

**Policy #1501
Advertising**

Date of Current Revision: December 2022

Responsible Officer: Vice President for University Advancement

1. PURPOSE

The purpose of this policy is to maintain and enhance the consistency of James Madison University's public image presented in media advertisements, ensure a consistent usage of James Madison University's visual brand and messaging, maximize the impact of James Madison University's advertising expenditures by coordinating advertising procurement, and deliver measurable results.

2. AUTHORITY

The Board of Visitors has been authorized by the Commonwealth of Virginia to govern James Madison University. See Code of Virginia § 23.1-1600; § 23.1-1301. The Board has delegated the authority to manage the university to the president.

3. DEFINITIONS

External Advertising (Non-JMU Advertising)

Advertising that depicts or represents the university for the purposes of promoting an outside organization (Example: An advertisement for a car dealership using JMU property and/or images).

General University Advertising

Paid or earned space in third party media (examples: Daily News-Record, WHSV) featuring JMU as a whole and not specific to any unit, school or program.

Other Advertising

Typically includes employee recruitment efforts and employment opportunity announcements.

Unit- or Event-Specific Advertising

Advertising to promote university units, programs and special events.

4. APPLICABILITY

This policy applies to all James Madison University employees and other non-university personnel and/or vendors who prepare official university advertising.

This policy applies to all paid and free advertising, including print, broadcast, web, social media and signage. If there are questions about advertising submissions, please contact the Associate Director of Enrollment Marketing within Enrollment Marketing.

Free advertising is covered by this policy if the market value is greater than \$100.

5. POLICY

All general university advertising and all unit or event-specific advertising must be approved by Enrollment Marketing. Management by Enrollment Marketing and support by Procurement Services ensure maximum volume discounts for university advertising.

All university advertising, including general university advertising, unit- or event-specific advertising, and other advertising must comply with all James Madison University Identity System standards as outlined in Policy [1502](#) - University Communications, Marketing and Branding, as well as all procurement regulations as outlined in Policy [4201](#).

6. PROCEDURES

- 6.1 General university advertising is managed through the department of Enrollment Marketing. All proposed general university advertising and accompanying materials, cost and placement information must be submitted to the associate director of Enrollment Marketing at advertising@jmu.edu a minimum of two weeks in advance of the specified submission deadline.
- 6.2 Units that want to place unit- or event-specific advertising may do so and must confer with Enrollment Marketing before placing the ad in order to ensure consistency and accuracy of messages, maximization of institutional brand awareness and cost-effectiveness to the university.
- 6.3 Information regarding all university advertising via newspaper, radio, television and any alternative media forums will be maintained and updated by Procurement Services. Procurement Services will provide periodic advertising purchase reports to the associate director of Enrollment Marketing in Recruitment Marketing.
- 6.4 The associate director of Enrollment Marketing must approve in writing any exceptions to the policy or requests to expedite the two-week advance submission requirement for advertisements.

7. RESPONSIBILITIES

The associate director of Enrollment Marketing is responsible for ensuring that consistent university design and copy standards, along with all procurement agreements, are met.

It is the responsibility of the head of a unit to ensure that the information contained in an official university advertisement is accurate and current, and that all official advertisements for that unit comply with James Madison University Identity System editorial and graphic standards.

All departments, offices and employees that generate, receive, or maintain public records under the terms of this policy are also responsible for compliance with Policy [1109](#) – Records Management.

8. SANCTIONS

Sanctions will be commensurate with the severity and/or frequency of the offense and may include termination of employment.

Advertisements that do not conform to this policy can be restricted or terminated.

9. EXCLUSIONS

Advertisements placed by the Office of Human Resources for employment-related activities are excluded from the provisions of this policy.

Advertising with a cost of less than \$100 per placement are exempt from the provisions of this policy. Free advertising is exempt from this policy if the market value is less than \$100.

Advertisements placed in campus media are excluded from the provisions of this policy.

Advertisements specifically for the athletics department are excluded from the provisions of this policy.

Advertisements specifically for the Forbes Center for the Performing Arts are excluded from the provision of this policy.

Advertising excluded from this policy must still comply with all of the university's visual identity standards and brand messaging as stated in policy [1502](#) – University Communications, Marketing and Branding.

10. INTERPRETATION

The authority to interpret this policy rests with the President and is generally delegated to the Vice President for University Advancement.

Previous Version: February 2020

Approved by the president: December 2013