



**Fashion Institute
of Technology**
State University of New York

Advertisement Purchasing and Placement

Policy CR004

Volume 3, Communications and External Relations

Responsible Administrator: Vice President for Communications and External Relations

Responsible Office: Communications and External Relations

Issued: June 2015

Last Updated: September 2021

Policy Statement

Advertising is defined as paid placements in print, broadcast, digital 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), unless otherwise noted as an exception in this policy.

Reason for the Policy

This policy supports the Strategic Plan's focus on consistent and brand-focused communications. It also ensures that advertising is coordinated across all divisions or departments to protect the FIT brand and image. Advertising reflects upon the institutional image, therefore 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 is Responsible for this Policy

- Communications and External Relations (CER)

Who is Affected by this Policy

- Anyone on behalf of the college who is considering purchasing and placing advertising for any purpose, other than employee recruitment.

Definitions

- **Advertising:** Paid communications that appear in digital, print, or broadcast communications, which may include, but are not limited to, paid or unpaid campaigns appearing on any social media platform.
- **Boosted Post:** Single promotion to increase audience reach and engagement on a published social media post.

Principles

CER is the only division authorized to create and place advertising, unless otherwise specified in the procedures of this policy.

All advertising must be professionally designed and written with marketing messages that align with CER messaging. Advertising must also be coordinated with CER, which reviews and approves advertisements in order to protect the college's brand and image. 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 principles.

Responsibilities

- **Communications and External Relations:** CER is responsible for:
 - coordination of all advertising across the institution;
 - oversight of the relationship with the college's advertising firm of record;
 - approval of media plans, creative, and tracking media placements, where applicable;
 - assurance that advertising reflects the college's brand, safeguards its reputation, and aligns with institutional strategy; and
 - negotiation of advertising fees at industry rates.

Procedures

All divisions or departments seeking to advertise, including The Museum at FIT, must inform CER. 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.

The following are exceptions to this procedure:

- **Office of Human Resources Management and Labor Relations (HR)**
HR may place employee recruitment advertising. Such advertising must include official college logos. On an annual basis, HR shall provide CER with all graphic templates and standard "boilerplate" copy describing FIT for CER's review.
- **Office of Development/FIT Foundation (or other units as applicable)**
The Office of Development may reserve advertising space in event journals but shall consult with CER to create copy and designs for submission. Advertisements will be paid for through a special restricted fund, established for this purpose.
- **Office of Enrollment Management and Student Success (EMSS)**
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).

- **Office of Academic Affairs/Academic Schools and Departments**

If academic projects require students to develop, purchase, and place advertising as part of their coursework (e.g., Art Market), Academic Affairs shall instruct deans/departments/faculty to consult with CER before doing so.

- **Boosted Posts:**

Individual departments or schools with social media accounts may pay for boosted posts they create on their channels. Units must consult with CER for budgets over \$500.

Violations

N/A

Related Policies

- [Social Media](#)

Related Documents

N/A

Contacts

- **Assistant Vice President**
Communications and External Relations
Business & Liberal Arts Center, B905
(212) 217-4700