Purchasing Advertising

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 advertising. 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 order form or documentation:

- 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 advertising text to the Departmental Requisition.

Contracts

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

purchasing.wsu.edu/

Select Advertising, then Select Contracted Vendors

Position Advertisements

Faculty, Administrative Professional

Advertisements for faculty and administrative professional positions must be approved in advance by the Center for Human Rights.
Purchasing Advertising

All Positions  
Each position advertisement must include one of the following statements:

- "Washington State University encourages members of ethnic minorities, women, Vietnam era or disabled veterans, persons of disability and/or persons age 40 and over to apply."

- "WSU is an equal opportunity/affirmative action educator and employer. Members of ethnic minorities, women, Vietnam-era or disabled veterans, persons of disability, and/or persons age 40 or over are encouraged to apply."

- "WSU is an EEO/AA employer. Protected group members are encouraged to apply."

Verification  
The department is responsible for ensuring that requested advertisements actually appear.