

**Advertising Guidelines**

The Augusta University Communications & Marketing (C&M) team are the official managers of the [***Advertising Policy***](https://www.augusta.edu/services/legal/policyinfo/policy/advertising-policy.pdf) for the institution. Below is additional information and guidelines to help guide through the advertising process and best practices.

Advertising for university college programs, individual units, external events, products, services, or organizations within Augusta University publications, websites, or other AU channels or forms of communication requires prior C&M approval.

All advertising efforts related to enrollment or retention for one of the specific colleges or schools at Augusta University and their associated academic programs must have approval from C&M, Enrollment and Student Affairs (ESA) leadership, and the Office of the Provost.

C&M facilitates all advertising initiatives and handles the management of appropriate and consistent positioning and messaging on behalf of Augusta University. We protect trademarked brand assets to ensure that the university and its affiliated organizations receive the most competitive rates possible for all advertising purchases.

All advertising placed on behalf of the university or in any publication or electronic medium must be approved by C&M prior to publication or distribution. C&M retains an external advertising agency of record 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 C&M. No other department or unit of the university may engage any such external support without the prior written approval of the Vice President for Communications & Marketing.

**DEFINITIONS**

**Advertising** - paid or non-paid promotion through traditional media channels (TV, radio, billboards, magazine, newspaper, etc.) as well as promotion via new media channels (websites, email solicitations, social media, product placement, etc.).