



RUTGERS POLICY

Section: 80.1.3

Section Title: University Relations Policies

Policy Name: Purchase of External Advertising

Formerly Book: 6.4.11 (Note: This policy has been changed into four separate policies: 80.1.3 – Purchase of External Advertising (formerly 6.4.11a); 80.1.4 – Endorsements, Sponsorship Acknowledgements, and Paid Advertisements in University Print and Electronic Publications; 20.1.15 – Charitable Contributions and Expending University Funds Related to Charitable Causes; and 60.1.9 – Commercial and Charitable Solicitations)

Approval Authority: Board of Governors

Responsible Executive: Vice President for University Relations

Responsible Office: Office of Strategic Communications

Originally Issued: April 1962

Revisions: November 1982; December 8, 2006

Errors or changes? Contact: pblake@ur.rutgers.edu

1. **Policy Statement**

The university permits the purchase of advertising in external media to advance the institution and its individual units and programs so long as the advertisement incorporates the established Rutgers graphic identity, reflects key institutional messages, and adheres to the established guidelines and standards.

2. **Reason for Policy**

To ensure that the university and its campuses and units are presented to the public in a consistent, coherent manner, and that university resources are expended efficiently and effectively.

3. **Who Should Read This Policy**

All members of the Rutgers University community

4. **Related Documents**

- Policy Section 20.1.15, Charitable Contributions and Expending University Funds Related to Charitable Causes
- Policy Section 50.1.4, University Seal Use
- Policy Section 60.1.9, Commercial and Charitable Solicitations
- Policy Section 80.1.1, Permission for Outside Vendors to Film, Videotape, and Photograph on Campus
- Policy Section 80.1.4, Endorsements, Sponsorship Acknowledgements, and Paid Advertisements in University Print and Electronic Publications
- Guidelines on the use of the University's name and graphic identity system, trademark licensing, Web sites, and print and electronic publications are available through the Department of University Relations and posted on-line at <http://ur.rutgers.edu/>

5. **Contact**

Office of Strategic Communications
732-932-7084

6. **The Policy**

80.1.3 PURCHASE OF EXTERNAL ADVERTISING

I. Definition

- A.** An advertisement is a paid commercial message promoting the University and/or its campuses, units, programs, events, and people.
- B.** An advertisement can appear in print or electronic publications, including internet sites and CDs; on radio, television or other means of electronic distribution (such as podcasts); and on public media such as banners, billboards, kiosks and signage in transportation hubs.

II. General Rules

- A.** The university permits the purchase of advertising in external media to enhance the perception of the university among its various constituencies; to provide accurate and timely information about university programs, events, and services; to provide legal notice where required by law; and to inform the public of employment opportunities.
- B.** All advertising should reflect the established Rutgers graphic identity and promote key institutional messages in ways that are consistent across campuses, departments, and units.

III. Standards

- A.** The university must be identified by the use of the official wordmark in all advertisements placed by the university and its campuses and units. All graphic elements included in any advertising must conform to the standards set forth in the university's visual identity guidelines.
- B.** Campuses and all other units must be clearly identified as part of the university.
- C.** All advertising must provide a clear and accurate representation of Rutgers' policies, programs, and services.

- D. All advertising must communicate messages that are clear and support the university's comprehensive communications and marketing program.
- E. All advertising must enhance public perceptions of Rutgers.
- F. All advertising must meet professional standards of quality in design and content.
- G. All advertising must appear in media outlets appropriate to intended audiences.
- H. All advertising must be approved by the appropriate Vice President, Chancellor, Dean, or Director in addition to approval by the Vice President for University Relations or his/her designee.
- I. All advertising must be designed and purchased in compliance with all applicable university guidelines and procedures.

IV. Responsibilities

- A. The Vice President for University Relations will have direct responsibility for major advertising and marketing programs that have been designated as University priorities by the President, his/her cabinet, and the Board of Governors Committee on University Relations and Honorary Degrees.
- B. Under the Vice President's supervision, the Department of University Relations and its Office of Strategic Communications will oversee the content, placement, and purchase of all Rutgers advertising.
 - 1. To assist departments in their advertising efforts, University Relations will develop and maintain a Web-based toolbox that may include:
 - The university's graphic identity;
 - Common elements and sample layouts for print and Web-based advertisements;
 - Identifying language for use in radio and television advertisements;
 - Key institutional messages; and
 - Rutgers' editorial style guidelines.
 - 2. Where appropriate, University Relations will negotiate favorable university-wide contract rates with media outlets. While individual units may avail themselves of these favorable rates, budgetary responsibility will remain with each unit.
 - 3. University Relations will establish and convene university-wide groups to facilitate the integration of advertising and marketing activities across the university. These groups will include representatives from the three campuses and academic and administrative units, including but not limited to athletics, admissions, alumni relations, and continuous education.
- C. Individual units may pursue opportunities to promote their programs provided they adhere to the standards and procedures outlined above. To ensure that university resources are spent effectively and efficiently, and to facilitate coordination of advertising when appropriate, departments/units should advise the Vice President for University Relations or his/her designated representative of any advertising plans, including proposed placements and costs, and provide a copy of the advertisement and its objectives.

V. Exceptions to Section IV - Responsibilities

- A.** The following types of advertisements are exempt from the oversight outlined above: job postings, legal notices, and classified advertisements. They are expected to comply with the general rules and standards outlined in this policy.
- B.** All other exceptions must be approved by the Vice President or his/her designee on a case-by-case basis.