

# Advertising Procedure

April 2022 - This document is rescinded and is replaced by the [Communications and Marketing Policy](#) and [Communications and Marketing Procedure - Marketing and Advertising](#).

## Section 1 - Purpose

(1) This document sets out Charles Sturt University's procedure on advertising.

## Section 2 - Glossary

(2) Nil.

## Section 3 - Policy

(3) Refer to the [Communications and Marketing Procedure - Brand Governance](#).

## Section 4 - Procedures

### Introduction

(4) Advertising means a public notice, usually paid for, promoting Charles Sturt University (the University) or an aspect of the University. Media types where advertising may be placed include, but are not limited to, newspapers/press, journals, magazines, cinema, direct mail items, professional publications, newsletters, signage and billboards, vehicles (i.e. bus, truck), the internet, radio and television, SMS and direct/telephone sales, and publicity. Advertising excludes promotional materials and publications.

### Part A - Booking and Approval of Advertising

(5) All Charles Sturt University domestic and international staff recruitment advertising must be booked through the Division of People and Culture.

(6) All advertisements calling for tenders and expressions of interest for structural works are arranged by the Division of Facilities Management.

(7) All other Charles Sturt University domestic and international advertising must be booked in the form requested by and submitted to the Manager, Communication (Advertising and Media Relations) in the Division of Marketing and Communication.

(8) Only authorised Charles Sturt University staff from the Division of Marketing and Communication, Division of People and Culture and Division of Facilities Management can place or book advertising with agencies and third parties. A booking and artwork approval and payment process has been established by the Division of Marketing and Communication and must be adhered to at all times.

(9) Agencies and external advertising providers have details of Charles Sturt University staff who have been authorised to book advertising and will not accept bookings from others.

## **Part B - Payment for Advertising**

(10) All advertising outside of Division of Marketing and Communication corporate campaigns is funded by the budget centre requesting the advertising. A source of funds for advertising (in the form of a cost code) must be identified prior to confirmation of booking.

(11) Once booked, the advertising must be paid for by the requesting budget centre, even if the requested advertising does not run (e.g. as a result of the requester's non-supply of advertising copy by the creative deadline, or the developed creative material not being approved by the request owner by the deadline).

## **Part C - Use of Brand Corporate Visual Identity**

(12) All Charles Sturt University advertising must comply with the Charles Sturt University brand and corporate visual identity as set out in the Brand Guidelines, using templates where available, and/or within any advertising or marketing campaign that has been approved by the Brand Governance Committee.

## **Part D - Unauthorised Advertising**

(13) Unauthorised advertising will be regarded as a breach of this policy and dealt with under the relevant section of the [Communications and Marketing Procedure - Brand Governance](#).

# **Section 5 - Guidelines**

(14) Refer to the [Brand Guidelines](#).

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	22nd May 2014
<b>Review Date</b>	30th March 2018
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	7th May 2014
<b>Expiry Date</b>	Not Applicable
<b>Unit Head</b>	Bradley Booth Executive Director, Strategy, Marketing and Analysis
<b>Author</b>	Mark Burdack
<b>Enquiries Contact</b>	Brand and Performance Marketing