

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

**3.1.1**

**Advertising Placement and Payment**

**03/31/16**

### **Policy Statement**

All external advertising purchased and/or placed by any College of Charleston school, division, department or office must be submitted for advance review and approval by the Division of Marketing and Communications. This requirement applies to external print publications (such as magazines and newspapers), external websites, billboard or other signage mediums, external sponsorships, event programs and all television and radio advertising. This requirement does not apply to job advertising placed by Human Resources. In order to allow sufficient time for review and any required revisions, submission of advertising text and/or designs to the Division of Marketing and Communications must be made at least two weeks in advance of the advertising payment or the deadline for submission of final materials (whichever is earlier).

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### **Policy Manager and Responsible Department or Office**

Director of Brand Marketing, Office of College Marketing, Division of Marketing and Communications

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### **Policy**

External advertising purchased and/or placed by any unit of the College of Charleston represents and reflects upon the entire College. In order to ensure the integrity of the College's image in the advertising marketplace, the Division of Marketing and Communications is charged with ensuring that the College maintains consistency and quality in all advertising placements.

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### Departments/Offices Affected by the Policy

All departments/offices. Job advertising placed by Human Resources is excluded.

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### Procedures Related to the Policy

All external advertising purchased and/or placed by any College of Charleston school, division, department or office must be submitted for review and approval by the Division of Marketing and Communications at least two weeks in advance of the advertising payment or the deadline for submission of final materials (whichever is earlier). Submissions should be sent to marketing@cofc.edu.

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### Related Policies, Documents or Forms

College of Charleston Advertising Memo dated July 15, 2009.

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Issue Date: July 1, 2009  
Date of Policy Revision: March 31, 2016

Next Review Date: March 31, 2021

### POLICY APPROVAL

(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number:

President or  
Chairman, Board of Trustees

*Alan E. McLaughlin, Pres*

Date: 3-31-16