

Marketing and Community Relations

How to Create and Place Print Advertising

For Rogue Community College staff/faculty

The college requires that all advertising (other than classified ads placed by Human Resources or Budget and Financial Services) be reviewed and approved by Marketing and Community Relations before publication. Approval is required for display and classified advertising in newspapers and other print publications, and for advertising on radio, television, and other venues. Marketing and Community Relations evaluates advertising for accuracy, clarity, correct use of English, quality of design and photography, consistency with college graphic standards and college procedures, and compliance with federal laws. The procedures below cover advertising for print. If you would like to do radio or television advertising, please consult Marketing and Community Relations first.

Logo and Contact Information

These items are required in college ads:

- Ads must contain contact information such as department name and phone number. A Web address can be used in addition to or instead of a phone number.
- Recruitment ads need to include an approved version of the college logo. The logo is usually placed at the bottom of ads and must be used without alteration or reduced beyond legibility.

Photography

Photos should be of good technical quality and show subjects and the college in a positive light. For ads, it is best to use photographs that are simple and uncluttered. (In some cases, Marketing and Community Relations can provide quality images.) If you are providing photos for a print publication, they must be high resolution (at least 300 dpi).

A signed model release form must be obtained from students before their recognizable image or testimonial statement can be used to market the college. To access downloadable release forms, visit www.roguecc.edu/CommRel.

Steps in Creating and Placing Print Advertising

- Determine whom you want to reach with the ad (your audience), when and where you want it published, and approximately how much money you have to spend.
- Get approval for the ad from your department head or associate dean.
- Complete and submit a "Request for Print Job" form, available on the Marketing and Community Relations Web site: www.roguecc.edu/CommRel under "forms." (Requires a signature by department head or associate dean.) The form tells when you plan to run the ad, the dates and size, and allows Marketing and Community Relations to get a quote from the newspaper or other publication for the cost of an ad, as well as the deadline for receiving the ad.
- Do a draft of the ad text – being as concise as possible – and submit to Marketing and Community Relations.
- When you know the cost of the ad, create a purchase order and notify Marketing and Community Relations of the number. (This allows Marketing to "place" the ad. Most vendors will not accept advertising without a PO #.)
- Marketing and Community Relations works with you to complete the design and layout for the ad, recommending and overseeing changes as necessary.
- Marketing and Community Relations will request that you review and sign off on the job before it is submitted for publication, then e-mails the ad to the newspaper or other publication.

Questions?

Margaret Bradford, director of Marketing and Community Relations, Ext. 7088, mbradford@roguecc.edu

Leslie Searcy, department secretary, Ext. 7304, lsearcy@roguecc.edu