

Date Issued  
January 1, 2008

Date Revised  
June 4, 2014

## **ADVERTISING POLICY**

### **Purpose**

The purposes of this policy are:

- To help ensure a consistent public image of Saint Louis University
- To secure the best advertising rates and garner value-added programming across the University
- To implement a process that ensures that best practices are exercised

### **Scope**

This policy applies to all Saint Louis University units.

### **University Advertising**

All University advertising purchases must be coordinated with the University marketing and communications office. This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio and television), web and digital/social media (including but not limited to social media advertising, web/digital retargeting, search engine marketing, content marketing, search engine optimization, paid search, pay-per-click vendors and mobile advertising), billboards, direct mail, movie theater screens and signage. The University marketing and communications office has the sole authority to execute all advertising commitments and contracts and has the responsibility to ensure that consistent University design and copy standards are met, and that the University gets the best possible rates for advertising purchases.

Contact Mary Ann Grillo, director of University marketing, for more information on University advertising, and Sarah Gladson, director of SLUCare marketing for SLUCare, School of Medicine or Cancer Center advertising.

The University marketing and communications office is available to assist any unit in the University in developing an integrated marketing communications plan, including advertising design and creative. Early involvement in this process can save time during execution phases such as advertising. In cases where units seek assistance with advertising design, proposed advertisements and accompanying information should be submitted to the University marketing and communications office as far in advance of the planned advertising as possible. It is strongly suggested that ads are requested at least two weeks before the artwork due date. The University marketing and communications office will attempt to provide faster turnaround when dictated by deadlines.

**Advertising by Outside Companies**

All proposed uses of the Saint Louis University name and/or logo in advertising by outside companies should be coordinated with the University marketing and communications office. (Example: Architectural firm wants to use a picture of a SLU building and SLU logo in an advertisement they will place in a trade journal.)

**Promotional Items**

Promotional items (clothing, mugs, golf balls, etc.) imprinted with the University name and/or logo (includes University, Billiken and SLUCare logos) should follow [University logo guidelines](#).

Promotional items intended for resale should be manufactured by a vendor approved by Collegiate Licensing Corporation (CLC). CLC is the entity that coordinates the University's relationship with manufacturers of logo merchandise. Contact [Matt Krob](#), director of University publications and graphic design, for more information on promotional items and CLC.