

BLACK HILLS STATE UNIVERSITY
Policy and Procedures Manual

SUBJECT: Advertising & External Creative Agencies Approval
NUMBER: 10.1

Office: University Marketing & Communications

1. Purpose

The purpose of this policy and procedure is to designate approval procedures for all BHSU advertising and external creative agencies.

2. Definitions

- a. Advertising Content: Any written, graphic, video, or audio content that was created to promote Black Hills State University to external audiences.
- b. Advertising or Creative Agency: Any company that provides marketing or creative services that include but are not limited to advertising, copywriting, video, photography, marketing consulting, graphic design, digital marketing, social media, or website design services.
- c. Marketing Consultant/Freelancer: Any individual that provides marketing or creative services that include but are not limited to advertising, copywriting, video, photography, marketing consulting, graphic design, digital marketing, social media, or website design services.

3. Policy

- a. All BHSU advertising content placed, printed, or published on behalf of Black Hills State University, and any entity therein, must be approved by the Office of Marketing and Communications. The Office of Marketing & Communications will serve as BHSU's point of contact for all advertising vendors.
- b. Recruitment for vacant positions is exempt from this policy but must adhere to policy and procedures for conducting searches to fill vacant positions.

- c. All advertising content must be submitted to the Office of Marketing and Communications for approval at least five business days prior to the final approval being needed.
- d. When necessary, BHSU appoints external advertising agencies to provide professional advice and creative services for university branding campaigns and other key projects. Such appointments also require the approval of the Office of Marketing and Communication.
- e. Any Black Hills State University division, college, department, or program considering engagement with an advertising or creative agency or marketing freelancer/consultant must first consult with the Office of Marketing & Communications.

4. Procedures

- a. Any advertising content that must be printed via Print Services must be submitted via the [Print Ready Files form](#) for both approval and printing services.
- b. All other advertising content must be sent via email to Marketing@BHSU.edu for approval. Advertising content cannot be published without the express permission of the Office of Marketing & Communications.
- c. If a new design or update to a design is needed for advertising, a design request can be submitted (see policy 10.2).
- d. All advertising content seeking approval must be submitted at least five business days prior to the date final approval is needed; however, it is recommended that content be submitted for approval as early as possible to allow time for any changes that may need to be requested for content to be approved.
- e. If an external advertising agency or consultant is desired by a department, a meeting must be established with the Senior Director of Marketing & Communication for approval and to discuss possible vendors. If the department has a specific company or individual they would prefer that is not already on the approved vendor list, the Senior Director of Marketing & Communications may request to see a portfolio of vendor's work before approving. The department

initiating the request will be accountable for all expenses associated with the external agency.

5. Responsible Administrator

The Senior Director of Marketing & Communications is responsible for the annual review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Adopted by President 2023.08.21