

Policies and Procedures

SECTION: Administration	NO. 2.1.18.		
CHAPTER: General	ISSUED: 11/5/01	<i>REV. A</i>	<i>REV. B</i>
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PURPOSE

The purpose of the Creighton University Advertising Policy is to ensure the wisest use of University resources in the creation, production and placement of advertising and to ensure consistency in image, message, branding, timing, and graphic standards.

POLICY

Advertising placed by Creighton University departments to be paid by University funds or in-kind services will be approved by the Public Relations and Information Department. Advertising must be consistent with the University's graphic standards and overall marketing goals, have adequate tracking mechanisms, be appropriately timed, and achieve economies of scale regarding rates and placements. The Public Relations and Information Department is responsible for the creation, placement and budget management of image advertising for the University. The Department serves as a consultant for all University departments regarding marketing planning and advertising and promotion strategy, budgeting, creative, production, placement and assessment.

SCOPE

This policy applies to all Creighton University employees, persons not employed by Creighton but who are contracted to create, produce or place print or electronic advertising in any media, locally or nationally, including videos, CD-ROMs, Internet banners, etc. It includes full or limited service agencies, independent free lance professionals, other vendors and media, all of which should become familiar with the University's graphic standards.

This policy covers all print, outdoor, and electronic marketing tools and display type advertising directed to primary University audiences. Classified advertising for the purpose of hiring or recruiting employees is NOT covered by this policy. Advertising paid for through research grants is subject to grant restrictions, but the advertising director should be made aware of its placement.

It should be noted that the Public Relations and Information Department is not designed to be a full-service agency, but can advise and assist in the procuring of appropriate advertising services.

DEFINITION

Advertising under this policy includes, but is not limited to, print or electronic advertising in paid or in-kind media such as newspapers, magazines, maps, brochures, electronic signage, outdoor billboards, bus benches, television and radio commercials, Internet advertising and Yellow Pages (video and print).

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PROCEDURES

Departments wishing to place advertising are urged to seek the input of the Public Relations and Information professionals early in the planning stages. The University's advertising director can serve as the interface between departments and agencies, graphic designers, writers, vendors and media.

Ample lead time should be given appropriate to the scale of the project. In the case of a major, multi-media campaign, planning should take place several months before scheduled advertising dates. In the case of a simple small display ad, two to three weeks may be ample time for proper creative, production and placement.

Departments placing ads are responsible for adequate budgeting, PO numbers or direct pay orders. Each will also be responsible for tracking responses and evaluating them with the assistance of the advertising director.

ADMINISTRATION

For guidance in interpreting and administering this policy, supervisors may contact the Human Resources Department of the University, the University's Director of Public Relations and Information and the department's advertising director.

AMENDMENTS OR TERMINATION OF POLICY

Creighton University reserves the right to modify, amend or terminate this policy at any time.