

# Advertising Policy for Student Publications

## Ammerman Campus at Selden

### **A. Rationale**

1. To provide supervised job-related experience for students interested in such career areas as advertising, marketing, public relations, and graphic arts.
2. To generate advertising revenue in order to upgrade and continually improve the overall operation of student publications.
3. To foster communication and effective working relationships between the College and the surrounding business community.

### **B. Advertising Policy**

1. No student publication will accept any advertisement which violates any federal, state, or local law or any college policy; is libelous; is discriminatory of race, sex, color, age, handicap, religion, or sexual preference; is misleading; or promotes academic dishonesty.
2. Each Editorial Board reserves the right to edit or reject any advertisement copy at any time.
3. Advertising using a person's name or photograph must be authorized by that person in order to be printed.
4. Political ads must conform to the New York campaign disclosure laws and must show endorsement.
5. Advertisements which look like a news article must be clearly labeled as an advertisement.
6. The name of the advertiser must be clearly visible on each advertisement.
7. All advertisements will be required to meet reasonable standards of good taste.
8. Advertisements will not be accepted for alcoholic beverages and bars, cigarettes, political advertisements for on campus elections, research paper facilities, or similar kinds of establishments and services. The Editorial Board reserves the right to add items to this list at any time.
9. Advertisements will be accepted for health clinics and services, employment opportunities, tutoring services, educational opportunities, restaurants, stores, and similar kinds of establishments and services.
10. Advertisements will not comprise more than 25% of the space in any student publication.

### **C. Advertising Procedures**

1. Any publication seeking to advertise under this policy will need the approval of the Director of Student Activities and the Dean of Students. Such approval may be revoked following a review by the Publications Board.
2. An Advertising Editor will be appointed to coordinate all advertising efforts and supervise the advertising staff.
3. Potential advertisers from the surrounding community may be mailed a letter to inform them of the opportunity to advertise. This letter should include a statement indicating that advertisers will be sent a copy of the publication in which their ad appears. All letters to the community which solicit advertising should first be reviewed by the Director of Community Relations. While initial contact with a potential advertiser will be done by mail, the Faculty

Advisor may grant approval for certain individuals to solicit advertisements in person or by telephone.

4. Advertisements received by a student publication will be reviewed by the Advertising Editor and faculty advisor so that advertisers can be notified whether or not their advertisement has been accepted. Should a dispute arise regarding the acceptability of an advertisement, the Publications Board will review the matter and forward a recommendation to the Dean of Students, who shall have final say in the matter.
5. Advertising rates will be reviewed each semester by the appropriate Editorial Board. All changes in advertising rates will be subject to the approval of the Board of Directors.
6. Acceptable payment for advertising will include checks and money orders. Cash will not be accepted.
7. Advertising revenue will be deposited in an Association revenue account. Any public anticipating advertising revenue should prepare a budget of anticipated revenue and include this amount in its budgetary planning. Publications raising money through advertising will only be permitted to expend such funds as have been budgeted.
8. At the end of each semester, the Director of Student Activities must verify that the receipts received for advertising correspond to the number of advertisements that have appeared during that semester.

*Approved, October 28, 1998*  
*SCC Board of Directors*