



Operating Policy and Procedure

OP 16.004 External Advertising Policy

DATE: August 20, 2025

PURPOSE: This policy governs external advertising on physical and digital properties owned and controlled by Kellogg Community College.

REVIEW: This policy will be reviewed every other year in odd years by the Office of Vice President for Communications and Advancement in consultation with various departments, including, but not limited to, Marketing and Communications, Institutional Facilities, and Athletics.

POLICY/PROCEDURE

1. General Policy

- a. Kellogg Community College permits advertising by external parties to generate revenue for the institution in support of the mission of the College and its various departments, programs, and activities. No external advertising is allowed at KCC without the express written approval of the College. Advertising is allowed only in designated areas, on designated platforms, and using designated methods. Such areas, platforms, and methods are described in an institutional procedural document – “Advertising at KCC” – that will align with and support the implementation of this policy and reside with the Office of Vice President for Communications and Advancement.
- b. Certain subjects are inconsistent with Kellogg Community College’s purpose, mission, programs, and policies, including but not limited to, political campaigns, obscenities, alcoholic beverages, tobacco products, marijuana products, drugs, drug paraphernalia, sexually explicit content, discrimination against any characteristic protected under state or federal law, and any other advertisement which, at the discretion of the College, is inconsistent with the College’s purpose, mission, programs and policies.
- c. All revenue generated from external advertising will be subject to the College’s existing policies and review/approval practices governing accounting, reporting, fundraising, purchasing, and related activities. Such revenue also will be subject to institutional controls, including assigning revenue streams to appropriate cost centers and institutional budgets in order to cover production costs and ensure institutional priorities are maintained.

2. Scope

- a. This policy applies to all representatives and employees of Kellogg Community College as well as all external parties seeking to advertise at Kellogg Community College.

3. Definitions

- a. **Advertising/advertisement:** Notice, announcement, or audio/visual presentation that promotes the sale of products, merchandise, or services.
- b. **External parties:** Any individual, business, or organization that is not Kellogg Community College or an affiliated department, program, or registered student organization.

4. Advertising Requests

- a. External parties who wish to advertise at Kellogg Community College must submit their requests to the Marketing Director for an initial review. Requests must be made using the “KCC Advertising Request Form” and should include all elements for an advertisement, including appropriately formatted artwork.
- b. The Marketing Director will review all requests, including proposed content and artwork for advertisements, based upon the standards detailed in this Policy.
- c. Except for when directed by the Marketing Director, the Marketing and Communications team will not create or modify advertising for external parties. In rare and limited circumstances, and based upon the availability of KCC staff, the Marketing Director may direct the Marketing and Communications team to create or modify advertising for external parties who request basic graphic design assistance, such as resizing or changing a file format.
- d. The Marketing Director will review advertising requests and make recommendations to the Vice President for Communications and Advancement, who may consult with executive leadership and other department/division leaders as needed prior to issuing an approval or denial.
- e. Decisions by the Vice President for Communications and Advancement will be referred back to the Marketing Director, whose office will then provide a contract to the advertiser for signature and then to the Finance Department to fully execute the agreement, including invoicing the advertiser for signature.
- f. The Marketing Director or designee will, as needed, coordinate with Institutional Facilities and other departments to arrange for the safe, timely, and facility-appropriate display of the external advertisement.
- g. All approved advertisements will begin after payment is received by Kellogg Community College.

5. KCC Advertising Rates and Terms

- a. The College does not guarantee advertising space or availability and only accepts advertisements as space and availability allow.

- b. Advertising rates and terms will be established based on fair market value as determined by market research. The rates and terms will be determined by the College and published in the “Advertising at KCC” document.
- c. The College is not responsible for any technical difficulties or extenuating circumstances influencing the visibility or efficacy of external advertisements.

6. Forms

- a. “Advertising at KCC,” which will contain detailed information about all advertising rates, terms, and opportunities (media guides, event programs, sponsored broadcasts, *et al*) at Kellogg Community College.
- b. “KCC Advertising Request Form,” which will prompt prospective advertisers to provide sufficient information to begin the process of creating an advertising contract with Kellogg Community College. This form’s workflow will include the Marketing Director and Vice President for Communications and Advancement.
- c. “KCC Advertising Contract,” which will clearly spell out the rates and terms of any given external advertisement approved by the College.

7. Roles and Responsibilities

- a. The Marketing Director will receive and review all requests for external advertising at KCC.
- b. The Vice President for Communications and Advancement will review all recommendations from the Marketing Director and approve or deny all requests.
- c. All employees or students who promote or communicate external advertising opportunities on behalf of the College must be familiar with and adhere to this policy and related forms and documents. Such representatives of the College may include but are not limited to, program coordinators, event planners, student club officers, athletic coaches, and student athletes.

8. Persons/Departments Affected

- a. Office of Vice President for Communications and Advancement
- b. Marketing and Communications Department
- c. Finance Department
- d. Institutional Facilities Department
- e. All employees or students who promote or communicate external advertising opportunities on behalf of the College.

9. Authoritative References

- a. This policy exists as a complement to and is not intended to conflict with other KCC policies, including Freedom of Expression, Commercial Solicitation, Facility Naming and Fundraising.

10. Right to Change Policy. The College reserves the right to interpret, change, modify, amend, or rescind this policy, in whole or in part, at any time, without prior notice.

11. Approval Date: August 20, 2025