



## MARKETING AND RECRUITMENT

### How to Advertise

For Rogue Community College staff/faculty

Other than ads placed by Human Resources or Budget and Financial Services, the college requires that all advertising be reviewed and approved by Marketing and Recruitment prior to publication. Approval is required for display ads in newspapers and other print publications and for advertising on radio, television and other venues. Marketing and Recruitment evaluates advertising for accuracy, clarity, correct use of English, quality of design and photography, consistency with college graphic standards and college procedures, and compliance with federal laws. The procedures below cover advertising for print. For radio or television advertising, consult with the director of Marketing and Recruitment.

### Logo and Contact Information

These items are required in college ads:

- Ads must contain contact information such as department name and phone number. A Web address can be used in addition to or instead of a phone number.
- Recruitment ads must include an approved version of the college logo. The logo is usually placed at the bottom of ads and must be used without alteration or reduced beyond legibility. Logos may be downloaded from [www.roguecc.edu/MarketingRecruitment/RCClogos](http://www.roguecc.edu/MarketingRecruitment/RCClogos).

### Photography

Photos should be of good technical quality and show subjects and the college in a positive light. Photos should be simple and uncluttered. Photos must be high resolution (at least 300 dpi).

A signed model release form must be obtained from students before their recognizable image or testimonial statement can be used to market the college. To access photo release forms, visit [www.roguecc.edu/MarketingRecruitment](http://www.roguecc.edu/MarketingRecruitment).

Marketing and Recruitment has a library of professional quality photos of RCC students who have signed model release forms. Contact Ryanne Mitchell at Ext. 7085.

### Steps in Creating and Placing Print Advertising

- Determine your audience (who do you want to reach?), when and where you want the ad published, and approximately how much money you have to spend.
- Get approval for the ad from your department head or dean.
- Contact Carmen Sumner, Marketing and Recruitment assistant at Ext. 7114 or [csumner@roguecc.edu](mailto:csumner@roguecc.edu). She will get a price quote and schedule and insertion day for your ad.
- Do a draft of the ad text being as concise as possible, and submit to Marketing and Recruitment.
- When Marketing and Recruitment informs you about the cost of the ad, create a purchase order, and notify Marketing and Recruitment of the PO number. (This allows Marketing to



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“place” the ad. Most vendors will not accept advertising without a PO number.)

- Marketing and Recruitment works with you to complete the design and layout for the ad, recommending and overseeing changes as necessary.
- Marketing and Recruitment will request that you review and sign off on the job before it is submitted for publication then will submit the ad to the newspaper or other publication.

### **Questions?**

Carmen Sumner, Marketing and Recruitment assistant, Ext. 7114 or

[csumner@rogucecc.edu](mailto:csumner@rogucecc.edu) Grant Walker, director of Marketing and Recruitment, Ext. 7088,

[gwalker@rogucecc.edu](mailto:gwalker@rogucecc.edu)