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**Advertising by External Parties  
Policy and Procedures**

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# **Advertising by External Parties Policy and Procedures**

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## **I. Philosophy and Scope**

Frederick Community College (“FCC” or the “College”) permits advertising by external parties to enhance revenue in support of the mission of the College. The College ascribes to a standard for advertising that upholds the integrity of a public higher education institution. The College shall approve and control all advertising by external parties. Advertising by external parties is allowed only in designated areas in the Athletics Center, on the athletic field fences and scoreboards, on the Athletics Department website, in approved publications, and for approved events. Advertising by external parties is not allowed on any other College premises.

Advertising deemed unacceptable includes, but is not limited to, obscenities, alcoholic beverages, drugs, drug paraphernalia, tobacco products, sexually deviant/explicit content, discrimination on the basis of a protected characteristic under Federal and State law, and any other advertisement which, in the discretion of the College, is inconsistent with the College educational purpose and mission. Political advertisements are not allowed.

Advertisements shall not use the College name, mascot, logo, likeness, or image in connection with any non-College organization, business or person in any manner or medium that implies that the College supports, approves, or endorses any product, service, interest, position, or ideology of that organization, business, or person.

This Policy and Procedures shall apply to all College employees, student organizations, and non-College affiliated organizations, groups, or individuals. This Policy and Procedures does not apply to posting of information on College bulletin boards or internal communications.

## **II. Definitions for the Purpose of this Policy and Procedures**

- A. **“Advertisement”** means the purchase by an external party of any display, items, signage, labels, logos, public relations material, merchandising, or other activities or communications that has the obvious intent of promoting or marketing a non-College affiliated product, service, event or organization or for the promotion for business or a for-profit entity.
- B. **“External party”** means any individual, business, or organization that is not Frederick Community College seeking to advertise.
- C. **“College premises”** means buildings or grounds owned, leased, operated, controlled, supervised, or temporarily used by the College.

## **III. Responsibility**

- A. The Director of Marketing has the responsibility to manage and supervise all advertising activity related to the College.
- B. The Senior Leadership Team approves all advertising requests. The College reserves the right to accept or reject any and all advertisements in accordance with this Policy and Procedures.
- C. The College may designate appropriate personnel to assist and carry out duties associated with this Policy and Procedures.

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## **IV. Procedures**

- A. External parties seeking to advertise with the College per this Policy and Procedures may submit their request using the Advertising Inquiry form (<https://form.jotform.com/53346624992969>) to the Director of Marketing, (Michael Baisey, [mbaisey@frederick.edu](mailto:mbaisey@frederick.edu), 301-624-2892).
- B. The Director of Marketing will review all requests based on the FCC Advertising Guidelines in Section V and make recommendations to the Senior Leadership Team for approval.
- C. The Senior Leadership Team will approve or deny requests and refer their decision back to the Director of Marketing for processing.
- D. Upon approval, Marketing will provide a contract to the advertiser for signature; then to Finance to fully execute the agreement.
- E. Once executed, Finance will invoice the advertiser for payment.
- F. Payment must be received before the advertisement will run. All advertisements must be paid for in advance.

## **V. FCC Advertising Guidelines, Rates, and Terms**

- A. The College does not guarantee advertising space or availability and only accepts advertisements as space and availability allows.
- B. Advertising rates and terms will be established based on fair market value as determined by market research. The rates and terms will be reviewed annually and published by the College.
- C. Website advertisements are only permitted on the Frederick Community College Athletics Department website.
- D. The College is not responsible for any technical difficulties impacting the visibility of website advertisements.
- E. All advertisements must be submitted with final artwork in the correct file format as outlined in the Frederick Community College Advertising by External Parties Media Kit for approval by the College.
- F. The College strives to provide uniform size specifications for advertisements.
  - 1. Website advertisements are 257 x 196 pixels.
  - 2. Display advertising is 96" x 48".
  - 3. Print advertisement size in college publications varies by document.

For more information about the size, location, and placement of advertisements, please contact the Director of Marketing, (Michael Baisey, [MBaisey@frederick.edu](mailto:MBaisey@frederick.edu), 301-624-2892).