

[Minor revision: March 21, 2016]



**Angelo State University**  
**Operating Policy and Procedure**

**OP 26.02: Approval of Advertising**

**DATE:** March 21, 2016

**PURPOSE:** The purpose of this Operating Policy and Procedure (OP) is to designate approval procedures for university advertising.

**REVIEW:** This OP will be reviewed in March every three years, or as needed, by the Office of Communications and Marketing with recommended revisions presented to the president by April 1 of the same year.

**POLICY/PROCEDURE**

All advertising (other than for recruitment of personnel) placed on behalf of the university in any publication or electronic medium and paid for from university funds must be approved by the Office of Communications and Marketing before being processed by the Purchasing Office.