

Advertising 101

All advertising purchases, regardless of cost, require prior approvals from Public Affairs or Human Resource Management and the Office of Purchasing.

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 Purchasing 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 Purchasing with your advertising requisition.
3. Department secures prior approval from Public Affairs 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 Purchasing consisting of:
 - an approved PRO Requisition*
 - evidence of PA 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. Purchasing 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 Purchasing. On a case-by-case basis, Purchasing may authorize the department to use LaCarte (<\$1000) or direct charge process (<\$500) in lieu of the requisition/purchase order process. In such cases, Purchasing'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
- 915-04 Billboard & Internet Advertising
- 915-14 Radio 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 Purchasing's "Advertising" webpage for complete information!

www.fas.lsu.edu/purchasing/advertising.htm

- **Public Affairs** – Robin Kistler, Lori Kemp, or Jennifer Pickard / 578-8654
- **HRM** – Cindy Hudnall / 578-8286
- **Purchasing** – Rick Frye / 578-5510