

MANUAL OF PROCEDURE

PROCEDURE NUMBER: 6280

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PROCEDURE TITLE: Placement of Advertising with News Media

STATUTORY REFERENCE: FLORIDA STATUTES 1001.65(1) AND 1010.04(2)

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

EFFECTIVE DATE: August 2, 1978

LAST REVISION DATE: November 8, 2005

LAST REVIEW DATE: November 8, 2005

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 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 Department Requisition. The approved Department Requisition will be forwarded to the Purchasing Department for processing in accordance with Procedure 6100. If the ad is being funded by the Office of Communications, requisitions will be prepared by that office accordingly.

B. 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.)
- C. Classified Advertising: To place a classified ad for instructional or non-instructional personnel in newspapers, magazines, or journals, the following procedure will be observed:
1. College personnel will contact Human Resources requesting the posting of a vacant position. All classified advertising for personnel is arranged and funded by Human Resources. Guidelines and requirements for this process are outlined in Procedure 2100.
- D. Legal Advertising: Advertising of formal bids and all other types of legal advertising are handled by the Purchasing Department.

	
	11/8/05
PRESIDENT	DATE