

Marketing Resources

VPSA Approval – dsacomm@uta.edu

Project requests: <https://www.uta.edu/studentaffairs/vpsa/about/marketing/services.php>

Print Media:

1. Campus flyers
 - a. 50 posters
 - b. 11x17 inches or 8.5x11 inches
 - c. <https://www.uta.edu/studentorganizations/organizations/posting.php>
 - d. https://www.uta.edu/studentorganizations/_downloads/posting-locations.pdf
2. Banners
 - a. 6 outdoor banners
 - b. 24x36 inches or 36x48 inches
 - c. <https://www.uta.edu/studentorganizations/organizations/posting.php>
 - d. https://www.uta.edu/studentorganizations/_downloads/posting-locations.pdf
3. Display Cases
 - a. 8' wide, 4' high, 15" deep
 - b. <https://www.uta.edu/studentorganizations/organizations/posting.php>
 - c. https://www.uta.edu/studentorganizations/_downloads/posting-locations.pdf
4. The Shorthorn Print Ads
 - a. www.shorthorn.com/ads
5. Quarter flyers
 - a. 4x5.25 inches
 - b. Print in house with designer
6. Campus chalking
 - a. <https://www.uta.edu/studentorganizations/organizations/posting.php>
7. Plaza banner
 - a. 36x24 inches
 - b. Confirm through SAO
 - c. <https://www.signupgenius.com/tabs/13571d703a3cde4c42-university1>
8. Campus Lawn Signs
 - a. 25 stamped by SO
 - b. 24x36 inches

Digital Media:

1. UTA Online Events Calendar
 - a. Submit at www.uta.edu/events
 - b. Tag "Division of Student Affairs"
2. The Shorthorn Online Advertising
 - a. Webpage Ad
 - b. E-Newsletter (tskrehar@uta.edu)
3. Social Media Platforms
 - a. Facebook, Twitter, Instagram and Flickr

- b. <https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic>
 - c. Snapchat: UTA Snapchat- hgreen@uta.edu
- 4. Video Display Boards
 - a. University Center Video Display (11x17 inches)
 - i. Leadership Center: lpequeno@uta.edu
 - ii. Career Development Center: carol.kumm@uta.edu
 - iii. Basement: bonnie@uta.edu
 - b. Maverick Activities Center
 - i. 8.5x11 inches
 - ii. allyson@uta.edu
 - c. Residence Halls (12.80x720 px. Jpg)
 - d. Library (email kpinkos@uta.edu)
- 5. E Newsletters (departmental)
 - a. University Publications
 - i. Trailblazer: trailblazer@uta.edu (Tuesdays)
 - ii. MavWire: mavwire@uta.edu (Twice weekly)
 - iii. Student Affairs Staff - Dispatch: studentaffairs@uta.edu (weekly)
 - iv. College Town: debrah@uta.edu
 - b. Fraternity and Sorority Life
 - i. All Things Greek Life: fsl@uta.edu
 - c. Off Campus Mavericks
 - i. offcampus@uta.edu (Monthly)
 - d. Parent and Family
 - i. parents@uta.edu (Monthly)
 - e. Campus Recreation
 - i. allyson@uta.edu
 - f. Student Orgs
 - i. mavorgs@uta.edu

Important Links:

<https://www.uta.edu/studentorganizations/organizations/general-policies/event-planning.php>

<http://www.uta.edu/studentaffairs/vpsa/about/marketing/marketing-material-guidelines.php>