Publications and Advertising

Section: Operating/Administrative
Policy Number: 1025

Responsible Office: Communications and Marketing
Effective Date: 04/01/01

All University publications and advertising are the responsibility of the Office of Communications and Marketing.

Publications
To ensure the continuity of the University's image and message, all publications to be distributed outside St. John's must be produced through or approved by the Office of Communications and Marketing. This office has the resources and expertise to help employees meet their publication needs, whether they choose to produce the material "in-house" or use professional design and copyediting services.

Certain factors need to be considered to ensure timely and cost-efficient production. The University's Style Manual, available from the Office of Communications and Marketing, provides complete information on how to proceed, but two important considerations include:

- **Budget**—No professional design work can begin without the assignment of a departmental budget number. All professional design work (whether used or not) incurs a cost, therefore clear communication with the Director of Advertising and Publications is necessary at the outset to discuss specific needs and budget constraints. For departments with little or no budget, the Desktop Publishing Unit within the Office of Communications and Marketing provides creative design for small publications.

- **Realistic scheduling**—Depending on the type of piece, a certain number of weeks needs to be built in at the beginning of the project, in order to have the best chance to meet the proposed delivery date. To avoid potential delays in the production of the materials, it is best to consult with the Director of Advertising and Publications (extension 6366) at the time that publication needs are being considered.

Advertising
All University advertising (i.e., recruitment, college, journal or program-oriented) must be approved by and placed through the Office of Communications and Marketing to maintain and capitalize on the University's current advertising image and visibility.

Developing a targeted advertising strategy that produces results requires planning, timing and a significant investment of departmental funds. To maximize the opportunity for a successful campaign, the time to investigate advertising options is in the planning stage of a particular effort (i.e., program, conference, etc.).

The Director of Advertising and Publications should be consulted at that time to discuss realistic alternatives for devising an effective marketing plan in the costly New York market.

For more complete information on advertising and publications procedures, contact the Office of Communications and Marketing to obtain a copy of the University’s Style Manual.