Advertising 101

All advertising purchases, regardless of cost, require prior approvals from the Office of Communications & University Relations or Human Resource Management and Procurement.

Advertising Procedure/Process Flow
It’s as easy as 1, 2, 3...

1. Department identifies a ‘need’ for an advertisement that complies with a statutorily defined and authorized purpose under R.S. 43:111. Consult with Procurement if unsure.

2. Department secures vendor’s price quote, e.g. written quote, published rate card, insertion order, etc. Remember to request a 15% in-house ad agency discount if furnishing camera-ready/digital ad copy! Note: Department’s are not allowed to sign vendor agreements. Forward these to Procurement with your advertising paperwork.

3. Department secures prior approval from Communications & University Relations or Human Resource Management (as applicable) for the advertisement relative to content/text, visual identity, format, design, graphics, etc.

4. Department submits complete package to Procurement consisting of:
   - an approved PRO Requisition*
   - evidence of UR or HRM approval
   - vendor’s quote, published rate card, insertion order, etc
   - any vendor advertising agreement/order form requiring signature
   - a general statement of purpose for the ad
   - ad copy (draft or final version) if available

5. Procurement reviews requisition package, and if in order, denotes statutory authority and issues vendor’s purchase order*.

   * A requisition and purchase order are required, unless prior approval is granted by Procurement. On a case-by-case basis, Procurement may authorize the department to use LaCarte or direct charge process (<$5000) in lieu of the requisition/purchase order process. In such cases, Procurement’s approval must accompany the LaCarte BF or Direct Charge invoice.

PRO Tips!
Requisition Type: OMR Object Code: 3010

Advertising Commodity Codes:
- 915-71 Newspaper & Publication Advertising
- 915-14 Radio Advertising
- 915-04 Billboard & Internet Advertising
- 915-15 Television Advertising

Proof of Vendor Performance:
- Tear Sheet (hardcopy or electronic service) for print ads
- Notarized Affidavit of Performance for radio/television broadcasts, billboards, and Internet sites
- PRO Receiving Report

Need Help?
Visit Procurement’s “Advertising” webpage for complete information!
www.fas.lsu.edu/purchasing/advertising.htm

- Communications & University Relations – approvals@lsu.edu
- HRM – hr@lsu.edu
- Procurement – purchase@lsu.edu