

Thorntown Public Library

Community Posting & In-House Marketing Guidelines

In order to showcase library events and services, cut down on visual clutter, and maintain an attractive space, Thorntown Public Library has adopted the following guidelines for community posting and in-house marketing.

Community Posting

Thorntown Public Library provides designated community posting spaces within the library, in the east and west lower level foyers, and the Carnegie foyer. Community postings are defined as notices, posters, and announcements about local meetings and events.

All fliers, brochures and posters are to be given to the library staff for review. Items found hanging in the lobby, not previously approved by the library director or circulation librarian may be discarded. Materials may be posted for up to 30 days or until the date of the event, whichever comes first. Priority will be given to local and community-oriented events.

Staff will remove pamphlets or postings that appear to be dated, damaged, or worn.

Community posting spaces are shared with Library events and announcements. In the case of space concerns, Library events and announcements will take precedence.

In-House Marketing

The following guidelines apply to postings for library and Thorntown Heritage Museum programs and services:

- Only marketing materials for library programs and library partnering organizations will be posted in the library building.
- All marketing materials will be digitally created.
- With few exceptions, posters will be no larger than 8 ½ x 11".
 - During busy programs times, efforts will be made to combine posters to include weekly offerings or group them by intended audience.
 - The preferred size for Library marketing posters is 7 x 8 ½" (landscape).
- Posters should not be placed on glass entry doors, but double-sided signage may be posted on door sidelights.
- Signage will be posted in the appropriate department so that the target audience is reached.
- Elevator signage should be limited to one wall. Do not post signage on the elevator door.

Occasional exceptions to these guidelines may be made for special community events and posting (ex. Festival of the Turning Leaves). For exceptions, see the library director.

Guidelines adopted by the Thorntown Public Library Marketing Committee May 12, 2025