

MEMORANDUM

TO: Faculty and Administration

FROM: Jean Llewellyn, Executive Director
Office of Communications

DATE: November 14, 2000

SUBJ: **ADVERTISING MEDIA POLICY**

New Jersey Institute of Technology has authorized the Office of Communications to be the sole buyer of advertising media. Office of Communications will research all media requests from NJIT clients, negotiate the best price available, and purchase media on the client's behalf.

Advertising media is defined as: national/local broadcast and cable TV, national/local radio, commercial Web sites, consumer magazine print, newspaper print, trade professional magazine print, professional journals and newsletters (that accept paid advertising), outdoor signage (billboards: 3-sheets, 8-sheets, etc), transit signage (subway and bus poster/cards, bus shelters, subway stop posters), college recruitment posters, college reference guides, college newspapers, sponsorships and cross-promotion identification. Image advertising opportunities developed by the President's Office will be expedited. In brief, all "fee-based" advertising media should be purchased through the Office of Communications.

Requests for advertising need to be accompanied by a completed advertising request form (attached).

To obtain marketing-related advertising forms call x 3439 and for personnel advertising forms call Human Resources x 3140.

JL/sl

ADVERTISING POLICY

New Jersey Institute of Technology has authorized the Office of University Communications to be the sole buyer of advertising media. Office of University Communications will research all media requests from NJIT clients, recommend targeted media, negotiate the best price available, and purchase media on the client's behalf.

Advertising media is defined as: national/local broadcast and cable TV, national/local radio, commercial Websites, consumer magazine print, newspaper print, trade professional magazine print, professional journals and newsletters (that accept paid advertising), outdoor signage (billboards: 3-sheets, 8-sheets, etc.), transit signage (subway and bus poster/cards, bus shelters, subway stop posters), college recruitment posters, college reference guides, college newspapers, sponsorships and cross-promotion identification. In brief, all "fee-based" advertising media should be purchased through the University Communications.

Requests for advertising need to be accompanied by a completed advertising request form ([link](#)).

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RESPONSIBILITIES

University Communications is the central resource for publications, web content and advertising, and other external promotional and informational media as described above as well as for media relations ([link](#)). The office is solely responsible for their production and issuance on behalf of the university and its component parts.

The office provides both creative and technical services and editorial and design judgment to clients university-wide, and works closely with them to meet communications needs.

The office also carries responsibility for establishing and maintaining the standards described above, as well as new standards as they may be defined.