

Complete Policy Title:
Guidelines on Acceptance of Advertising

Policy Number (if applicable):
N/A

Approved by:
Combined Operations Group

Date of Most Recent Approval:
December 10, 1993

Date of Original Approval(s):

Supersedes/Amends Policy dated:

Responsible Executives :
**Provost and Vice-President
(Administration)**

Enquiries:
[University Secretariat](#)

***DISCLAIMER:** If there is a Discrepancy between this electronic policy and the written copy held by the policy owner, the written copy prevails.*

In the “Policy on the Use of University Facilities for Non-Academic Purposes” the University limits advertising and commercial activity on campus. The Policy restricts the use of bulletin boards and the use of the University mail system. The distribution of advertising matter, solicitations and commercial activity may take place only if approved by the Vice-President (Administration) or an officer of the University with specific responsibility to do so.

The University has also placed restrictions on the acceptance of gifts and sponsorships from organisations involved in the sale of liquor and smoking materials.

Some sectors of the University may be in a position to benefit from sponsorships or from the sale of advertising and these guidelines have been developed to assist those who have to make decisions on the acceptance of such opportunities.

The University’s primary mandate is education, research and the provision of service which utilise the expertise of members of the University community. Decisions regarding the acceptance of sponsorship or advertising should take into account this primary mandate and the expectation that this mandate will be conducted in a spirit of objective and unbiased inquiry. This means that advertising which may be acceptable for other organisations would be unacceptable for a university, and advertising in one medium may be unacceptable whereas in another medium at a university it may be acceptable.

The University provides opportunity for general advertising through publications such as the *Courier* and *The McMaster Times*, and the editors of these publications are responsible for ensuring that there are appropriate guidelines.

Other opportunities for advertising may exist, such as publications related to convocation and registration. In those cases where advertising is solicited, the purpose of the advertising should be related to the activity. At the time of registration, for example, it may be appropriate to provide information about banks to students who will have to negotiate student loans and about the purchase of computers which may be used during the forthcoming academic year. At the time of convocation it might be appropriate to carry advertising of services which will be required of Graduated in the convocation announcements, but it would be inappropriate to carry any form of advertising in the convocation programme.

In considering whether to seek advertising the person responsible for the decision should ensure:

1. That the advertising is in good taste,
2. That the advertising is appropriate to the event or activity in which a reader will be engaged, and
3. That the income justifies the time and effort spent.

In cases of doubt the appropriate Dean or Vice-President should be consulted.