

PROCEDURE FOR PLACEMENT OF ADVERTISEMENTS

1. The Department interested in placing the ad should contact the Marketing & Communications Office, giving details of ad content, desired size (if known), and dates for placement (if known). **THE DEPARTMENT SHOULD MAKE EVERY EFFORT TO ENSURE THAT THE AD COPY/CONTENT SUPPLIED IS ACCURATE, AS CHANGES TO THE COPY CANNOT BE GUARANTEED.**

Text for the advertisement should be provided electronically to the Marketing & Communications Office:

- *At least 5 working days prior to the date of placement in the regular daily newspaper*
- *At least 14 working days in advance for supplements.*

N.B. THESE DEADLINES MUST BE STRICTLY ADHERED TO.

Before sending your request to the Marketing & Communications Office, please note the following:

- a. **Advertisement requests relating to undergraduate, certificate and diploma programmes MUST BE APPROVED BY the Student Affairs (Admissions) Section.** This includes:
 - i. Advertisements inviting applications for new programmes/courses
 - ii. Advertisements relating to registration or other student affairs matters. The Marketing & Communications Office is only authorised to accept such requests from the Student Affairs (Admissions) Section.
- b. **Advertisement requests relating to postgraduate programmes MUST BE APPROVED BY the School for Graduate Studies & Research (Postgraduate Section).** This includes:
 - i. Advertisements inviting applications for new programmes/courses
 - ii. Advertisements relating to registration or other student affairs matters. The Marketing & Communications Office is only authorised to accept such requests from the Postgraduate Section.
- c. **Requests for Vacancy advertisements in the Senior Administrative, Academic Staff categories MUST BE PLACED THROUGH the Human Resources (Appointments) Section of the Registry.** The Marketing & Communications Office is only authorised to accept such requests from the Appointments (HR) Section.
- d. **Requests for Vacancy advertisements in the Administrative, Technical and Service Staff, Daily Paid and Estate Police categories MUST BE PLACED THROUGH the Human Resources (Personnel & Industrial Relations) Section of the Registry.** The Marketing & Communications Office is only authorised to accept such requests from the Human Resources (Personnel & Industrial Relations) Section.

2. The Marketing & Communications Office would contact the relevant sales representative(s) at the Media House(s) to secure advertising space and request quotation(s).
3. The Marketing & Communications Office would proofread the advertisement's content (received from the Department) for spelling and grammatical errors and forward ad content via email for layout.

Specifications with respect to size, full colour or black & white, dates of placement will be taken into consideration.

4. Upon receipt of the quotation(s) from Media House(s), the Local Purchase Order(s) (LPO(s)) for the advertisement will be prepared.

Only in the following cases would Marketing & Communications be able to prepare LPO(s) and process payments:

- *Advertisement relating to undergraduate and postgraduate admissions and student matters (except SUMMER SCHOOL programmes/matters)*
- *Vacancy advertisements.*

In all other instances, the Department will be required to prepare the LPO(s) and process payment because the Department alone may be the comptroller of the particular account from which funds need to be deducted.

5. The prepared LPO(s) will be faxed and mailed immediately to the sales representative(s) at the Media House(s).

The LPO(s) should be faxed to the Media House(s) before the artwork is sent to them, in order to ensure placement.

Therefore, in cases where the Department is responsible for preparing the LPO, the prepared LPO should be forwarded immediately to Marketing & Communications for faxing/ mailing to the relevant Media House(s).

6. The artwork for the advertisement will be submitted to the Department for approval.

In the interest of time, this will be emailed in a pdf or jpeg format.

In cases where the Department cannot read the pdf/jpeg files, Marketing & Communications should be notified immediately and a copy will be printed by Marketing & Communications and faxed/ hand-delivered as soon as possible.

Marketing & Communications will make a follow-up call to the Department to confirm receipt, and to express the need for immediate approval of artwork.

7. The Department should communicate its approval to the Marketing & Communications Office as soon as possible.

If changes are to be made, Marketing & Communications will ensure that the necessary amendments are made and resend it to the Department until approval is granted.

In instances where time is a constraint and the advertisement's placement cannot be guaranteed by the Media House(s) without immediate receipt of the artwork, the Marketing & Communications Office reserves the right to refuse to accommodate last minute adjustments and the Department may opt to cancel the advertisement.

8. Upon approval to proceed, Marketing & Communications will then make arrangements for the preparation of final artwork for distribution to Media House(s).
9. Payments should then be settled with the Bursary.

The Department from which the LPO(s) was/were generated has responsibility for ensuring that payment is settled in a timely manner.

Please note the following deadlines (set by the Media Houses):

Deadlines for booking of advertising space:

- 2 - 3 days in advance of desired date of appearance in daily papers
- 4 days in advance of desired date of appearance in Sunday Editions
- 1 ½ - 2 weeks in advance of desired date of appearance in supplements e.g. Business Editions etc.

Deadlines for Media Houses' receipt of artwork:

- 10:00 am, 1 day in advance of desired date of appearance in daily papers
- 10:00 am, on Fridays for Sunday Editions
- 10:00 am, 1 week in advance of desired date of appearance in supplements e.g. Business Editions etc.