

**ROGUE COMMUNITY COLLEGE
GENERAL INFORMATION AND
ADMINISTRATIVE PROCEDURES**

Procedure: **ADVERTISING (AP-002)**

Contact: Marketing and Community Relations, Ext. 7088

The college requires that all advertising (other than classified ads placed by Human Resources or Budget and Finance) be reviewed and approved by Marketing and Community Relations. Approval is required for display and classified advertising in newspapers and other print publications, and for advertising on radio, television, and other venues. Marketing 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.

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 the college logo. The logo is usually placed at the bottom of ads and must be used without alteration or reduced beyond legibility.

Classified advertising for job openings should be arranged through the college's Human Resources department.