



Albert Einstein College of Medicine

## Poster and Flyer Policy

### I. Purpose

This policy is to outline requirements for the placement of banners, flyers and posters to be displayed throughout the Jack and Pearl Resnick Campus of Albert Einstein College of Medicine (Einstein).

### II. Scope

This policy applies to all current employees, faculty, and students of Einstein. It may also apply to affiliates and partners who are approved to promote messages at Einstein facilities.

### III. Policy

#### A. Obtaining Materials and Permission

Event posters can be commissioned through the office of creative services, located in Belfer, Room 910.

Only departments, institutes, programs, centers, and authorized student clubs associated with Einstein and/or Montefiore are eligible to display flyers and posters on the Einstein campus. The following rules apply when doing so.

- All materials must clearly identify the sponsoring entity hosting the event and/or presenting the noted information.
- Event postings should include name of event, date, time, location, and relevant contact information.
- Event posters to be displayed in the Forchheimer lobby must be placed in one of the mounted frames along the entryway wall by the office of creative services or on a departmental easel.
- Departmental easels may not block the framed displays or extend into the hallway leading to the Golding building.
- Event flyers to be posted in elevators must have vertical/portrait orientation and include an approved form of the Einstein logo (visit the [Branding Zone](#) to access and download).
- Please be respectful of others who are promoting their events; do not replace another poster with your own or tape your flyer to any posters on easels or in the mounted frames.
- The department of communications and public affairs reserves the right to reject postings with incorrect grammar, naming, or branding. Please see Appendix 1: Einstein Buildings and Places for correct names and spellings. And visit the Branding Zone for guidelines on use of the Einstein brand and to find approved logos for your use.
- For inquiries regarding policy, processes and pricing, please contact creative services by calling 718.430.2761 or by visiting the creative services website.

## B. Posting & Removing Information

- Posters may go up two weeks before the event. Flyers must be brought to the security office (Forchheimer G 09); a member of the security staff will post them in campus elevators one week prior to your event.
- Security reserves the right to reject postings with incorrect grammar, naming, or branding.
- Posters must be removed within 24 hours after the event.
- It is the requestors' responsibility to discard their posters and to remove any hardware if the posters are displayed on easels.
- For recurring activities, please consult creative services.

## C. Approved Building Locations for Placing Posters on Easels

- Block – main lobby (please consult creative services concerning posters in this building)
- Price Center/Block Research Pavilion – main lobby (please consult creative services concerning posters in this building)
- Kennedy Center – main lobby
- Ullmann – lobby area, between the two columns; do not block busts on display
- Chanin – lobby area, between the elevators
- Van Etten – (please consult creative services concerning posters in this building)

## D. Additional Guidelines for Posting Flyers

- Flyers must be printed on 8.5x11 paper and must have a vertical/portrait orientation.
- They must be brought to the security office, located in the Forchheimer Building; a security officer will place them on elevator bulletin boards.
- When creating your flyer, please use only approved branding for Albert Einstein College of Medicine and/or Montefiore.
- Security reserves the right to reject postings with incorrect grammar, naming, or branding.
- For questions or guidelines about approved logos, visit the Branding Zone.
- If you have any questions regarding proper names for campus locations, please see Appendix 1: Einstein Buildings and Places for correct names and spellings.

## E. Prohibited Postings

No posters, flyers, or other signage may be placed on the following:

- Campus directional signs
- Doors
- Exterior walls of campus buildings
- Parked cars or other vehicles located on campus grounds
- Trash cans
- Windows
- Other posters advertising current events or important campus information

Note:

- Place only ONE poster/flyer per location to allow room for other groups to promote their events.
- Departments, offices, centers, or clubs that violate these rules may be charged a fee to cover the cost of sending creative services staff to remove the signage and/or otherwise clear the posting areas.

**IV. Definitions**

None.

**V. Effective Date**

Effective as of 19 April 2018.

**VI. Policy Management and Responsibilities**

The Responsible Office under this policy is the office of communications and public affairs. The Responsible Executive is the senior associate dean for operations and finance. The Responsible Officer for this policy is the associate dean, communications and public affairs.

**VII. Approved (or Revised)**

  
\_\_\_\_\_  
Responsible Executive

11/1/2023  
\_\_\_\_\_  
Date

## Appendix 1: Einstein Buildings and Places

This document provides information on the correct names and spellings for campus buildings. Please refer to this resource to be sure you have correctly named and/or spelled any location you are noting on promotional materials to be placed around the Jack and Pearl Resnick Campus.

### South Campus Locations

[Belfer Education Center](#) – Most often referred to as Belfer, this building has two bridge floors connecting it to Forchheimer. It also connects to Forchheimer via the basement.

**Dean’s Conference Room** – The main conference room on the third floor of Belfer.

**Riklis Auditorium** – The auditorium in the basement of Belfer.

[Forchheimer Medical Science Building](#) (Forchheimer, for short) – this building has bridge floors connecting it to Ullmann and Belfer. It is a main hub of the campus, so it offers multiple alternate routes if an entrance is shut down during an emergency. It also offers access to the Central Courtyard.

**Education Center** – There are upper and lower levels to the center. The lower level is accessible from Main Street and can seat more than 200. It offers resources and seating for small-group learning. The upper level has two classrooms that each can be divided into two smaller spaces, and it has study carrels and comfortable seating.

**Main Street** – Most references relate to the long hallway that begins just past the main security desk in Forchheimer and runs to the stairway leading up to Robbins Auditorium and through the Max and Sadie Lounge to Chanin and neighboring Weiler Hospital.

**Einstein Café** – Located along Main Street, the café offers breakfast and lunch items, both hot and cold, and has comfortable seating for eating and informal meetings.

**Max and Sadie Friedman Lounge** – The lounge area, on two levels, adjacent to Robbins Auditorium and the corridor leading to the Central Courtyard. Indicate “Upper Lounge” or “Lower Lounge” when specifying this location.

**Robbins Auditorium** – The auditorium between Forchheimer and Chanin, located on the upper level. It is the largest auditorium on campus, seating more than 600.

**D. Samuel Gottesman Library** – Located on the first floor of Forchheimer; usually referred to as the library.

**Golding Building** – Known as Golding, this building can be accessed only from within other campus buildings. It connects directly to Forchheimer. It can be used as an exit point when needed.

**Chanin Institute for Cancer Research** – Commonly referred to as Chanin, this building has bridge floors connecting it with Forchheimer. From its elevator lobby, one may also get to Weiler Hospital and a stairway down to the street.

**Ullmann Center for Research** – Known as Ullmann, this building has bridge floors connecting it with Forchheimer. It also offers access to the Central Courtyard, the MRRC, and Block (formerly Mazer).

[Block Building \(formerly Mazer\)](#) – Most often referred to as Block – not to be confused with the Price Center/Block Research Pavilion – this building shares the Central Courtyard with Forchheimer, the MRRC, and Ullmann. It has a parking lot in the back.

**Lubin Dining Hall** – Formerly the location of the cafeteria, this space is now used for holding major events. Food services offers catering from this location.

**Singer Faculty Club** – Located off the dining hall, this space includes a conference room, bar, patio, and more-intimate seating for special occasions.

**Central Courtyard** – The green space where special events often are held; it offers outdoor seating during nice weather. It is located between Forchheimer, Ullmann, the MRRC, and Block.

**Gruss Magnetic Resonance Research Center (MRRC)** – This facility is located along the passageway between the Max and Sadie Lounge and Chanin.

### North Campus Locations

**Price Center/Block Research Pavilion** – This major research facility is located on the opposite side of Morris Park Avenue from the south campus buildings. It includes an internal passageway connecting it to Van Etten, as well as numerous entrances and exits. Note the entire name (both center and pavilion) when indicating this location, plus any room number).

**LeFrak Auditorium** – The auditorium is located off the main lobby of the Price Center and is considered part of the Block Research Pavilion.

**Atrium** – This part of the building, considered part of the Block Research Pavilion, is on the lower level.

**Inner Terrace** – This space offers outdoor seating and tables and is located between the rear entrances of Price Center/Block Research Pavilion and Van Etten

**Van Etten Building** – Known as Van Etten, this building can be accessed from several entry points outside, as well as by an internal passageway from the Price Center/Block Research Pavilion.

**Van Etten Auditorium** – A small auditorium located on the second floor of Van Etten.

**Clinical Skills Center** – The major learning facility for first- and second-years; it also has space for other groups needing clinical education facilities. The center is located on the second floor of Van Etten.

**Falk Recreation Center** – Often referred to as Falk, the campus' gymnasium is located between the Price Center/Block Research Pavilion and the housing residences 1925/1935/1945 Eastchester.

**Housing Residences** – the main housing for students, located within the three apartment towers known as 1925, 1935, and 1945 Eastchester. 1925 and 1935 share a large lobby area. All three buildings offer access to the garage.

**Rhineland Apartments** – Rhineland is the main housing building for postdocs. It is slightly removed from the main campus, at the far end of Rhineland Avenue at its intersection with Stillwell Avenue.

**Housing Courtyard Parking Garage** – Often referred to as the garage or “Kinney” (a former manager of the space), the garage connects with 1925, 1935, and 1945 Eastchester. It is currently called Quik Park.