

Postcards are optional and are the responsibility of the exhibitor. In order to insure the accuracy of information printed on the postcards, the Patti and Rusty Rueff Galleries require that you follow the guidelines listed below and submit your design to the Visitor Services Coordinator for approval before printing:

1. Preferred format and required information for the back of postcard:

Title of Exhibition and Name of Artist

Patti & Rusty Rueff Galleries (East or West Gallery)
Yue-Kong Pao Hall of Visual & Performing Arts
Purdue University
552 West Wood Street
West Lafayette, IN 47907

Gallery Hours: Monday – Friday 10 am – 7 pm

2. Please have the format and spelling of your postcard checked by the Visitor Services Coordinator prior to printing.

3. If the Purdue return address is placed too low on the page, Post Office electronic scanners will pick that up and send all postcards back to us. If you are not mailing the postcards, there are no restrictions on placement of information.

Please also see the Marketing and Media Toolkit for creating media that fits Purdue brand identity. <https://marketing.purdue.edu/Toolkit>