

Chapter 6 - Business and Fiscal Affairs

AP 6985 Advertising in Class Schedules

The College will engage in advertising activities that market the institution itself as well as promote its various programs, services, and events.

Process

- A. The Marketing and Public Information Officer will develop the College's advertising strategy in consultation with key campus stakeholders and manage its implementation, based on budget resources approved by the Board.
- B. All College advertising strategy/creative, media buys, and placements must be coordinated through the Marketing and Public Information Office to ensure strategy, branding, and message consistency as well as proper market positioning.

Advertising in the Class Schedule

- A. The College may elect to solicit display advertising in the printed class schedule from businesses and organizations to offset production costs.
- B. The Marketing and Public Information Office will coordinate solicitation and placement of all schedule advertising.
- C. The Marketing and Public Information Officer shall determine the appropriate amount of space in the schedule to be reserved for advertising and shall set advertising rates, including any discounts for nonprofit advertisers. The Marketing and Public Information Officer shall adjust ad rates as appropriate.
- D. Fiscal Services, in conjunction with the Marketing and Public Information Officer, will bill advertisers and collect fees as required.
- E. Acceptable advertising is that which markets products and services beneficial or of interest to the Mt. San Antonio College community, including students, faculty, staff, and local residents who receive the schedule in the mail.
- F. Acceptance of any advertisement is not an implicit or explicit endorsement by the College of any product, service, agency, or individual. The schedule shall print such a disclaimer each time it is published.
- G. The Marketing and Public Information Officer reserves the right to reject any advertising deemed inappropriate, including on (but not limited to) the following:
 - all illegal products or services;
 - any alcoholic beverages or tobacco products;
 - any business or service that excludes minors;

- any business or service of a prurient nature (including escort services);
- any instructional program of an educational institution that does not list tuition or fees prominently in the advertisement;
- any other community college advertising; and
- any advertising of a political nature.

Reviewed: May 14, 2013

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