

Publications and Promotional Materials

POLICIES

Issued: November 26, 2018

Responsible Official: Vice President for External Affairs

Responsible Office: Public Relations and Marketing

Policy Statement

The Publication and Promotional Materials policy is driven by the need to ensure quality publications are being produced efficiently, and publications are accurately reflecting current university brand standards and meeting the requirements of the Federal Nondiscrimination Policy.

Additionally, this process establishes protocol for ensuring other components that tie to the printed materials are in order to ensure the publication is effective.

Contents

Definitions

-Publications and Promotional Materials

Procedures

Related Forms

-APSU Publications and Promotional Materials Approval Form

Definitions

Publications and Promotional Materials

Publications and promotional materials are defined by the University as any printed or digitally published materials which are produced for distribution to external audiences. These include, but are not limited to, brochures, pamphlets, flyers, web ads, digital publications, print advertisements, event programs, billboards, etc.

This definition excludes logo promotional items and social media campaigns. Logo promotional items are defined as items such as, hats, T-shirts, pens, license plates, etc. which are

addressed in the Promotional Items guidelines. **Social media campaigns require following the Social Media Guidelines.**

Procedures

All publications are required to be printed in Printing Services, unless the Executive Director of Public Relations and Marketing, their designee, or the Vice President for External Affairs has made an exception. Printing Services or the Public Relations and Marketing Department staff will advise the department submitting publications of any outsourcing required due to equipment limitations, volume or cost efficiency.

1. To ensure publications and promotional materials contain the basic requirements:
 - a. The official University logo or unit identifier as defined in the official identity guide must be displayed on the publication in a manner that immediately identifies it as a university product. The identity guide can be provided by the Public Relations and Marketing Department staff or downloaded from their site: www.apsu.edu/pr-marketing.
 - b. All university publications must have either the long or short form of the federally required nondiscrimination statement as listed below with the exception of digital ads that point to the University's website.

Nondiscrimination statement (Longform):

Austin Peay State University (APSU) does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex (including pregnancy), sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU. Inquiries or complaints regarding the non-discrimination policies, including Title IX complaints, should be directed to the Director of Equal Opportunity and Affirmative Action and Title IX Coordinator, Sheila Bryant, 601 College Street, Browning Building/Rm 151, Clarksville, TN 37044, bryantsm@apsu.edu, 931-221-7178 or EEO Compliance Officer and Investigator, Steven Grudzinski, College Street, Browning Building/Rm 6A, Clarksville, TN 37044, grudzinskis@apsu.edu, 931-221-7160. Title IX complaints may also be directed to the Deputy Title IX Coordinator, Greg Singleton Associate Vice President and Dean of Students, 601 College Street, Morgan University Center/Rm 206D, Clarksville, TN 37044, singleton@apsu.edu 931-221-7005. The Austin Peay State University policy on nondiscrimination can be found at <https://www.apsu.edu/policy/equal-opportunity-affirmative-action-and-nondiscrimination-6003>

Nondiscrimination Statement (Shortform):

(used only when space prohibits original version above)

Austin Peay State University does not discriminate on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by APSU.

<https://www.apsu.edu/policy/equal-opportunity-affirmative-action-and-nondiscrimination-6003>

2. External vendors:

Contracts with external vendors marketing on behalf of the University must have all marketing materials approved by the Executive Director of Public Relations or his/her designee prior to the dissemination of marketing assets. It is the responsibility of the APSU's point of contract for the vendor to seek approvals. For example, if the College of Graduate Studies hires a vendor for marketing, then the Dean of the College of Graduate Studies, or his/her designee, must submit all marketing assets for approval on behalf of the vendor prior to dissemination.

3. Determine the publication's cost:

The publication approval process requires submitting cost information for the publication, including cost of design, printing and distribution (distribution includes mail services, postage and placement costs). Estimates based on third party price quotes are sufficient for publication approvals. However, final costs must be provided upon completion of the publication.

For assistance with determining publication costs, contact the Public Relations and Marketing Office.

4. Submit the publication along with the publication form to the APSU Public Relations and Marketing Office via email to pubnumber@apsu.edu. The publication must be saved in PDF format. Large, multipage documents may be required to be provided in hard copy form. Hard copies of the publication can be dropped off at the PR and Marketing Office, Browning Building, room 205, or sent through campus mail, Box 4567.

All information must be provided on the [publication form](#). Failure to provide complete information will delay the approval process or possibly result in a denial.

While most publications are reviewed and approved by the end of the following day of submission, please allow three working days for smaller publications and five working days

for large documents, such as magazines, bulletins, etc.

Publications purchased prior to publication approval cannot be approved.

5. Display of the assigned publication number:
APSU's publication number must be displayed on the publication along with the nondiscrimination statement
6. Submission of completed publication:
Upon completing the printing of the publication, a finished printed copy must be provided to the Public Relations and Marketing Office, along with any cost revisions. The final document will be filed in the Public Relations and Marketing Office, and the publication logs updated to reflect the final cost.

Relate Forms

APSU Publication Approval Form <http://www.apsu.edu/pr-marketing/print-creative/publication-process.php>

Revision Dates

APSU Policy 7:001 – Rev.: November 26, 2018
APSU Policy 7:001 (supersedes 1:013) – Rev.: April 20, 2017
APSU Policy 1:013 (supersedes 99:017) – Rev.: November 18, 2015
APSU Policy 1:013 – Rev.: July 28, 2002
APSU Policy 1:013 – Issued: August 1, 1986

Subject Areas:

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
		<input checked="" type="checkbox"/>			

Approved

President: signature on file
