsh Club Advertising Policy

This document outlines the advertising policy of the Tantramarsh Club Inc., Mount Allison University's student pub, located at 62 York Street, Sackville, New Brunswick and hereinafter referred to as the "Club."

Objectives

- To generate revenue for the Club by leasing space for advertisements which are deemed acceptable to customers of the Tantramarsh Club, with the ultimate goal of enhancing sustainable operations for the Club.
- To provide an affordable and highly visible mechanism for the advertisement of on and off-campus student-related events.

Restrictions

The Staff and Management of the Club, acting on behalf of its members, have deemed some forms and topics of advertising to be inappropriate for the Club premises. The Club reserves the right to revise or reject any advertisement that the Club Manager deems objectionable, without further consultation.

Tobacco

The Club is a non-smoking venue and prohibits the advertisement, promotion, and/or marketing of any tobacco product within the Club premises.

Also prohibited from display in the Club are advertisements supporting any company which benefits from the sale of tobacco products, including parent entities and subsidiaries of companies whose primary source of revenue is tobacco product sales.

Politics

The Club attempts to be a politically neutral entity and does not permit the advertising of candidates or political parties within the Club. This restriction includes Mount Allison University campus and Student Union politics, as well as advertising or promotions that support civic, municipal, provincial, or federal candidates and parties.

The Club does accept advertisements from third party non-partisan organizations whose objective it is to encourage voting. An organization's designation as being "third party non-partisan" shall be determined by the Club's Manager.

Content

The Club does not accept advertisements which parody and or disparage any gender, age cohort, racial or ethnic identity, religious group, business or other organization or identifiable minority or majority group.

The Club does not accept advertisements which are designed to falsely represent a competitor or otherwise contain material, including text and images, which knowingly violate the copyright, trademarks or property of any person, business or organization.

Jurisdiction

Whereas the Club is a tenant of the University Center building, a building that is owned and operated by Mount Allison University, the Club's advertising policy is superseded by the any rules, regulations, directives, or agreements between the landlord (Mount Allison) and its related parties that conflict with points contained in the Club's advertising policy.

Print Advertising

Print Advertising on the walls and bathroom stalls of the Club is provided by NewAd, a Montreal based company which is responsible for maintaining all of their own ad installations. The Club receives quarterly remuneration from NewAd for the privilege of semi-exclusive rights to these spaces.

Other advertisements are not permitted to be placed on the Club's walls or bathroom stalls without prior approval of the Club Manager. Typically, the Club utilizes internal advertising for the Club's own products and/or promotions. In addition, advertising for on-campus groups and events, and even for commercial advertising, may be permitted at the discretion of the Club Manager. Permission for such advertising shall be limited to groups and organizations which also pay for ads on the Club's PowerPoint advertising system, although there shall be no extra charge to those organizations for such washroom advertising. Under no circumstances shall any advertising be allowed to cover or block from view the advertising panels provided by NewAd Media.

Print Advertising appearing on counters and tabletops at the Club may occasionally be permitted for businesses and or organizations promoting products, events, or drink specials within the Club, including breweries and distilleries. Such advertising must have prior approval from the Club Manager, and must not conflict with the terms of semi-exclusive marketing agreements that are in place with organizations including but not limited to Bacardi Distilleries, Diageo Distilleries, Molson Breweries, and other entities. Businesses or organizations wishing to advertise on counters and/or table tops may only do so if they hold specific pre-arranged marketing contracts with the Club, or if they have already purchased advertising space on the Club's PowerPoint advertising system, although such tabletop advertising shall not incur any additional charges. The Club reserves the right to display its own internal advertising on counter and table tops at any time. Advertising from third parties shall of course be subject to prior approval of the Club Manager, based upon general principles outlined in the Club's advertising policy.

Web Site

The Club web site is hosted by Mount Allison University, considered a university web page and therefore is subject to the policies of the University Web Policy. No direct advertising will therefore be permitted on the Club's web site, by virtue of the

University's Web Policy, nor shall any direct advertising be permitted on the Club's web site in the future, by decision of the Club Manager, even if the University's Web Policy changes to permit external advertising. The Club's goal is to provide a web-site which is content-driven and does not distract viewers with third-party propaganda.

Some indirect advertising or promotion may be presented on the Club web site. Such references to external organizations are provided as a matter of course in general web site information, for a variety of reasons. Organizations which may be of natural interest to Club web site viewers may have their links displayed on the Club's web page. In particular, links may exist to organizations of interest, such as breweries, distilleries, responsible alcohol consumption organizations, local student groups, and not-for-profit educational sites. Under no circumstance will the Club permit links to be placed on the Club's web site in return for monetary compensation. Any links to external entities found on the Club's web site shall be designed to open in a "separate window" on the viewer's computer, to illustrate that the viewer is navigating away from the university's core site.

Email Lists

The Club compiles and maintains a number of private opt-in email lists containing the email addresses of all of the Club's current members, as well as lists of non-members who have asked to be added to the list.

The Club maintains, on a server separate from the University Network, a publicly viewable and accessible database of certain Mount Allison University alumni, with or without their personal email addresses.

The Club may use any or all of their email lists to send out text only messages designed to keep the Club members and/or freely subscribed third parties informed of upcoming events at the Club, to hold contests, and to distribute press releases or topical news that might be of interest to members of such email lists.

The Club may issue internal advertising and/or external advertisements that highlight specific partnerships with businesses that provide services, discounts or other opportunities for members of the university community and their guests, and visitors to the Club.

The Club does not permit the sale or distribution of its email lists to external organizations under any circumstances. The Club will not permit the sending of unsolicited material on behalf of advertisers, except wherein the Club Manager believes that such information may be of benefit to a significant number of recipients, in accordance with the Club's Privacy Policies.

Video Advertisements

The Club uses a network of video and/or television screens attached to a central source in order to display narrowcast advertisement messages.

Club video advertisements are designed to be video only (no audio components) and run cyclically as a continuous loop, repeating over a period of time, generally cycling through all advertisements in the system at least once per hour.

All businesses or organizations wishing to utilize video advertisements within the Club may purchase advertising at listed rates by contacting the Club Manager. The Club reserves the right to use video advertisements for its own internal advertising at any time.

Staff Advertising

Club employees are required to wear a staff uniform while on duty. The staff uniform consists of a staff shirt, and appropriate other dress and footwear. Opportunities for advertising on staff uniforms are considered to be a long term commitment, and must be discussed directly with the Club Manager. Typically, advertising on employee uniforms is only accepted from breweries and/or distilleries which have major semi-exclusive marketing arrangements in place with the Club.

Implementation

The Club Manager is responsible for purchase, maintenance, and updating of all advertisement vehicles and technologies utilized within and by the Club. One of the

additional responsibilities of the Club Manager at the Club is to ensure that the terms of all advertisement agreements are adhered to, and to make judgment calls regarding the perceived suitability of specific advertising or promotional messages for use within and/or relating to the Club.

Rates

Club advertisement rates are determined at the discretion of the Club Manager based on an analysis of opportunity inventory available on the premises, and perceived value sustainability in the market.

Advertisement rates are intended to be maintained at relatively static rates, with occasional pre-determined periods where discounts may be offered. This general guideline is designed to ensure that customers will not be hesitant to invest in opportunities at the Club at any given point in time, based on expectations of potential future discounts.

Exclusivity

The Club reserves the right to sell product category exclusivity at a premium pricing for any or all different advertising and promotional mediums. Any advertisement contracts that incorporate exclusivity must be approved by the Club Manager, acting on behalf of members, in order to ensure that an exclusive arrangement, under the circumstances, would be in the best interest of the Club membership.

Any contract incorporating exclusivity may not be negotiated for a period longer than two years, with the exception of marketing agreements with major distilleries and/or breweries, which may be negotiated for periods of up to three years if the Club Manager believes that it would be in the best interests of the Club and the Club's body of membership for a three-year contract to be negotiated. Exclusivity contracts may be renewed after that time, pending approval by the Club Manager, acting on behalf of the club's membership.

Conflicts of Interest

The Club recognizes that many of its employees and Board Members are involved in a variety of businesses or other initiatives external to the operations of the Club. In order to ensure that Club employees and Board Members are not considered to be guilty of negotiating advertising contracts with the Club that are not in the best interests of the Club, all businesses or organizations affiliated or associated with an employee or Board Member of the Club shall be governed by the following guidelines:

- Businesses and/or organizations that are strongly associated with an employee and/or Board Member of the Club may not negotiate contracts containing exclusivity clauses.
- Businesses and/or organizations that are strongly associated with an employee and/or Board Member may not take advantage of any discounts or sale prices that are not available to similar advertisers in the general public, and such discounts must be publicly advertised in packages sent out to solicit general advertising, and also publicly advertised in the “rate structures” section of the Advertising Policy on the Club’s website for a period lasting at least sixty days in duration.
- Businesses and/or organizations that are strongly associated with an employee and/or Board Member must have the combined approval of the Club Manager and of the Chairperson of the Board of Directors, before a contract may be entered into. Details of any such contract, including rates, discounts, pricing, frequency, and any other relevant information, shall be made free available to any member of the Club upon request to the Club Manager, within 48 hours.

Association

Under no circumstances shall any advertisements for products and/or services that are external to the regular operations of the Club be permitted to convey the impression that the Club (including its Employees, members of the Board of Directors, and/or Club Manager) endorses such products and/or services.

The name “Tantramarsh Club” and its recognizable “The Pub” logo shall not be permitted to be used in advertising materials within the pub, unless determined to be for the purposes of internal or “in-house” advertising.

Approximate Traffic Rates within the Tantrammarsh Club

Approximate traffic counts:

School year, September 1st - December 15th, January 1st - April 15th.

Sundays: closed.

Mondays: 20 people.

Tuesdays: 180 people.

Wednesdays: 160 people.

Thursdays: 80 people.

Fridays: 180 people.

Saturdays: 400 people.

Total weekly average: 1020 persons.

x 15 weeks per term = 15,300 persons per term.

Summer: approximately 6,000 visitors in total (based on May/June numbers only, disregarding any extra traffic in June/July). This number includes students, Convocation weekend guests, town residents, and conference attendees.

Total per year = 36,600 persons.

Average length of stay = 2.25 hours.

Average time between ads = 35 minutes.

Average impressions per customer visit = 3.88

Total impressions per year: 142,008.

Rate Structure for Video-Based Advertising System:

“Commercial Business” advertisements:

Single Ad, one full year: \$540 + HST. Includes a series of four consecutive still-graphics panels.

Double Ad, one full year: \$820 + HST. Includes two separate and distinctive series, each containing four consecutive still-graphics panels.

These rates relate to an “annual” ad period which runs from September 1st to August 31st of the following calendar year. 50% deposit due at time of ad initiation, remaining 50% due on January 15th.

“Student Related” advertisements:

Ads for student-related "not-for-profit" events and student-based organizations on campus may purchase advertising space at greatly reduced prices. The key question here shall be, "Is this an organization designed to operate as a year-round business?" If the organization is set up in such a manner (ie. the Argosy, CHMA, Sodexo, etc.) then the “commercial business” advertisement rates will apply. However, clubs & societies and similar groups on campus, either advertising for year-round events (ie. the Vintage Society) or specific one-time events (ie. junior prom) shall fall into the following “student related” rate structure:

Three-week ad run: \$20 + HST.

“Annual” run, lasting until the following August 30th: \$50+ HST.

100% due at time of ad initiation.

Further Information

The current Advertising & Promotions Manager at the Tantrammarsh Club is Chris Grove.

Any questions or comments about any advertising topics related to or presented by the Club should be addressed to the Club Manager and/or the Chairperson of the Board of Directors of the Club. These persons can be reached by the following methods:

Club Manager: *Jonathan Clark*

Regular/Campus Mail: *c/o Financial Services, 152A Main Street, Sackville, New Brunswick, E4L 1B4.*