

MARKETING YOUR EVENTS

MOBILE

- LIBERTY CAMPUS CALENDAR & TODAY APP

Our [Campus Calendar](#) & the [Today App](#) is viewed by students, parents, and the general public. If you are wanting your event featured on the calendar. Email your event details and a picture to **events@liberty.edu**

- TV SCREENS ON CAMPUS

We have over 400 TV screens on campus that you can advertise your event on. Email your slide to **announcements@liberty.edu**

- CONVOCATION ANNOUNCEMENT SCREEN

Before every Convocation, we have different events advertised on the jumbo screen in the Vines Center. To **request** your event be featured on this screen, please email **convocreative@liberty.edu**

- SPLASH PAGE ANNOUNCEMENT

When students sign into their myLU account, there is a section of featured events that shows on our splash page. To be featured on this, please email **announcements@liberty.edu**

- WARDS ROAD BILLBOARD

To advertise your ad on the Wards Road Billboard near the tunnel is simple. If you are an internal department, put in a project request through Marketing, and if you are an external customer email McBride Signs at **scott@mcbridesigns.com** or call **434-847-4151**

- TEXT MESSAGES (**INTERNAL ONLY**)

When a text blast is sent out, it sends to all students. This is for LU internal departments only. Payment is required for this. If you are interested, fill out a **Project Request Form** or email **marketing@liberty.edu**

- ANNOUNCEMENT ON THE JOURNEY FM

The Journey FM is a Christian Radio Station in the area. To get your event as a commercial on the Radio you can email Pattie at **Pattie@MYJOURNEYFM.COM** or call **(434) 582-2885**

MARKETING YOUR EVENTS

PRINT

- FLYERS & POSTERS

Liberty has community boards all throughout campus that are seen by students, parents, and the general public. There is a small fee to get your flyer on a community board. You can find out all the information, emailing **commuters@liberty.edu**

- BUS STOPS (INTERNAL ONLY).

You are able to request for your ad to be posted at the bus stops. This is for internal LU events only. For more information, email **marketing@liberty.edu**

- INSIDE CAMPUS BUSES (INTERNAL ONLY).

You are able to request for your ad to be posted inside the campus buses. This is for internal LU events only. For more information, email **marketing@liberty.edu**

- LIBERTY CHAMPION

The Liberty Champion is a great way to get your event well known as they mail out 10,000 copies to homes and the rest are distributed around campus. To inquire getting your event in the Liberty Champion, email **libertychampionadvertising@gmail.com** or call **434-582-2428**

MARKETING YOUR EVENTS SIGNAGE

- YARD SIGNS

Yard signs put around campus is another great way to promote your event. Although, yard sign approval is limited you can inquire by emailing **marketing@liberty.edu**

- WINDOW CLINGS, ELEVATOR, & FLOOR STICKERS (INTERNAL ONLY).

Window clings, elevator, and floor stickers can be seen all throughout campus. This is only for LU internal departments. If you wish to get these made for your event, email **marketing@liberty.edu**

- TABLING ON CAMPUS

LU campus has various places for departments to promote their events. Tables in Montview, Reber, JFL, and Tilley. LU internal departments can email **events@liberty.edu** and external events can email **EmployerRelations@liberty.edu**