

<b>UT Health Science Center: CM0001-H Advertising</b>	
<b>Version 2</b>	<b>Publication Date: 10/02/2023</b>

## Objective

To clarify the process University of Tennessee Health Science Center (UTHSC), including its various colleges and departments, uses to create and place paid advertising.

## Scope

This policy establishes procedures for all UTHSC staff, faculty, or students creating and placing advertising so they will be in alignment with the [UT System Brand Guide \(https://brand.tennessee.edu/\)](https://brand.tennessee.edu/) and [UTHSC Branding Guidelines \(https://www.uthsc.edu/brand/index.php\)](https://www.uthsc.edu/brand/index.php) and [Editorial Style \(https://www.uthsc.edu/brand/editorial-style.php\)](https://www.uthsc.edu/brand/editorial-style.php).

## Roles

Any UTHSC staff, faculty, and students involved in producing and placing paid advertising through the Office of Communications and Marketing (OCM).

## Procedure

- I. Any ad placed by any UTHSC college, department, or unit must follow the editorial and design standards set forth in the [UT System Brand Guide \(https://brand.tennessee.edu/\)](https://brand.tennessee.edu/) and [UTHSC Branding Guidelines \(https://www.uthsc.edu/brand/index.php\)](https://www.uthsc.edu/brand/index.php) and [Editorial Style \(https://www.uthsc.edu/brand/editorial-style.php\)](https://www.uthsc.edu/brand/editorial-style.php).
- II. Upon request, the OCM will assist with the production and placement of advertisements.
- III. All UTHSC ads must be approved by OCM. Ads may be submitting to OCM for approval by emailing [communications@uthsc.edu](mailto:communications@uthsc.edu).
- IV. Each office or department initiating the advertisement is responsible for its placement costs.