

Augusta University Policy Library

Advertising Policy

Policy Manager: Division of Communications and Marketing

POLICY STATEMENT

The purpose of this policy is to facilitate the management of appropriate and consistent positioning and messaging on behalf of Augusta University, to protect trademarked brand assets, and to ensure that university and its affiliated organizations receive the most competitive rates possible for all advertising purchases.

All advertising placed on behalf of the university or health system in any publication or electronic medium must be approved by the Division of Communications & Marketing (DCM) prior to publication or distribution.

When necessary, DCM 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 DCM. 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.

The Division of Human Resources is authorized to advertise for recruitment purposes in accordance with AU Brand Guidelines and editorial standards and in consultation with DCM.

Advertising for external events, products, services, or organizations within Augusta University publications, websites, or other AU channels or forms of communication requires prior DCM approval.

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 promotion via new media channels (websites, email solicitations, social media, product placement, etc.) and other activities involved in marketing or promotion on behalf of the university or health system

PROCESS & PROCEDURES

- Please consult augusta.edu/dcm for additional resources and information related to communications and marketing projects and initiatives. To request assistance with or coordination of efforts covered within this policy, contact the Division of Communications & Marketing at augusta.edu/dcm/request.

Office of Legal Affairs Use Only

Executive Sponsor: VP of Communications & Marketing

Next Review: 4/2024

REFERENCES & SUPPORTING DOCUMENTS

- Augusta University Brand Guidelines – augusta.edu/dcm/marketing/brand-strategy.php
- Clinical Trials Advertising Toolkit – augusta.edu/dcm/marketing/documents/clinicaltrialsadvertisingtoolkit.pdf
- AU Communications Resources – augusta.edu/dcm/communications
- AU Marketing Resources – augusta.edu/dcm/marketing
- AU Digital Content Resources – augusta.edu/dcm/digitalcontent
- AU Web Resources - augusta.edu/dcm/web

RELATED POLICIES

- Acceptable Use of Electronic Mail & Electronic Messaging Policy
- Communications & Marketing Policy
- Mass Communication and News Media Policy
- Social Media Policy
- University Seal Policy

APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University

Date: 4/23/2021

President, Augusta University

Date: 4/24/2021