DATE: October 1, 2008

TO: EWU Campus Community

FROM: Purchasing Department

RE: Purchase of Advertisements

Dear Campus Community,

University Relations coordinates placement of ALL display print ads, radio spots and TV commercials for Eastern Washington University. No ads should be reserved or placed without first going through the University Relations Department for review. University Relations has the responsibility and authority to review and approve/disapprove department requisitions.

If a department is interested in placing a print, radio or TV ad, they are to contact University Relations at 359-6336 or 359-6317 with advance notification of at least...

- three days for a print ad in a daily newspaper (1 week if the publication is weekly or monthly)
- two weeks for radio production and/or placement
- three weeks for TV spot production and/or placement

University Relations coordinates all aspects of production and placement of the ads including space reservation, price negotiations, coordination through a media buyer (radio and TV), writing purchase requisitions, writing and design and/or production. Identity standards will be adhered to with use of logos, fonts, colors and University key messages.

If the department has a pre-existing print, radio or TV ad, all copy and design will be reviewed by University Relations prior to authorization. Quality control measures will be taken to ensure that the material meets standards and that the messages and images portrayed meet the mission of the University.

University Relations will write the purchase requisitions and fax them to the budget authority for signature. Upon receipt of signature, they will send the requisition to the Purchasing Department. Upon receipt of the approved requisition, the Purchasing Department will issue a purchase order.

Before a vendor can be paid, they must submit an invoice and a tear sheet or other proof of publication/production to Accounts Payable in 319 Showalter Hall referencing the purchase order number.

Classified ads (e.g. position openings) are coordinated through Human Resources by calling 359-2384.

Thank you,

Your Purchasing Staff