

# Student Services Manual (SSM)

## SSM 1401–02: Advertising

Effective: 8/30/1986

Revised: 12/2/2024

### Purpose

To allow all Student Media outlets and publications to accept advertising within parameters established by student editors and professional staff.

### Source

Student Media

### Policy

#### Acceptable Advertising

Student Media reserves the right to reject or edit any advertising. Advertising will be refused if it is offensive, ambiguous, or deceptive, making the product or service unclear or open to misrepresentation; if it advertises illegal organizations or activities; if it maligns identifiable persons, races, religions, or professions; if it is not accurate or truthful; or if it is otherwise determined unacceptable by the Student Advertising Board in consultation with Student Media professional staff.

Examples of advertising deemed objectionable include, but are not limited to:

1. employment that unlawfully discriminates based on race, color, religion, national origin, citizenship, gender, sexual orientation, age, disability, or veteran status
2. business or employment opportunities that require money or expenditure of resources in advance, which may include multilevel or network marketing
3. research preparation and writing of term papers, theses, dissertations, and other class assignments, including note-taking
4. massage parlor and/or escort service advertisements

Note: Adult entertainment advertisements, including photographs, must be approved prior to acceptance.

5. websites or individual web pages with a minimum-age requirement, or that include adult content
6. cosmetic surgery or body enhancement advertisements, unless offered by board-licensed or certified professionals and presented tastefully and inoffensively
7. modeling advertisements, unless the modeling agency can provide a copy of a valid State of Arizona business license showing a direct and reasonable link to the advertisement in question
8. Businesses, services, opportunities, messages, events or invitations that encourage behavior that is immoderate or excessive in a way that may violate the Arizona Board of Regents *Student Code of Conduct*. This may include advertisements for legal sale of alcohol or drugs.

and

9. Businesses, services, opportunities, messages, events or invitations that are deemed to be potentially harmful – based on university policies and best practices, and the Arizona Board of Regents *Student Code of Conduct*.

### **Political Advertising**

ASU Student Media will not accept any ad that maligns a person, group of people, candidate, political party, platform, or stance on an issue or policy.

In any permanent, temporary, outdoor, or public display locations, ASU Student Media will not accept:

- Candidate ads
- Ads that advocate voting in a certain way for a candidate, party, ballot measure, policy, or issue
- Ads that promote a particular party or candidate

Political advertising for other locations and services, including print and online, will be approved by the student advertising board on a case-by-case basis. Political advertisements must state the source of the funds for advertising.

Financial advertisements (loans, scholarships, credit repair, etc.) may be investigated before being accepted. No advertisement will be accepted that requires money up-front, guarantees scholarship results, or promises unrealistic returns.

Web addresses in advertisements may be checked for content.

All Student Media publications and outlets reserve the right to include the word “Advertisement” or “Sponsored” on any advertisement submitted for publication.

The Student Media advertising manager will refer questionable, borderline, or controversial advertisements to the Student Advertising Board, which includes top student editorial leaders for review prior to publication or airing.

### **Off-Campus Advertisers**

#### **Advance Payment**

Advance payment may be required from certain advertisers. Whether to require advance payment will be determined by the Student Media professional staff.

#### **Payment Due Date**

Payment for advertising or services is due within 30 days of the billing date on the invoice. If the invoice is not paid within 30 days, Student Media will consider the account past due and pursue collection procedures.

### **On-Campus Advertisers**

On-campus advertisers may pay in advance with a check or credit card, or ASU Purchase Order (PO).

## **Procedures**

### **Establishing Credit**

The off-campus advertiser:

1. obtains a credit application from Student Media
2. completes the credit application

and

3. submits the credit application to Student Media one week before the desired advertisement publication deadline if:
  - a. credit payment is preferred
  - and
  - b. requirements are met for credit consideration.

Student Media approves or disapproves the advertiser's credit and notifies the advertiser in writing of credit approval or disapproval.

## **Submitting and Paying for Advertising**

The advertiser submits:

1. design and proof requests by 2:00 p.m. three business days prior to advertisement insertion
- or
2. camera-ready and e-mailed advertisements by 2:00 p.m. two business days prior to advertisement insertion.

Note: The deadline for space reservations and prepayment is 2:00 p.m. two business days prior to advertisement insertion.

The advertising manager reviews the advertisement for compliance with advertising policies.

Questionable advertisements will be referred to the Student Advertising Board for a decision on acceptability.

If the advertisement is rejected, the advertising manager returns the rejected advertisement copy to the advertiser.

If the advertisement is accepted or accepted with edits, the advertising manager notifies the advertiser of acceptance and any editing changes.

The advertiser pays for the advertisement in advance if the advertiser does not have approved credit or if the advertiser is an on-campus department using a check, credit card, or a PO screen print with the order.

The advertising manager arranges for publication of the advertisement in the appropriate edition of the *State Press*.

If the advertiser is an on-campus department with a blanket PO at Student Media, the business manager applies the advertisement charge to the blanket PO once the advertisement has been published.

If the advertiser is an off-campus entity with approved credit, the advertiser pays for the advertising space within 30 days of the billing date.