



**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

Responsible University Official:
Executive Director, Communications
Responsible Office: University
Advertising
Last Revised Date: December 16, 2013

ADVERTISING PLACEMENT

Policy Statement

All departments that purchase advertisements in any format, including print, television, radio, out-of-home, digital banners, search engine marketing and social media, are required to place those ads through University Advertising. The only ads that do not require purchase through University Advertising are certain employment ads and ads paid for by a third party. The creative design and content for ads paid for by a third party must be reviewed by University Advertising before publication or broadcast by the third-party to ensure adherence to brand standards and guidelines.

Reason for Policy

To promote the greatest cost savings and consistency of image for the university, avoid duplication of advertising efforts, and provide a central checkpoint through External Relations for advertising using the university's name.

Who is Governed by this Policy

Faculty, staff and students

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Policy

A. University Advertising

University Advertising is the university’s internal advertising agency responsible for promoting the university and its programs locally, nationally and internationally, and serves as the central office for purchasing and coordinating advertising for the university. The office’s goal is to assist the university community in presenting an effective and unified message. University Advertising will assist with all aspects of a department’s advertising campaign. Services provided include:

1. Volume discounts/lowest negotiated rates
2. Ad campaign consultation and media planning
3. Coordination with a central agency of record for digital advertising
4. Space reservations with the various media outlets
5. Verification of ad placement
6. Centralized payment services

B. Advertising Requiring Purchase Through University Advertising

The following types of advertising must be purchased through University Advertising:

1. Advertising for the George Washington University as an institution
2. Advertisements recruiting applicants for a school or degree program
3. Classified advertisements for positions at the level of director or above
4. Promotions for open houses or information sessions
5. Advertisements seeking participants for a research study
6. Advertisements related to the promotion of academic and non-academic events and programs, including athletics, career services, Lisner Auditorium, etc.

Before placing an advertisement, University Advertising staff will send the department an advertisement proposal for approval. Once an advertisement is approved, University Advertising will coordinate with the party developing the creative content and design, place the advertisement, handle placement essentials

(such as ad positioning and appearance, or obtaining extra copies if requested) and process and record all invoice billings upon completion. University Advertising will purchase advertising for the following formats: print, television, radio, out-of-home, digital banners, search engine marketing and social media.

Departments will be charged a commission for services provided by University Advertising and/or the external agency of record. The commission percentage will correspond to the amount of time provided to plan and place the advertisement(s).

If media sales representatives contact departments regarding matters pertaining to advertising in any of these areas (including matters such as placement of ads or invoicing), please direct these calls to University Advertising.

C. Coordination of Employment-Related Advertising

Classified advertisements announce job or employment vacancies, whether for faculty, staff or researcher positions. Purchases of classified advertisements are made as follows:

1. University non-faculty positions at the level of director or above must be purchased through University Advertising.
2. University non-faculty positions below the level of director should be coordinated through University Human Resources.
3. University faculty positions should be coordinated through Faculty Recruitment and Personnel Relations.
4. University researcher positions should be coordinated through the Equal Employment Opportunity Office.

Upon request, University Advertising will work with the departments set forth in points 2, 3, and 4 above in coordinating purchase of classified advertisements.

D. Ads Paid for by a Third Party

Advertisements paid for by a third party must be submitted to University Advertising before they are published or broadcast by the third party. University Advertising will review these ads to ensure they adhere to university brand standards and guidelines.

E. All Other Advertising

University departments with advertising needs or questions not specifically addressed in this policy are encouraged to contact University Advertising for advice and/or assistance. University Advertising is available at (202) 994-6460.

Related Information

[Commercial Advertising Policy](#)

[Equal Employment Opportunity/Affirmative Action Statement](#)

[Interdepartmental Service Centers/Recharge Centers Policy](#)

[Online Guide for Supervisors: Recruitment](#)

[Signing of Contracts and Agreements Policy](#)

[The George Washington University Name, Wordmark, Seal, and Color Usage Policy](#)

Contacts

Contact	Telephone	Email
University Advertising	202-994-6460	gwmedia@gwu.edu
University Human Resources	202-994-9600	damcleod@gwu.edu
Faculty Recruitment and Personnel Relations	202-994-6783	facrel@gwu.edu
Office of Equal Employment Opportunity	202-994-9656	eeo@gwu.edu
Communications & Marketing	202-994-6460	gwmedia@gwu.edu

Document History

- **Last Reviewed Date:** April 25, 2017
- **Last Revised Date:** December 16, 2013
- **Policy Origination Date:** September 2006

Who Approved This Policy

Louis H. Katz, Executive Vice President and Treasurer

Lorraine Voles, Vice President for External Relations

This policy, as well as all [university policies](#), are located on the [Office of Compliance and Privacy's](#) home page.