ADVERTISEMENT PURCHASING AND PLACEMENT

POLICY STATEMENT
Advertising is defined as paid placements in print, broadcast, website, social media, and search engines purchased to promote the Fashion Institute of Technology (FIT) brand and image, the college’s academic programs and events, the Museum at FIT, employment opportunities at the college, or to acknowledge the contributions of supporters and partners in the industry. Any division or department seeking to place advertising is required to consult directly with Communications and External Relations (CER), with the exception of employee recruitment advertising placed by Human Resources (HR).

REASON FOR THE POLICY
This policy supports the Strategic Plan’s focus on consistent and brand-focused communications. Policy will also ensure that advertising is coordinated across all divisions or departments in order to protect the FIT brand and image. Advertising reflects on the institutional image. Consistent design and content standards can best be achieved if advertising placement is centralized.

In addition, it is critical that advertising be centrally purchased to ensure that negotiated rates are used, best prices secured, and that funds are monitored and spent appropriately and in compliance with purchasing protocols.

WHO SHOULD READ THIS POLICY
Anyone on behalf of the college who is considering purchasing and placing advertising for any purpose, other than employee recruitment.

WHO IS RESPONSIBLE FOR THIS POLICY
Individuals on behalf of the college who are designated and authorized by Communications and External Relations to purchase and place advertising.
**Policy Text**
Advertising design and content represents the college and reflects on the institutional image. To protect the college’s brand and image, FIT must ensure that ads are professionally designed, written and coordinated with marketing messages through Communications and External Relations review and approval. In addition, the purchase of certain types of advertising – endorsements or congratulatory advertising – is not permitted with general operating funds and centralization ensures compliance with these policies.

Communications and External Relations is the only division authorized to create and place advertising, with the exception of Human Resources for employee recruitment advertising.

**Procedures**
All divisions or departments seeking to advertise, including The Museum at FIT, must contact Communications and External Relations. CER will collaborate with the division or department to develop budget, prepare creative (copy, layouts, and visuals), manage all media purchases and placements, and measures results.

1. **Office of Human Resources** may place employee recruitment advertising. Such advertising must include official college logos. On an annual basis, HR shall provide Communications and External Relations with all graphic templates and standard “boilerplate” copy describing FIT for CER’s review.

2. **Office of Development** may reserve advertising space in event journals and then consult with Communications and External Relations to create copy and designs for submission. Advertisements will be paid for through a special restricted fund, established for this purpose.

3. **Office of Enrollment Management and Student Success (EMSS)** may engage in student recruitment marketing campaigns, using their communications tools. Relevant graphic templates shall be developed in collaboration with CER. EMSS shall consult with CER on all display advertising and college guide placements. CER will collaborate with EMSS to identify budget and media placements and develop creative (copy, layouts, visuals).

4. **Office of Academic Affairs** may recommend academic projects that require students to purchase and place advertising as part of their coursework (e.g., Art Market). Academic Affairs will consult with CER before planning or purchasing any advertising.

**Related Policies**
- Social Media

**Related Documents**
- No Related Documents

**Contact(s)**
- Assistant Vice President
  Communications and External Relations
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