

**Refer to Section {D}
{College Relations & Development}Unit
Procedure for {D9 – Advertising/Marketing/Printing}**



Advertising:

1. The PR office is responsible for the design of all advertising. Individual units are responsible for determining market and target audience. Together, the Unit and PR director will determine appropriate message and form of advertisement.
2. Once advertisements are placed, there will be no changes during the run of the advertisement unless to correct inaccurate information.
3. Since each advertisement has its own set of criteria and complexities, allow ample time for design, placement and run. In most cases two weeks is adequate.

Printing:

1. All requests for printing of campus publications are to be made through the Director of Public Relations. While requests for, and in some cases the copy for publications may originate in specific departments and are paid for with specific departmental funds, the Director of Public Relations is the final authority on style and design. The major college publications are on a two-year cycle with reprints with changes as necessary.
2. The Director of Public Relations is responsible for editing, layout, design and printing of all campus publications. These publications include: college catalog, day college viewbook, SCD viewbook, other recruiting materials, departmental brochures, MidPoint Newsletter, flyers for special events, programs of a general campus variety, postcards, posters, invitations, new business cards, new letterhead, new envelopes and the majority of other campus publications. (Reprints of business cards, letterhead and envelopes will be handled by the Communication Center.)
3. Each proof should be scrutinized carefully prior to press. Any changes after the press proof will be subject to additional charges.
4. Since each job has its own set of criteria and complexities, allow ample time for printing. Call the Director of Public Relations to discuss possible timelines.
5. For a more detailed description of printing procedures, refer to the Policy and Procedures Manual in the Office of Public Relations.