

Policy Number/Title:	10.1.2 Online and Print Advertising Policy
Effective Since:	11/01/2016
Last Revision Approved:	07/07/2025
Responsible Office:	University Communications and Marketing

1. Scope:

The provisions set forth below apply to all full- and part-time employees who undertake Winthrop advertising projects for their specific programs, areas and departments. Such projects are typically aimed at external audiences, such as prospective students or donors, alumni, parents, general public, etc.

2. Definitions:

This section was intentionally left blank.

3. Policy:

The Office of University Communications and Marketing employs a staff of editors and designers committed to helping the Winthrop community produce professional, practical, attractive, and well-written publications that appropriately reflect the university's brand. The staff is responsible for maintaining a consistent design and literary style for the presentation of Winthrop University to all external publics. Quality communications enhance the university's image and help relate Winthrop's mission more effectively to parents, alumni, potential donors, prospective students, and the general public.

To ensure quality and consistency, all advertising (both print and online) and other promotional strategies that incorporate the Winthrop name and/or target external publics, regardless of subject matter or logo usage, must be submitted to and reviewed by UCM prior to publication or distribution. The UCM staff is responsible for ensuring that such items meet high-quality writing, editing and design standards, as well as comply with overall Winthrop University brand, graphic and messaging requirements. Advertising and other publications also should accurately represent the program being promoted and the content properly vetted by the administrative or academic area prior to submission/review.



4. Procedures:

This section was intentionally left blank. Advertising content and supporting information should be submitted to the Marketing Director in UCM.

5. Resources:

This section was intentionally left blank.

6. History of Revisions:

11/01/2016	Policy first established
7/7/2025	Revisions

7. Approvals:

Responsible Officer Signature/Date: Ellen Wilder-Byrd/07-07-25

Vice President/Senior Administrator Signature/Date:

President Signature/Date: