


# PROCEDURE

<b>Subject</b>	<b>Advertising (Off Campus)</b>	<b>Number:</b> 1.09.01
<b>Source</b>	<b>Director, Communications and Marketing</b>	<b>Reference (Rule #)</b> 6HX14-1.09
<b>President's Approval/Date:</b>	 5/30/17	

**PURPOSE:**

The purpose of this procedure is to ensure that College advertising communicates the appropriate image of the College and meets legal and accreditation requirements. Advertising, in any form, including print and electronic, pertaining to College-wide and/or department events, programs and special projects, are designed, approved and placed by Communications and Marketing.

**POLICY:**

All requests for advertising must be approved by the director of the department or division responsible for funding the advertising. Requests can be made using Communications and Marketing's request form.

The division or department funding the advertising should prepare a purchase requisition and send the completed purchase order to Communications and Marketing.

The director of the department or division requesting the advertising gives final approval to the artwork and content; however, the director of Communications and Marketing reserves the right to deny content that reflects negatively upon the College for reasons including, but not limited to, misuse of the State College of Florida brand, marketing best practices, typographic or grammatical errors and misrepresentations. Communications and Marketing prepares and places the advertising per the media's specifications.

Following publication, invoices and tear sheets are received and checked by Communications and Marketing and forwarded to Finance for payment.

The College must have the legal right to use all content, artwork and images included in College advertising. All advertising will include necessary notices, disclaimers, or disclosures to comply with state and federal law and SACS requirements.

Advertising contracts are negotiated by Communications and Marketing and subject to approval by the Director of Communications and Marketing.

The following items are exceptions and not placed by Communications and Marketing:

- Paid legal notices of procurement and construction projects.
- Paid legal notices of District Board of Trustees meetings, rulemaking, and other public notices.
- Employment advertising.