



## UNIVERSITY POLICY

<b>SUBJECT:</b>	ADMINISTRATION	<b>TITLE:</b>	PAID ADVERTISING		
<b>CATEGORY: Check One</b>	<b>Board of Trustees</b> <input type="checkbox"/>	<b>Presidential</b> <input checked="" type="checkbox"/>	<b>Functional</b> <input type="checkbox"/>	<b>School/Unit</b> <input type="checkbox"/>	
<b>Responsible Executive:</b>	Senior Vice President for University Advancement & Communications		<b>Responsible Office:</b>	University Marketing Communications	
<b>CODING:</b>	00-01-10-100:00	<b>ADOPTED:</b>	07/01/87	<b>AMENDED:</b>	03/11/10
				<b>LAST REVIEWED:</b> 03/11/10	

**I. PURPOSE**

To ensure careful consideration before paid advertising is used by the University.

**II. ACCOUNTABILITY**

Under the direction of the Senior Vice President for University Advancement & Communications, the Director of University Marketing Communications shall ensure compliance with this policy. The Director of University Marketing Communications in concert with the Deans, Vice Presidents and President/CEOs of the Healthcare Units shall implement this policy.

**III. APPLICABILITY**

This policy is applicable to paid advertising as detailed in Section IV. Policy, and does not apply to Human Resource recruitment related advertising.

**IV. POLICY**

Requirements:

1. The University's Schools and Units are to pursue paid advertising in print or broadcast media in accordance with this policy.
2. Should a member of the faculty or staff believe that a paid advertisement is imperative for the benefit of the University, or one of its schools, hospitals, or programs, a detailed request, in writing, must be submitted to the appropriate Dean, Vice President or President/CEO of the Healthcare Unit for review and initial approval.
  - a. The request should contain details about what the advertisement in the selected medium - newspaper, journal, magazine, radio or television station - is expected to achieve; why the medium is desirable and its circulation or audience; cost of the advertising (including preparation), and deadline for final copy. Promotional material used by the publication or broadcast outlet to solicit the advertisement is helpful in evaluating the proposal.
  - b. The requesting School/Unit or department must also indicate a source of funds for the advertising.

- c. The Director of University Marketing Communications shall be available to advise and assist in the preparation of the proposal.
3. Upon approval by the Dean, Vice President or President/CEO of the Healthcare Unit, the proposal is to be submitted to the Senior Vice President for University Advancement & Communications for evaluation. The Senior Vice President for University Advancement & Communications will, in turn, call on the Director of University Marketing Communications for a review and approval with regard to editorial content, accuracy of University-related information and policy.
4. The Director of University Marketing Communications will inform the Senior Vice President for University Advancement & Communications of all such approvals and prepare material to be forwarded to the Dean, Vice President or President/CEO of the Healthcare Unit through the Senior Vice President for University Advancement & Communications about any advertising prior to publication or broadcast.

By Direction of the President:

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Senior Vice President for University Advancement & Communications