ADVERTISING REQUEST FORM

NOTE: Please allow sufficient time for your Advertising Request Form to complete the necessary review/approval process.

INSTRUCTIONS: The Requesting Dept. or its designated liaison completes the following sections prior to submitting for approval. The Vice President/Dean must review and approve Ad Request(s). University Communications’ Media Buying Agent receives the Request, prepares ad(s) for media placement, completes cost information, and signs off. The prepared ad(s) and completed Request Form copy are forwarded back to the Requesting Dept. Liaison for final review and approval sign off in order to proceed with media placement(s).

The following sections should be completed by Requesting Dept. Please attach/provide finalized, approved copy.

TODAY’S DATE: ___________________________ LIAISON CONTACT: __________________________________________________________________________

SCHOOL/DEPT: ___________________________ TEL. #: ___________________________ FAX: ___________________________

PROJECT/AD TITLE: ____________________________________________________________________________

WHAT IS THE PURPOSE OF THIS ADVERTISEMENT (CHECK ALL THAT MAY APPLY):

☐ UNDERGRAD RECRUITMENT ☐ IMAGE ENHANCEMENT ☐ GRAD RECRUITMENT
☐ EVENT-ORIENTED ☐ FUNDRAISING ☐ PROMOTE COMMUNITY RELATIONS
☐ PUBLIC INFO. ☐ ☐ OTHER: (DESCRIBE) __________________________________________________________________________

WHO IS THE PRIMARY TARGET AUDIENCE: (CHECK ALL THAT MAY APPLY)

☐ H.S. STUDENTS ☐ PARENTS ☐ POTENTIAL GRAD STUDENTS
☐ TRANSFERS ☐ POTENTIAL DONORS ☐ BUSINESS COMMUNITY
☐ ACADEMIC COMMUNITY ☐ SCIENTIFIC COMMUNITY ☐ GENERAL POPULATION
☐ OTHER: (DESCRIBE) __________________________________________________________________________

FINAL, APPROVED AD COPY PROVIDED/ATTACHED:

☐ PREVIOUS/SIMILAR AD ATTACHED W/REVISIONS NOTED ☐ WORD DISK W/HARDCOPY ☐ VIA E-MAIL __________________________________________________________________________

☐ REFER TO LAYOUT CONCEPT ☐ REFER TO THIRD-PARTY INSERTION FORM/PROPOSAL LETTER

O.K. TO INCORPORATE PHOTOS/GRAPHIC IMAGES ☐ YES ☐ NO OR KEEP AS ALL TEXT FORMAT ☐ YES ☐ NO

SIZE PREFERENCE: ☐ 1/4 PAGE ☐ 1/2 PAGE ☐ FULL PAGE ☐ USE OUR DISCRETION ☐ OTHER: ___________________________

NEWSPAPER ☐ THE STAR LEDGER ☐ NEW YORK TIMES
☐ MORRIS DAILY RECORD ☐ BERGEN RECORD
☐ ASBURY PARK PRESS ☐ BRIDGEWATER COURIER NEWS
☐ PHILADELPHIA INQUIRER ☐ ATLANTIC CITY PRESS
☐ BURLINGTON CITY TIMES ☐ COURIER POST
☐ TRENTON TIMES ☐ TRENTONIAN
☐ CHRONICLE OF HIGHER EDUCATION ☐ OTHER: ___________________________
☐ OTHER: ___________________________
☐ OTHER: ___________________________
☐ OTHER: ___________________________
☐ OTHER: ___________________________

*COST(S) WILL BE PROVIDED BY COMMUNICATIONS

THIS REQUEST PART OF APPROVED PRIORITIES PLAN ☐ YES ☐ NO BUDGET AVAILABLE ☐ YES ☐ NO

SOURCE OF FUNDS—DEPT./ACCOUNT TO BE CHARGED*: __________________________________________________________________________ UPS ACCT.# REQ.: * __________________________

VICE PRES./DEAN APPROVAL: __________________________________________________________________________ DATE: ___________________________

DEPT. APPROVAL: __________________________________________________________________________ DATE: ___________________________

APPROVAL TO PROCEED RECEIVED: __________________________________________________________________________ SIGNATURE: ___________________________

* FOR SHIPPING PROOFS, ETC