

# MANUAL OF PROCEDURE

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**PROCEDURE NUMBER:** 6280

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**PROCEDURE TITLE:** Placement of Advertising with News Media

**STATUTORY REFERENCE:** Section 1001.65(1), Florida Statutes; Section 1010.04(2), Florida Statutes

**BASED ON POLICY:** VI-2 Bidding for Commodities and Services

**EFFECTIVE DATE:** August 2, 1978

**LAST REVISION DATE:** February 12, 2024

**LAST REVIEW DATE:** February 12, 2024


## **I. PURPOSE**

To establish guidelines specific to the placing of advertising with news and other media.

## **II. PROCEDURE**

- A. Display Advertising: To place display ads in newspapers, magazines, journals or other printed media, College personnel will proceed as follows:
  1. Originator will contact the Director of Communications, or designee, to work out the advertising schedule, format, copy deadlines, and funding arrangements. For newspaper advertising, initial contact should be made at least three weeks ahead, with all information necessary to prepare ad delivered to the Director of Communications at least two weeks before ad is scheduled to appear in newspaper. Magazine advertising may require longer lead time. Initial contact for magazine advertising should be made at least six weeks in advance, at which time deadlines will be established to coincide with demands of the particular publication.
  2. If the ad is being funded by the originating department, the Originator will prepare a Requisition. The Requisition will be forwarded to the Purchasing Department for processing. If the ad is being funded by the Office of Communications, requisitions will be prepared by that office accordingly.
- B. Digital Advertising: Digital advertising includes, but is not limited to, email, display, paid social media, internet radio and streaming TV advertising, as well as search engine marketing, and will be procured as described in Section A. of this Procedure, with the following exception:

1. The deadline for media placement is three weeks ahead. Where production is required, a minimum lead time of one month or more is necessary depending on the complexity of the media deliverable
- C. Out-of-home Advertising: Out-of-home advertising includes, but is not limited to, billboards, bus shelters, transit panels and street furniture and will be procured as described in Section A. of this Procedure, with the following exception:
1. The deadline for media placement is four weeks ahead. Where production is required, a minimum lead time of one month or more is necessary depending on the complexity of the media deliverable.
- D. Radio/Television Advertising: Radio and Television Advertising will be procured as described in Section A. of this Procedure, with the following exceptions:
1. The deadline for radio advertising where no production is required (written copy only; no music, dialogue, etc.) is two weeks ahead. Where production is required either by college's A/V department or by outside vendor, a minimum lead time of one month is necessary.
  2. Deadlines for television advertising: Three weeks for slides with printing and voice-over; six weeks for advertising which requires production (filming, music, dialogue, etc.)
- E. Advertising MDC Jobs: To advertise a job, (Full-Time or Part-Time; instructional or non-instructional) in job posting sites, social media, virtual job fairs, job fairs, newspapers, magazines, radio, television (including MDC-TV), marquee boards, posters or journals, the following procedure will be observed:
1. The hiring manager must complete a Personnel Requisition Form, [https://www.mdc.edu/hr/OnlineForms/Personnel Requisition & Justification Form.pdf](https://www.mdc.edu/hr/OnlineForms/Personnel_Requisition_&_Justification_Form.pdf), obtain the required approvals and indicate in the section of the form titled "Posting Requirements" if the position is to be posted internally or externally; and any additional requirement preferences. All job advertising is coordinated, processed and funded by the Division of Human Resources including any and all social media venues and online platforms as outlined in MDC Procedure 2100.
- F. Formal Competitive Bid Solicitations Legal Advertising: Advertising of formal competitive bid solicitations and all other related legal advertising are handled by the Purchasing Department.

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| <b>PRESIDENT</b>   | <b>DATE</b> |