

T.R.
NEVŞEHİR HACI BEKTAŞ VELİ UNIVERSITY
Implementing Directive for the Use of Commercial Advertisement, Notice, Show Card
Display Stand and Advertising Media

PART ONE
Purpose, Scope, Basis and Definitions

Purpose

ARTICLE 1 – (1) The aim of this directive is to regulate the procedures and principles for eliminating noise and visual pollution resulting from visual and auditory advertisements and advertising media in open and close areas of all the premises of Nevşehir Hacı Bektaş Veli University, resolving information problems, providing equal conditions in commercial competition, and publicity.

Scope

ARTICLE 2 – (1) The articles in this directive encompass work and procedures regarding the terms of use for visual and auditory advertisements (TV, radio, trailers, multimedia, internet, websites, social media etc.) and advertising media (ads, announcement, bulletin, stand, advertiser plate, poster, banner, newspaper, magazine, catalogue, photo, flier, brochure, show card etc.) in open and close areas of all the premises of Nevşehir Hacı Bektaş Veli University.

Basis

ARTICLE 3 – (1) This directive was prepared in accordance with 2547 numbered Higher Education Law , published in the Official Gazette No. 17506 on 06/11/1981, 5846 numbered Intellectual and Artistic Properties Law, published in 7981 numbered Official Gazette dated 13/12/1951, 6698 numbered Law on the Protection of Personal Data, published in 29677 numbered Official Gazette dated 07/04/2016, 4077 numbered Consumer Protection Law, published in the Official Gazette No. 22221 on 08/03/1995, 5326 numbered Misdemeanor Law, published in the Official Gazette No. 25772 (bis) on 31/03/2005, the related articles of 5237 numbered Turkish Criminal Law, published in the Official Gazette No. 25611 on 12/10/2004, and the implementing directives of these laws and other legislation provisions and articles regulating the Rector's authority, liability and responsibility.

Definitions

ARTICLE 4 – (1) The expressions in this directive mean:

- a) Academic and Administrative Unit Authority: The personnel appointed by the academic and administrative unit superiors in Nevşehir Hacı Bektaş Veli University,

- b) Academic and Administrative Personnel: The personnel appointed at the academic and administrative units in Nevşehir Hacı Bektaş Veli University,
- c) Directorate: Directorate of Nevşehir Hacı Bektaş Veli University Health, Culture and Sport,
- ç) Supporting Public Organization and Institution/Sponsor: Public organization and institution, foundation, non-governmental organizations, natural and legal entities, who provide all kinds of support, in-kind or in cash etc.
- d) EDMS (EBYS): Electronic Document Management System,
- e) Firm: Economic activity unit either legal entity or not,
- f) General Secretary: General Secretary of Nevşehir Hacı Bektaş Veli University,
- g) Notice: Announcement or informing act with no commercial purpose,
- ğ) Student: Student who is studying and registered in Nevşehir Hacı Bektaş Veli University,
- h) Student Activities Commission: The commission helping the Rectorate about establishment and closure of the student clubs/communities, their activities etc.,
- ı) Student Council: the official unit unaffiliated with any political stance but the Rectorate and protecting students rights in meeting and improving educational, health, sport and cultural needs of the students' in Nevşehir Hacı Bektaş Veli University,
- i) Student Clubs and Communities: the student clubs and communities at the department or university level founded in order to improve students in every aspect through offering social, cultural, scientific, artistic, sport and talent programs and activities in their spare times,
- j) Commercial: the activities aimed at introducing a product or service in visual or auditory means, leading the public to buy the product or the service,
- k) Rector: Nevşehir Hacı Bektaş Veli University Rector,
- l) Senate: Nevşehir Hacı Bektaş Veli University Senate,
- m) Stand: Mobile or temporary commercial products designed for the presentation/display/exhibition of the goods,
- n) Advertisement: the practices bearing written and/or visual messages in order to create an intended public opinion about a product, service, person, organization etc., to protect the existing perception or change it,
- o) Advertising Media: all the media including commercial, notice, announcement, stand, billboard, racket signboard, notice board, introductory plate, poster, banner, newspaper, magazine, catalogue, photo, flier, brochure, show card etc.,
- ö) University: Nevşehir Hacı Bektaş Veli University,
- p) Board of Directors: Nevşehir Hacı Bektaş Veli University Board of Directors.

PART TWO
Implementing Principles
General conditions

ARTICLE 5 – (1) It is required to apply with a petition along with its annexes (contract, advertising media samples etc.) at least 15 (fifteen) days before the beginning of the activities for advertisements via visual or auditory advertisement media (TV, radio, trailers, multimedia, websites, social media etc.) in the open and close areas of the campuses. The applications must be done in person or by mail. The applications by email, telephone, short message etc. are not accepted.

(2) For the non-profit advertisements through stand and advertising media student clubs and communities, students council, academic and administrative units do the correspondances on the EDMS within the scope of “Execution of Office Without” circular, dated 04/05/2020 and numbered 2020/15.

(3) Without a written permission from the University no advertisement can be made, no commercial activities can be enacted, no food or drink for sale can be brought in the open or close of the campuses.

(4) An application in person or by mail doesn’t mean that the permission is given for visual and auditory commercial, stand, advertisement and advertisement media.

(5) In accordance with the intended use of the advertisements by advertisement media, the open and close areas of the campuses are allocated on a daily or hourly basis by the Directorate.

(6) Visual and auditory notice, ads etc. on the web page of the Units are subject to permission.

(7) In the open and close areas of the campuses, Supporting Public Organizations and Institutions and Sponsors which support student, student council, student clubs and communities, academic and administrative units can advertise according to the rules determined by the Directorate.

(8) The place, date and time in which the Supporting Public Organizations and Institutions and Sponsors advertise are determined by the Directorate.

(9) The advertisements in the open and close areas of the campuses cannot be offending to the people with special needs.

(10) The advertisements by advertising media are to be made in accordance with accessibility and attainability criteria for the people with special needs.

(11) Students, student council, student clubs and communities, academic and administrative units cannot do any kind of advertisement activity with the aim of commercial income in the open or close areas of the campuses.

(12) In the open or close areas of the campuses, it is forbidden to do contractual, credit or bond sale of the goods as books, magazines, catalogues to the students, academic or administrative staff.

(13) Public organizations and institutions, foundations, non governmental organizations, firms, natural and legal entities do visual and auditory advertisements in the open or close premises of the campuses by their own means.

(14) Public organizations and institutions, foundations, non governmental organizations, firms, natural and legal entities cannot demand any means (computer, computer monitor, projection device, projection curtain, audio-visual systems, stand, directive plates, photocopy, printer, multifunction printer, table, chair, paper products, pencil etc.) from the University.

(15) The Department of Administrative and Financial Issues has the authority and responsibility for the posting of the advertisements (announcements, notices, posters, banners, pictures etc.) on the billboards and racket boards in the open and close areas of the campuses.

(16) Advertising media without written permission of the University or without the signature or seal of the authorities in charge, posted on the areas (doors, windows, glasses, walls, columns, tree trunks) exc billboards, racket boards and notice boards in the open or close areas of the University campuses are removed without notice by the authorities of the academic or administrative units or security staff.

(17) The advertisements in the open and close areas of the campuses should abide by the current legislation, general morals and principles of accuracy and honesty.

(18) The advertisements in the open and close areas of the campuses must not be in the quality of disturbing the public peace, must not have the elements leading, conviving, inspiring or supporting violent acts and must not encourage illegal or condemnable behaviors.

(19) The advertisements in the open and close areas of the campuses must not be established on language, religion, sect, politics, philosophical opinions and sex based discrimination, must not support discrimination and include denigration.

(20) On the advertising media there should not be the names, symbols or logos of tobacco and tobacco products or alcoholic beverage firms.

(21) The advertisements in the open and close areas of the campuses must not abuse the consumers' confidence, their lack of experience or knowledge.

(22) The ones advertising in the open or close areas of the campuses are responsible for compensating for the damages detected by the academic or administrative authorities.

(23) Public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities, student, student clubs or communities, student council, academic and administrative units, that have visual or auditory advertisements with no commercial income in the open and close areas of the campuses hold the whole responsibility of the activities. In order not to have any security vulnerability, they are supposed to contact and cooperate with the University Civil Defense Expertise.

(24) Open and close areas allocated by the Directorate on hourly or daily basis to public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities, student, student clubs or communities, student council, academic and administrative units are to be used within the allocation conditions. Right to use cannot be transferred to anyone.

(25) The duration of the right for commercial use of the open and close areas of the campuses is determined by the Directorate.

(26) Visual and auditory stands are open within the work hours of the University. On the weekends and national holidays, they are not permitted.

(27) Visual and auditory commercial, stand, advertisement and advertisement media, which don't have written permission, don't renew their permission, are at odds with the permission conditions, are impaired or battered, don't have signature or seal of permission, are removed by the academic and administrative authorities or the security staff without any notice.

(28) Although the written permissions are taken before, when it is detected that they are at odds with the conditions of this directive, permissions for visual or auditory commercials, stand, advertisements and advertising media are cancelled by the unit in charge of permission. Along with the required warnings, these advertising media are removed by the academic or administrative authorities or security staff.

(29) The advertising media removed for any reason or due in the open and close areas of the campuses are removed by the academic and administrative authorities or security staff. The removed media are sent for recycling.

Advertising media types

ARTICLE 6 – (1) Announcement, notice, commercial and media types defined by the University are such;

- a) Led monitor,
- b) Billboard,
- c) Racket board,
- ç) Stand and banner size of which are determined by the academic and administrative units,
- d) Canvas or paper banner,
- e) Canvas or nylon awning,
- f) Newspaper, magazine, catalogue,
- g) Flyers and brochures,
- ğ) Other media offered by the relevant people and approved by the University.

General implementing principles

ARTICLE 7 – (1) Student council, academic and administrative units that want to advertise by the stand or media with no commercial purpose in the open and close areas of the campuses have to deliver the application petition and all related papers (contract, media samples

etc.) to the directorate through EDMS at least 15 day before the start of the event.

(2) In order to have non-commercial advertisements in the open and close areas of the campuses, the academic and administrative advisors of the students clubs and communities have to deliver the application petition and all related papers (contract, media samples etc.) to the Students Activities Commission through EDMS at least 21 day before the start of the event. Students Activities Commission is supposed to send the proper applications to the directorate through EDMS at least 15 day before the start of the event.

(3) Student, student council, student clubs and communities academic and administrative units with written permissions for a non-commercial stand in the open and close areas of the campuses can open the stand only after they deliver the student, academic or administrative staff names list, who will be on duty at the stand, at least 3 work days before the stand opening. During the stand duty, students and other personnel have to put their name tags.

(4) Public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities that want to have advertisements by auditory and visual media in the open and close areas of the campuses apply to the University General Documents Units with their petition and all related documents (contract, advertising media samples etc.) at least 15 days before the advertisement activity.

(5) Public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities that want to open auditory and visual commercial stand in the open and close areas of the campuses apply to the University General Documents Units with their petition and all related documents (advertising media samples etc.) in person or mail at least 15 days before the advertisement activity. Natural entities have to include the “Contract for Stand Opening” signed and the others with their signature and seals on, in the application documents.

(6) Public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities that have reservations for visual or auditory commercials, stands, and advertisements with other media in the open or close areas of the campuses have to apply to the University General Documents Units with their petition and all related documents (contract, advertising media samples etc.) at least 15 days before the advertisement activity. The reservations of the ones that don't apply are cancelled without return of the advance fee which is recorded as income.

(7) For the book stands in the open and close areas of the campuses it is required to do an application with the necessary documents identified in the current legislation.

(8) Book lists of the book stands are approved by the University Directorate of Library and Documentation.

(9) The publications that are not in the list lended to the University with the application petition and pirate publications cannot be sold in the open and close areas of the campuses. When identified, off-brand and pirate publications legal actions are taken against the relevant

public organizations and institutions, foundations, non-governmental organizations, firms, natural or legal entities.

(10) Those permitted to open book stand in the open and close areas of the campuses can open the stand only after they deliver the payment document (bank receipt or proof of receipt), signed contract, the stand personnel list and relevant documents (ID photocopy, contact information etc.) to the Directorate at least three days before the stand opening. All the time when the stand is open, the personnel have to put their name tags on.

(11) Academic and administrative advisors of the student clubs and communities of the University inform the Student Activities Commission through the EDMS with the sample of media with their annexes (duration and number of the posters etc.) for national and international scientific and cultural events before at least 21 days.

(12) The media sampe with their annexes (duration and number of the posters etc.) for national and international scientific and cultural events that are planned to be hosted by the University units and student council is informed to the Directorate through EDMS before at least 15 days.

(13) Public organizations and institutions, foundations, non-governmental organizations, firms, natural or legal entities apply to the University General Document Unit with a petition at least before 15 days..

(14) After the permission is taken for the advertisement in the open or close areas of the University, the list of the personnel that will be on duty for hanging (announcement, notice, banner, canvas etc.) or distributing (flyer, brochure etc.) of the media and relevant annexes (ID copy, contact information etc.) are handed in the Directorate at least 3 days before the events. During the event if any of the personnel is changed, it is obligatory to inform the Directorate. When student/students, personnel and other people whose names are not on the list handed to the Directorate take part in the event, legal action is taken against them in accordance with the legislation.

(15) After the written permission is taken for the visual or auditory commercials or stand in the open or close areas of the University, the list of the personnel that are assigned for the advertisement duty and annexes (ID copy, contact information etc.) is handed in the Directorate in a closed envelope at least 3 days before the event. During the advertisement event if any of the personnel is changed, it is obligatory to inform the Directorate. When student/students, personnel and other people whose names are not on the list handed to the Directorate take part in the advertisement event, legal action is taken against them in accordance with the legislation.

(16) The place, date and time approved for visual and auditory commercial, stand and other advertising media in the open and close areas of the campuses cannot be changed later. However, when an application is done with the legal documents that are proof for delay to the General Secretariat, a three day postponement is possible, the postponement begins with “eligible” approval date.

PART THREE

Application and Permission Procedure

Unit in charge of permission

ARTICLE 8 – (1) The unit in charge of giving permission for the visual and auditory commercials, stands, advertisements and advertising media with commercial purposes in the open and close areas of the campuses is the General Secretariat.

(2) The unit in charge of giving permission for non commercial advertisements with visual and auditory advertising media by student, student council, student clubs and communities, academic and administrative units is the Directorate.

(3) The Rectorate is the unit in charge of giving permission for free advertisements by public organizations and institutions and sponsors that support students, student council, student clubs and communities, academic and administrative units.

(4) The Coordinatorship of Institutional Communication of the University is in charge of giving permission for the news, announcements, visual and auditory materials on the University website or social media accounts.

(5) The academic unit supervisors are in charge of giving permission for the news, announcements, visual and auditory materials on the academic unit website or social media accounts.

(6) The administrative unit supervisors are in charge of giving permission for the news, announcements, visual and auditory materials on the administrative unit website or social media accounts.

Application documents

ARTICLE 9 – (1) for the visual and auditory commercials, advertisements with other media in the open and close areas of the campuses, it is mandatory to apply to the Directorate with the documents below:

- a) Application petition,
- b) Contract,
- c) List of the books and publications for sale or distribution,
- ç) Media samples,
- d) The name list and contact information of the advertising personnel (student, personnel, others),
- e) Other documents demanded by the Directorate.

Duration of opening/hanging of the media

ARTICLE 10 – (1) Student, student clubs and communities, student council, University units, public organizations and institutions, foundations, non-governmental organizations, firms, natural and legal entities that have applied to open a stand in the open and close areas of the campuses act in accordance with the permission given by the Directorate regarding place and time of the advertisements.

(2) Advertisement media, as visual and auditory commercials, stands and advertisement, to be hung or opened in the open and close areas of the campuses can be hanged or opened at most 15 days before the event date. The media have a hanging and removal date at the back. The expired media are removed by the academic and administrative unit authorities concerned. The removed media can be archived or sent to recycling by the academic and administrative unit authorities.

PART FOUR

Final Clauses

Fees

ARTICLE 11 – (1) The fees for visual and auditory commercials, advertisement and advertisement media with commercial purposes in the open and close areas of the campuses are determined on a yearly basis by the Administrative Board. Each advertising media in different areas of the campuses are charged separately.

(2) The fees for visual and auditory commercials, advertisement and advertisement media with commercial purposes in the open and close areas of the campuses are paid in the bank accounts on the website of the University Strategy Development Directorate or in the cash desk of the University Strategy Development Directorate.

(3) Those who want to have a post date payment for visual and auditory commercials, advertisement and advertisement media with commercial purposes in the open and close areas of the campuses are to pay 10% of the total cost in advance in the bank accounts on the website of the University Strategy Development Directorate or in the cash desk of the University Strategy Development Directorate.

(4) Payment receipt of the fee deposited in the bank accounts or cash desk of the University Strategy Development Directorate are delivered to the Directorate at least 3 days before the event.

(5) Except for the conditions caused by the University, the fees paid for the visual and auditory commercials, advertisement and advertisement media with commercial purposes in the open and close areas of the campuses are not reimbursed.

(6) Except for extraordinary conditions, the fees paid for the visual and auditory commercials, advertisement and advertisement media with commercial purposes in the open and close areas of the campuses are not reimbursed.

(7) Except for the religious, national, moral and cultural activities, all kinds of non commercial activities by the public professional organizations (covered by the 20. article in the Law on Tax Immunity for Foundations 25192 numbered and 07/08/2003 dated and covered by 27. article “Foundations for Public Interest” in the Law on Foundations 23/11/2004 dated and 25649 numbered) are charged a fee determined by the Administrative Board.

Inspection

ARTICLE 12 – (1) Those who have activities via visual and auditory commercials,

advertisement and advertisement media in the open and close areas of the campuses are inspected by the academic and administrative unit authorities, Civil Defense Expertise security staff and the Directorate.

Violations of the directive clauses

ARTICLE 13 – (1) Activities via visual and auditory commercials, advertisement and advertisement media violating the clauses in this directive or having no permission are removed without notice. One sample of the removed media are archived by the academic and administrative authorities.

(2) Those who have visual and auditory commercials, and open/hang advertisement media (stand, announcement, notice, banner, flyer, brochure etc.) without permission are treated in accordance with the related articles of legislation below;

- a) 5846 no. Law of Intellectual and Artistic Property Rights,
- b) 6698 no. Law on the Protection of Personal Data,
- c) 4077 no. Consumer Protection Law,
- ç) 5326 no. Law of Misdemeanour,
- d) 2547 no. Higher Education Law,
- e) Turkish Criminal Law,
- f) Current legislation.

PART FIVE

Miscellaneous provisions

Validity

ARTICLE 14 – (1) This directive goes into effect as approved by Nevşehir Hacı Bektaş Veli University Senate.

Implementation

ARTICLE 15 – (1) The articles in this directive are implemented by Nevşehir Hacı Bektaş Veli University Rector.

Senate Approval Decision;	
DATE	NUMBER
21.12.2020	2020.36.175.