

Augusta University

Policy Library

Advertising Policy

Policy Owner: University Communications

POLICY STATEMENT

All advertising (other than for recruitment of personnel) placed on behalf of the university or health system in any publication or electronic medium must be approved by the Office of Communications & Marketing prior to publication or distribution.

When necessary, the Office of Communications & Marketing retains external advertising agencies to conduct research or analysis or to provide professional advice or creative services for campaigns and other key projects. All external agency relationships are managed through the Office of Communications & Marketing. No other area of the university or health system may engage any advertising agency without the prior written approval of the Senior Vice President for Communications & Marketing.

This policy is necessary to ensure:

- *Appropriateness and consistency of university messaging and image and*
- *That the university, health system, and affiliated organizations receive the most competitive rates possible for all advertising purchases.*

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

- **Advertising** – paid or non-paid promotion through traditional media channels (TV, radio, billboards, magazine, newspaper, etc.) as well as marketing communications that utilize new media channels (websites, email solicitations, social media, product placement, etc.) and other activities involved in marketing the university or health system

PROCESS & PROCEDURES

Intentionally left blank.

REFERENCES & SUPPORTING DOCUMENTS

Intentionally left blank.

Office of Compliance and Enterprise Risk Management Use Only

Policy No.: 502

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

Originally Issued: Not Set

Last Revision: 10/24/2016

Last Review: 06/13/2017

RELATED POLICIES

Intentionally left blank.

APPROVED BY:

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