



# Highlander Union Display Case Reservations



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# Reservable Locations

The Highlander Union display cases (seen attached to buildings around the HUB) and the freestanding Illuminated Display Beacons are reservable! Reservable display cases and display beacons can be located by referencing the map on page 3.

All Display Cases and Illuminated Display Beacons use the following alphanumeric IDs for easy identification:

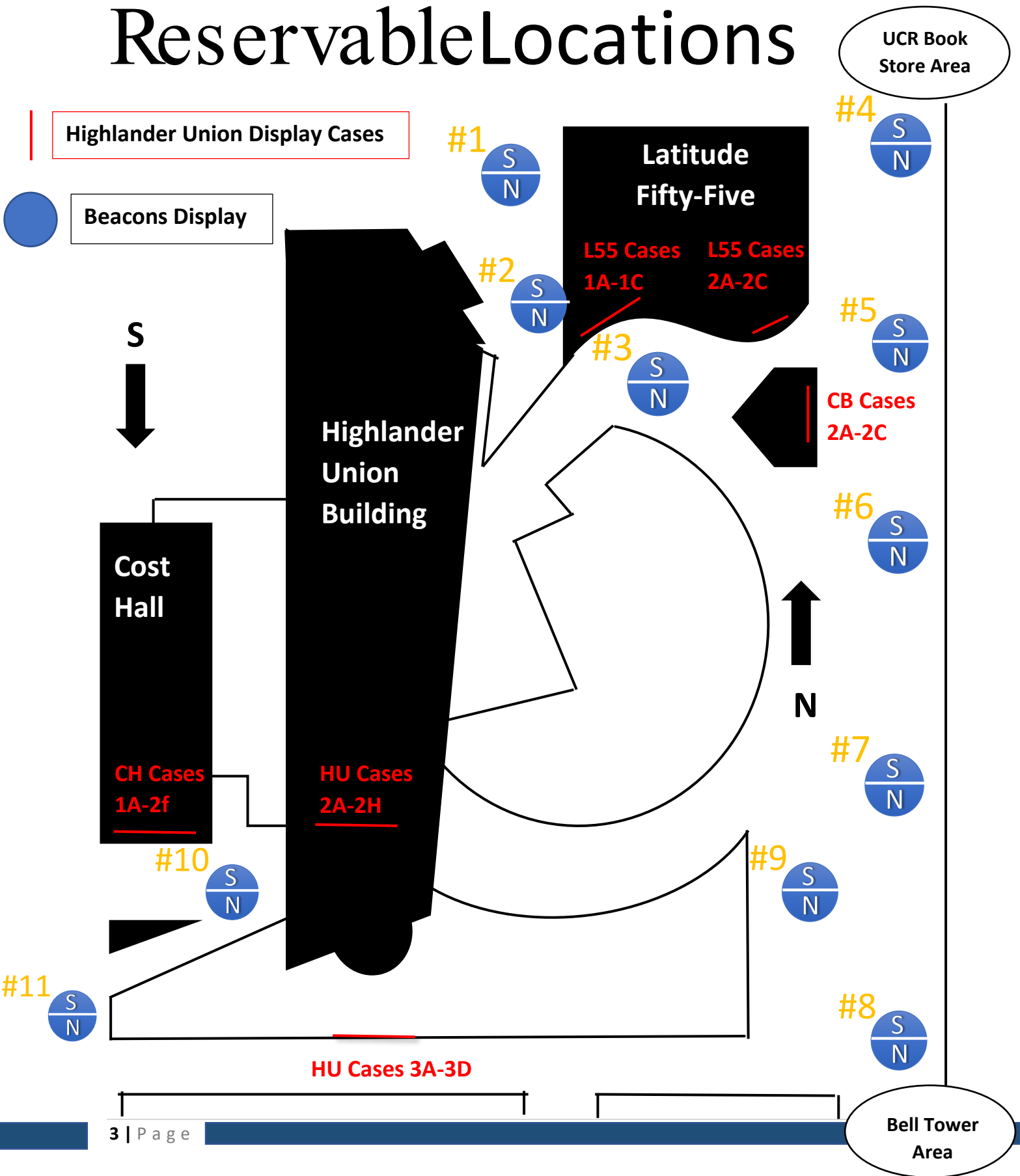
[CH 1A = Costo Hall, Location 1, Case A] or

[ID 6N = Illuminated Display Beacon, Case 6 North]

The alphanumeric IDs can be found on each reservable display case and beacon.



# Reservable Locations



# Reserving

All Campus departments and registered student orgs can reserve advertising space.

Reservations begin on Mondays and can last up to two weeks. Reservations can be made for one week or two concurrent weeks. Reservations made for any longer than two weeks will be declined. Posters that contain general knowledge and/or are not dated can be displayed up to five (5) weeks if space permits at the sole discretion of the Highlander Union. All posters will be removed at the end of their relevancy, regardless of reservation dates.

Reservations are available online at [reserve.ucr.edu](https://reserve.ucr.edu), and must be made at least one week in advance. Space is limited to the pre-allocated number of display locations.

Student orgs and campus departments are allowed a maximum of three (3) kiosk advertising locations and one full beacon (two (2) posters) at one time. Please make a separate reservation for different advertisements. You may place multiple reservations at once or reservations that overlap weeks, but note that reservations will only be approved up to the amount of spaces allotted.



# Reserving

All locations are reservable at [reserve.ucr.edu](https://reserve.ucr.edu) and are available on a first-come, first-served basis.

When submitting your reservation online, you will only be able to reserve the Monday of your desired week(s) of promotion. A Monday reservation will reserve that location for the entire week.

Set the start time to 7:00am, and the end time to 10:00pm. Next, select “Highlander Union Cases and Banners” from the Locations “add/remove” pop up. Set the attendance to 1, Finally, select which display case(s) or display beacon(s) you would like to reserve. To book a second week, click the “Recurrence” button next to the Date field.

The screenshot shows the EMS Room Request interface. At the top, there is a navigation bar with the EMS logo, the text "Room Request", and a user profile for "PEREZ, JONATHAN". Below the navigation bar, there is a breadcrumb trail: "HUB Cases & Banners" (circled in red), "1 Rooms", and "2 Reservation Details". A "My Cart (0)" icon and a "Create Reservation" button are also visible. The main content area is titled "New Booking for Fri Feb 11, 2022" and includes a "Next Step" button. The interface is divided into two main sections: "Date & Time" and "Selected Rooms". The "Date & Time" section includes fields for "Date" (Fri 02/11/2022), "Start Time" (4:00 PM), and "End Time" (5:00 PM). A "Recurrence" button is circled in red next to the date field. Below the date and time fields, there is a "Create booking in this time zone" dropdown menu set to "Pacific Time". The "Selected Rooms" section includes a "Room Search Results" area with a "Find A Room" search bar and a "Search" button. Below the search bar, there is a table titled "Rooms You Can Reserve" with columns for "Room", "Location", "Floor", "TZ", and "Cap". The table contains one row: "Coffee Bean Case 1A" at "Highlander Union Cases and Banners", floor "(none)", TZ "PT", and capacity "1".

# Eligible Advertisements

Only event specific advertisements are eligible to be posted.

All advertised events must be open to all UCR students.

All advertised events must occur on UCR's campus.

All advertisements must comply with the Highlander Union Posting Policy:

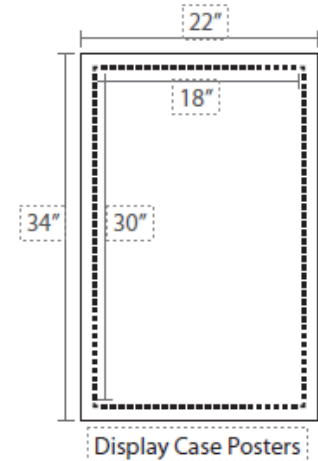
[http://hub.ucr.edu/SiteCollectionDocuments/hub\\_posting\\_final\\_approved.pdf](http://hub.ucr.edu/SiteCollectionDocuments/hub_posting_final_approved.pdf)



# Designing and Printing Posters

## Highlander Union Display Case Posters

Print at 22 inches wide by 34 inches tall, with a 2 inch, no-text margin on all sides. This will create a 18" x 30" working, or viewing, area.



## Illuminated Display Beacon Posters

Print at 31.75 inches wide by 56 inches tall, with a 1 inch, no-text margin on all sides. This will create a 29.75" x 54" working, or viewing, area.

Correct sizing is extremely important. Posters that do not meet the sizing criteria will not be installed.

All posters should be printed on paper-like material. Please do not mount or laminate posters.

Once your design is completed, please allow at least 3 working days for printing. Feel free to email John

([jonathan.perez@ucr.edu](mailto:jonathan.perez@ucr.edu)) for local off-campus vendor recommendations that can provide exceptional prints.





# Printing Vendors

1. Vendor Name: *Crisp Imaging*

- Contact Info:

- *Nicole Whadford*
- E-mail: [nwhadford@crispimg.com](mailto:nwhadford@crispimg.com)
- Phone: (858)-378-3904
- Website: <https://crispimg.com/>

2. Vendor Name: *PSA Print Group*

- Contact Info:

- *Daniel Salazar*
- E-mail: [daniel@psaprintinggroup.com](mailto:daniel@psaprintinggroup.com)
- *Kimberly Garavito*
- E-mail: [kimberly@psaprintinggroup.com](mailto:kimberly@psaprintinggroup.com)
- Phone: (909)-249-2020
- Website: <https://psaprintgroup.com/>

3. Vendor Name: *Copytron*

- Contact Info:

- *Nassar Sarshar*
- E-mail: [nassar@copytronprinting.com](mailto:nassar@copytronprinting.com)
- Phone: (714)-777-2291
- Website: <https://www.copytronprinting.com/>

4. Vendor Name: *Monster Media, Inc.*

- Contact Info:

- *Kris Dzvonick*
- E-mail: [kris@monstermediaprint.com](mailto:kris@monstermediaprint.com)
- Website: [monstermediaprint.com](http://monstermediaprint.com)

\*Many printing vendors will print posters with an extra 1/4 to 1/2-inch white border. Please ensure that you trim the white border off of your posters before submitting.

# Submitting Posters

All posters must be pre-approved for compliance by the Highlander Union. After making your reservation, but before printing, send the proof(s) of your poster(s) to [jonathan.perez@ucr.edu](mailto:jonathan.perez@ucr.edu).

When your approved posters are printed, deliver them to John Perez in room 353 of the HUB.

All posters **must** be pre-trimmed to the proper size. Incorrectly sized posters will not be installed. Many posters require additional trimming after they are printed. Please roll and leave a note on the outside of the poster(s) designating the group name the reservation is under, and the start and end date of the reservation.

All posters must be received by 5:00PM on the Wednesday before the reservation date. Late posters will not be accepted and will cause the reservation to be canceled. In the event of a University observed holiday occurring on a Wednesday, all posters will be due on the Tuesday before the reservation date by 5:00PM.



# Poster Removal

All posters will be removed and posted on Fridays by 5:00pm. In the event of a holiday, posters will be removed and posted by 5:00pm on the last day of the work-week. All out of date posters will be removed, regardless of reservation duration.

All posters submitted for posting become the sole property of the Highlander Union.

Due to the vast number of posters being removed and installed every week, posters will not be saved or returned.







For questions regarding reservations,  
please contact *John Perez* at:  
[jonathan.perez@ucr.edu](mailto:jonathan.perez@ucr.edu)