

# Augusta University

## Policy Library

### Advertising on Augusta University Website Policy

Policy Owner: University Communications

#### POLICY STATEMENT

This policy applies to the Augusta University and AU Health System (AUHS) web pages signified by the address "augusta.edu" and "auhealth.org" or within the range of Internet and Intranet protocol addresses assigned to Augusta University and AUHS ending in .edu and .org. Internal advertising promotes products, services and events for the University and Health System and its partners, such as the Campus Bookstore, Dining Services and other Auxiliary Services while external advertising does the same for entities, primarily commercial, other than the University/Health System and its partners.

#### AFFECTED STAKEHOLDERS

Indicate all entities and persons within the Enterprise that are affected by this policy:

- Alumni       Faculty       Graduate Students       Health Professional Students  
 Staff       Undergraduate Students       Vendors/Contractors       Visitors  
 Other:

#### DEFINITIONS

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#### PROCESS & PROCEDURES

The Division of Communications & Marketing (DCM) is charged with guiding the design and evolution of the institutional web site and ensuring all web content (represented by web pages) meets the University and Health System's quality and accuracy standards.

The placement of banner advertisements is limited to the news and events (Intranet) section of the Augusta University and AU Health websites. All banner ads will be labeled with the word "Advertisement".

The use of paid links to commercial Web sites, including sponsorships of Web site content, is limited to sections of the [augusta.edu/auhealth.org](http://augusta.edu/auhealth.org) Web site that offer general information, such as news, events and maps, as opposed to those providing necessary academic and health system information.

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**Office of Compliance and Enterprise Risk Management Use Only**

**Policy No.:** 501

**Policy Sponsor:** Type the title of the Executive Leader of the department.

**Originally Issued:** Not Set

**Last Revision:** 03/02/2017

**Last Review:** 06/13/2017

Advertising must be free of controversy. Advertising will not be accepted for alcohol products, tobacco products, gambling, weapons, predatory lending or anything illegal. Advertising will not be accepted for any products and services so close to the mission of Augusta University and AUHS that an implied endorsement might be perceived without the prior written approval of the Vice President for Communications & Marketing. Examples of such products are test preparation services and student loans. As is true with print advertising, Augusta University/AUHS reserves the right to reject any advertising for any reason, or to request revisions, even after an advertising agreement has been signed.

Final approval of advertisers and the ads themselves rests with the Vice President for Communications & Marketing.

While banner advertising is limited to the Intranet portion of the Web site, that limitation does not preclude, elsewhere on the University and Health System Web sites, the appropriate acknowledgement of sponsorship or other support from external sources. That acknowledgement may include the use of a tastefully sized logo with a link to the supporter's homepage. Any accompanying copy must comply with FCC standards for non-commercial broadcast media (non-comparative, value neutral statements, no call to action, no pricing, etc.).

The approved Augusta University/AUHS logo should appear on every page within the institutional Web site to accurately identify its affiliation with the University and Health System.

This policy establishes guidelines for placing internal and external advertising and acknowledging sponsors and sponsorships on Augusta University and AUHS web pages.

## **REFERENCES & SUPPORTING DOCUMENTS**

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## **RELATED POLICIES**

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## **APPROVED BY:**

President, Augusta University and CEO, AU Health System    Date: 06/13/2017