Purchasing Advertisements

OVERVIEW

University departments placing advertisements with newspapers, magazines, radio or television stations, advertising publications, or other media are responsible for following procedures in this section.

An advertisement is a paid announcement intended to inform the public or attract public attention to a product, event, service, or job opening.

PROCEDURE

Use a purchasing card or Department Order to purchase advertisements. See BPPM 70.08 and 70.07 for instructions.

If the anticipated cost of the advertising exceeds the purchasing card or Department Order limit, complete a Departmental Requisition (BPPM 70.10).

Include With Order

Include the following on the vendor’s order form (if using a purchasing card) or on the purchasing documentation (if using a Department Order or Department Requisition):

- Dates advertisement is to run
- Estimated price (Contact the vendor for an estimate.)
- Vendor’s deadline for copy submittal
- In the vendor’s address, include an attention line indicating "WSU Account Representative" and the applicable vendor department, e.g., Classified Advertising, Display Advertising.

Attach a copy of the advertisement to the Departmental Requisition.

Contracts

WSU has current advertising contracts with several newspapers. To view a list of current contracts, go to the Purchasing website at:

purchasing.wsu.edu/

Select Special Types of Purchases, then
Select Advertising, then
Select Contracted Vendors
Purchasing Advertisements

Position Advertisements

Faculty, Administrative Professional

Human Resource Services (HRS) recommends that departments submit advertisements for faculty and administrative professional positions to HRS for review in advance.

All Positions

Each position advertisement must include one of the following statements:

- **Short Statement**
  
  "Washington State University is an EEO/AA educator and employer."

- **Long Statement**
  
  "Washington State University is an equal opportunity/affirmative action educator and employer. Members of ethnic minorities, women, special disabled veterans, veterans of the Vietnam-era, recently separated veterans, and other protected veterans, persons of disability, and/or persons age 40 or over are encouraged to apply."

Additional Recommended Statements

HRS also recommends additional diversity statements for some positions. Refer to the Advertising and Outreach resources under Managers > Faculty and the Staff Recruitment Toolkits on the HRS website at:

hrs.wsu.edu

Verification

The department is responsible for reviewing the advertisements to ensure that requested advertisements are placed correctly and accurately communicated.