



UNIVERSITY POLICY

Section: 80.1.3

Section Title: University Communications and Marketing: University Communications and Marketing Policies

Policy Name: Purchase of External Advertising

Formerly Book: 6.4.11 [Note: As of March 31, 2005, former University Policy 6.4.11 was changed into four separate policies: 20.1.15; 60.1.9; 80.1.3; 80.1.4]

Approval Authority: President

Responsible Executive: Vice President for University Communications and Marketing

Responsible Office: University Brand, Marketing, and Creative Services

Adopted: April 1962

Reviewed: 10/11/2022

Revised: 11/1982; 12/08/2006; 07/01/2013; 03/04/2014; 06/13/2014; 07/31/2018; 10/11/2022

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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. Resources

- [University Policy 20.1.15: Charitable Contributions and Expending University Funds Related to Charitable Causes](#)
- [University Policy 50.1.4: University Seal Use](#)

- [University Policy 60.1.9: Commercial and Charitable Solicitations](#)
- [University Policy 80.1.1: Permission for External Companies to Film, Videotape, and Photograph on Campus](#)
- [University Policy 80.1.4: Endorsements, Sponsorships, and Advertising in and on University Assets and Communication Materials](#)
- Guidelines on the use of the University's name and graphic identity system, trademark licensing, websites, and print and electronic publications are available through the Department of University Communications and Marketing and posted on-line at <https://communications.rutgers.edu/>

5. Definitions

- An advertisement is a paid commercial message promoting the University and/or its campuses, units, programs, events, and people.
- An advertisement can appear in print or electronic publications, including internet sites ; 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.

6. The Policy

I. General Rules

- 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.
- All advertising should reflect the established Rutgers graphic identity and promote key institutional messages in ways that are consistent across campuses, departments, and units.

II. Standards

- 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.
- Campuses and all other units must be clearly identified as part of the University.
- All advertising must provide a clear and accurate representation of Rutgers' policies, programs, and services.
- All advertising must communicate messages that are clear and support the University's comprehensive communications and marketing program.
- All advertising must enhance public perceptions of Rutgers.
- All advertising must meet professional standards of quality in design and content.
- All advertising must appear in media outlets appropriate to intended audiences.
- All advertising must be approved by the appropriate Vice President, Chancellor, Dean, or Director in addition to approval by the Vice President for University Communications

and Marketing or their designee.

- I. All advertising must be designed and purchased in compliance with all applicable University guidelines and procedures.

III. **Responsibilities**

- A. The Vice President for University Communications and Marketing will have direct responsibility for major advertising and marketing programs that have been designated as University priorities by the President and their cabinet.
- B. Under the Vice President's supervision, the Department of University Communications and Marketing and its Office of University Brand, Marketing, and Creative Services will oversee the content, placement, and purchase of all Rutgers advertising.
 1. To assist departments in their advertising efforts, University Communications and Marketing 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 Communications and Marketing will negotiate favorable Universitywide contract rates with media outlets. While individual units may avail themselves of these favorable rates, budgetary responsibility will remain with each unit.
 3. University Communications and Marketing will establish and convene Universitywide 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 Communications and Marketing or their designated representative of any advertising plans, including proposed placements and costs, and provide a copy of the advertisement and its objectives.

IV. **Exceptions to Section IV - Responsibilities**

- A. The following types of advertisements are exempt from the oversight outlined above: job postings, legal notices, Institutional Review Board-approved advertising, and classified advertisements. These types of advertisements 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 their designee on a case-by-case basis.