

**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 Department of Athletics website, in approved publications, and for approved events. Advertising by external parties is not allowed on any other College premises, or web property.

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. For procedures related to posting information on College bulletin boards, see the [Solicitation Policy and Procedures](#).

II. Definitions for the Purpose of this Policy and Procedures

- A. **“Advertisement”** refers to 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 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”** refers to any individual, business, or organization that is not Frederick Community College.
- C. **“College premises”** refers to buildings or grounds owned, leased, operated, controlled, supervised, or temporarily used by the College.
- D. **“Web property”** refers to the website(s), social media account(s), blogs, and other online assets that are used by an institution, organization, business, or individual to represent a brand.

III. Responsible Senior Leader and Responsible Office

Special Assistant to the President for Institutional Effectiveness

Marketing

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IV. Entities Affected by this Policy and Procedures

External parties seeking to advertise with the College

V. Procedures

A. Advertising Request Process

1. External parties seeking to advertise with the College per this Policy and Procedures must submit their request using the [Advertising Inquiry form](#) to the Executive Director of Marketing and Web Management.
2. The Executive Director of Marketing and Web Management will review all requests, including the proposed content and artwork for advertisements, based on the FCC Advertising Guidelines in Section V.B. and make recommendations to the Senior Leadership Team for approval.
3. The Senior Leadership Team will approve or deny requests, and refer their decision back to the Executive Director of Marketing and Web Management for processing.
4. Upon approval, Marketing will provide a contract to the advertiser for signature, then to Finance to fully execute the agreement.
5. Once executed, Finance will invoice the advertiser for payment.
6. All advertisements begin after payment is received.

B. FCC Advertising Guidelines, Rates, and Terms

1. The College does not guarantee advertising space or availability, and only accepts advertisements as space and availability allows.
2. 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.
3. Website advertisements are only permitted on the Frederick Community College Department of Athletics website. The College is not responsible for any technical difficulties influencing the visibility of website advertisements.
4. All advertisements must be submitted with final artwork in the correct file format as outlined in the Frederick Community College [Athletics Advertising Kit](#) for approval by the College.
5. The College maintains standard advertisement specifications.
 - a. Website advertisements are 257 x 196 pixels
 - b. Display advertisements are 96” x 48”
 - c. Print advertisements vary by publication

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VI. Related Policies and Procedures

[College-Sponsored Student Publications](#)

[Copyright](#)

[Naming Opportunities](#)

[Solicitation](#)