



OFFICE OF COLLEGE MARKETING

GUIDE TO ADVERTISING

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Roles & Responsibilities

The role of the Office of College Marketing (OCM) is to:

- oversee all of the College's marketing and public relations
- enhance the positive image of Naugatuck Valley Community College with its diverse audiences
- support and reinforce the College's major recruitment themes, ensuring that these messages are communicated as effectively and efficiently as possible
- inform the communities served by the College of the wide variety of programs, both academic and cultural, as well as the many support services offered at the College.

Our mission is accomplished through media relations, creating and placing paid advertisements and producing publications for students, prospective students and the people who influence the decisions of students of all ages (parents, spouses, employers, guidance counselors, etc.).

We work closely with every office, department, and academic cluster on campus to:

- develop plans for the promotion of the College news, events or programs;
- generate ideas for reaching the target audience;
- gather pertinent and accurate information; and
- pursue an avenue to communicate the message (through ads, publications, events or media releases).

We view each college office that requests our assistance as a "client." Our goal is to build partnerships of shared responsibilities and rewards with our clients in order to facilitate timely, positive and effective college communications.

The OCM produces advertisements, media releases and publications. The OCM staff consists of:

- Thomas R. Violante, director of marketing & public relations (tviolante@nvcc.commnet.edu), Ext. 8132
- Allison Egan, public relations associate (aeagan@nvcc.commnet.edu), Ext. 8276
- Sharon DeCrescenzo, secretary (sdecrescenzo@nvcc.commnet.edu), Ext. 2192
- Lisa Foschini, advertising associate (lfoschini@nvcc.commnet.edu), Ext. 8264
- Sharon Zavodjancik, direct mail associate (szavodjancik@nvcc.commnet.edu), Ext. 2196

The office is located in Room K709, Kinney Hall, 7th level and we can be reached at ext. 2192.

Following are guidelines that will help to clarify our roles, as we work with you to develop advertisements, media releases and communications materials. We look forward to working with you.



Themes

Whether it is through a paid advertisement, two-color brochure or news release to the media, the majority of college communications focus on or reinforce one or more of the following nine themes:

1. Naugatuck Valley Community College provides a high-quality and affordable educational experience.
2. The College faculty and staff provide students with personal attention.
3. Attending the College is convenient and fits the busy lifestyles of today's college students.
4. The College prepares students for successful transfer to four-year colleges or universities. The articulation agreements the College holds with a large number of these respected institutions make the process of transferring even easier.
5. The College prepares students for successful careers upon graduation.
6. A college education offers students the opportunity to gain valuable hands-on work experience and skills in their field.
7. The College has an outstanding faculty and staff.
8. The College's support services help make higher education accessible to those who seek it.
9. The College is a valuable community and cultural resource.



Advertising

The OCM is responsible for creating and placing ads for print, billboard, transit, radio and TV. The majority of ads created fall into one of two categories:

1. to announce a particular event, program or semester/registration period or
2. to enhance the image of the College and create an awareness and preference for the academic and support service opportunities at the College and, in some cases, inspiring action.

Ads that fall into the first category may include ads for events such as open houses, registration periods, college fairs, etc. Ads that fall into the latter category are not aimed to direct prospects toward a particular academic area but to begin to change the way in which prospective students and their influencers perceive the College.

When developing advertisements, we focus on several themes, as outlined above. We are committed to producing advertisements that are well-written, well-designed, and successful in their intent. Our goal is to work with you, as a client, in shared responsibility to prepare your advertisement in a timely and cost-efficient manner. We will work with our client in the areas of writing, editing, proofing, design and photography. However, in the final analysis, OCM will make the determination on which format works best and that the content is appropriate for the College.



How do I place an ad?

If you are requesting ads for the first time:

1. Gather the pertinent factual information including: dates, times, admissions fees (if applicable), locations, persons involved, type of audience to be reached and the name of the person(s) we may contact for more in-depth information. (If you are also requesting a **news release**, the information required would be similar, if not the same.)
2. Notify us regarding the advertisement in writing as soon as possible – at least six weeks prior to an event or program if you are in need of an ad for a cultural event. The six week timeline is critical due to the advertising deadlines set by many weekly papers. For example, the Admissions Office would request an ad for an “Open House” workshop; the Registrar would request an ad for open registration dates. Use the downloadable PDF form located on OCM’s web page at <http://www.nvcc.commnet.edu/ocm/docs/OCMreqform.pdf>
3. Along with your notification, provide a printout of any copy that should be included in the advertisement and a text file of the printout saved onto a CD or as an e-mail attachment (see “How to create a text file for use in a college advertisement”). Although the initial contact may be a “hallway conversation,” or a quick phone call, it is your responsibility to forward written official notification to us explaining the event and all pertinent facts. When providing us with information for an event, submit the following both as a printout and as a text file saved on a CD or as an e-mail attachment sent along with the project’s budget:
 - event name or title
 - date and times of event
 - titles of key creative works to be featured at the event, as well as name of artist, composer, or writer
 - location (address, room number)
 - the name of the person and phone number for the public to contact for more information
 - admissions fee, if applicable
 - the names and hometowns of key performers or guest speakers

- a brief one/two sentence description of the event
- any other pertinent information that will make it easy for someone to understand

4. After reviewing the information you provide to us, we will plan a suitable strategy to advertise in the media. That strategy may include advertisements in daily papers, weekly papers, radio, pennysavers, etc.



What if I want to run last year’s ad with minor changes?

If an ad was developed and placed within the last year and it requires only minor revisions, there is no need to submit copy on disk. You can simply note the changes (legibly) on last year's copy and submit it to us. (For example: an ad regarding Open Registration in the newspaper requires the same copy as previously used with only the date being changed.)



What if I want to advertise an academic degree program?

During the academic year, if you would like to advertise a specific degree program, please clear it with the dean of academic affairs and contact OCM. We will work closely with you to publicize your program whenever possible.

During the budgeting process for the following year, OCM allocates line items to programs that promote the credit, non-credit and college-wide courses. If it’s a new program, we need to know by May 1. Please submit a written justification to us requesting that monies be allocated in the following year's budget for the advertisement of new or existing degree programs.



Will I have an opportunity to proofread and approve the ad before it is placed in the media?

When we are working with you on an advertisement, you will be asked to review it thoroughly and approve the accuracy of its content before it is placed with the media. You will be asked to sign and date the attached proof slip indicating your approval of content and design.

Please avoid changing the wording of the sentences or order of the sections, or adding or deleting copy when you proofread. Instead, make notations in the margins of the printed page so that the graphic designer can make the suggested changes to the existing electronic copy. Changing any of the information may cause a delay in production of your advertisement and may affect placement dates with the media, so please exercise restraint. *For this reason, it is critical that information is proofread and verified **before** it is submitted to us as a text file in Microsoft Word as an e-mail attachment.*



Who approves ads not produced by OCM?

Ads that are developed and placed by an office other than OCM must first be approved by your division director and/or supervisor and then submitted to OCM for review. The ads must be paid for and placed by the academic division creating them and must contain the College's configuration (see “How to prepare copy for use in a college advertisement”). *Any advertising must conform to OCM’s usage requirements and if an ad or publication uses the College’s logo, it must not contain any inappropriate language and the College’s logo must be used as is, without modification of color, size, type style or configuration. OCM has the final word on this usage.*



How do I request additional funding for advertisements?

Such requests are handled by your division director and are not part of OCM's budget process.



How to prepare copy for use in a college advertisement

The role of editing is to communicate your message effectively, as well as to present a professional and consistent image in the College's official publications, advertisements and media releases. Listed below are several guidelines for you to follow when you are submitting copy to OCM and/or when you are preparing your own ad for external audiences.

Please call the OCM at Ext. 2192 if you have questions regarding these guidelines.



Graphic Identity Elements: Logo and Brand Configuration

There is one College configuration; it is used on the majority of external advertisements and publications which represent the College to the public. These items may include posters, banners, flyers, playbills, event programs, etc. Department or division logos are not recommended because they conflict with the College's identity. Camera-ready copies and electronic graphics files of the configuration, in various sizes, are available from OCM and must be requested via email to Rob Henderson (rhenderson@nvcc.commnet.net) or in person by visiting the OCM office. ***Regardless of whether you produce the artwork or OCM does, and before your work is printed, copied or distributed, a final draft MUST be approved by OCM – there are no exceptions.***



The College Seal

The College seal is used only on documents of a formal or official nature such as diplomas.



Editorial Style Guidelines

Addresses

Listed below are the official College locations and telephone/fax numbers. External ads must contain the appropriate address, telephone and, in some cases, fax number.

- The address of the College is: 750 Chase Parkway, Waterbury, CT 06708

The College's main incoming phone number is 203-575-8000. Each department and division has its own fax number.

- The address of the College's Office of Continuing Education is: Kinney Hall, Room 401, 750 Chase Parkway, Waterbury, CT 06708, Tel: 203-575-8028, Fax: 203-575-8244
- The College's address for the World Wide Web is: www.nvcc.commnet.edu

Capitalization, Spelling, Grammar and Punctuation

In all cases, writing is governed by the Associated Press Style Book for advertising and news releases.

- The title of courses and workshops should be capitalized.
- If the word "program" is an integral part of the name, it should be capitalized.
- Majors are lower case: computer science, communications, etc.
- Language titles are always capitalized: English, French, etc.

- Capitalize “Board of Trustees,” but not trustee, except before the name used as a title. (e.g., The Board of Trustees meets once a month. She has been a trustee for five years. Trustee Smith approved the resolution.)
- Do not capitalize “freshman, sophomore,” etc. when referring to individuals.
- Do not capitalize academic and honorary degrees: bachelor of science, associate in applied science, etc.

Commas

- Use commas to separate elements in a series but not before a conjunction: The flag is red, white and blue.

Spacing

- Type your copy single spaced.
- Use only one space after a period before the next word in the paragraph.

Costs

- \$5, not \$5.00 (unless in tables aligned with figures that are not even amounts).

Dates

- Use February 10-13, not Feb. 10th to 13th.
- When used only with the year, the month is spelled out and no comma is used: November 2002
- Set off the year with commas when used with an exact date: Friday, September 20, 2002, in the cafeteria.

Names

- On first reference, refer to individuals by their first and last names. On subsequent instances, use the last name only.
- When identifying current students or alumni by their class years, the year is set off by an apostrophe before the year, followed by a comma: Jane P. Doe '97, spoke at our conference.
- The abbreviation “Jr.” following a name is set off by commas: Leonard A. Wood, Jr., is director of special programs.
- Roman numerals in the same usage as above are not accompanied by commas: Leonard A. Wood III '92.

Numbers

- In general, spell out numbers one through nine: The Foundation honored three students.
- Use figures for 10 and up: The Foundation honored 11 students.
- Spell out numbers that start a sentence.

Optional Spellings

- Advisor not adviser
- Catalog not catalogue
- Percent not per cent
- Theatre not theater
- Pre-register not preregister
- De-register not deregister

Pronouns

- Instead of using “his/her” change to “their” as appropriate.

Professional Titles

- Titles that follow a person's name should be lower case: Joe Smith, director of safety.
- Titles that precede a person's name are capitalized: Director of Safety Joe Smith.
- Do not use courtesy titles such as Mr., Mrs., Ms.
- When citing a terminal degree (Ph.D., D.Sc.N., etc.), do not use the title “Dr.” preceding the person’s first name (William J. Bennett, Ph.D., *never* Dr. William J. Bennett, Ph.D.). On first reference to one with a terminal degree, use William J. Bennett, Ph.D. After first reference, you may use Dr. Bennett. For all other non-terminal

degrees, they follow a person's last name, separated by a comma: John J. Goodman, M.A., and thereafter "Goodman."



How to create a text file for use in a college advertisement

Formatting a text file (or...how to enter/type information in a text file)

When creating a text file in any Windows-based word processing application (Word, Works, etc.), please follow these guidelines:

1. Do not bold or italicize.
2. Do not use tabs or spaces at the start of a line.
3. Only one space after a period.
4. Type the information exactly as it should appear.
5. Always use left justification.
6. Leave one line space between each item listing and between each paragraph.
7. Entries that are entered as ALL CAPS will appear as ALL CAPS on the final.
8. Save your file as a text file onto a CD or on your hard drive (see instructions below) and print out a hard copy for reference.
9. Provide OCM with both the hard copy and the text file on the CD (or email the file to the appropriate contact at OCM). Be sure to label your CD, so that it can be returned to you once the project is completed.
10. If the file you are creating contains columns of information, be sure that the columns are separated by tabs, not multiple spaces.
11. Use tabs, not multiple spaces to separate information.



Saving a text file

If you use a Windows-based word processing application (Word, Works, etc.), to save a File as a TEXT file, go to "SAVE AS..." in the "FILE" pull down menu. This is where the program asks you to name the File and indicate where you would like to save it (i.e., to what folder, what drive, CD drive, hard drive, server). It will also allow you to change the FILE TYPE. Select the TEXT File type option. If you will be submitting your copy to OCM on a CD, choose your CD drive as the drive to which the file should be saved. Then, enter the name of the file and select SAVE. If you save the text as an electronic file, the same steps apply except you will need to save the file to the "My Documents" folder.



Photography

We welcome your ideas for photographs (i.e., students in a classroom setting are displaying their science or art projects, students are assisting a local food kitchen) to be used in upcoming, official college publications, advertisements or media releases. Please call us in advance and provide the date, time, location and name of subject or individual to be photographed. We will determine if the request can be fit into a photographer's schedule.

The primary role of photography is to support the official college publications, media relations and advertisements generated from our office. Therefore, it is important that all requests for photography – whatever they may be – come through OCM so that we can plan a photographer's schedule of priorities. Additionally, because of the time constraints involved with the volume of official publications, media releases and advertisements, we can't guarantee that all requests will be honored.



Questions?

If you have questions about any of the guidelines outlined in this booklet, please call us at Ext. 2192, visit our office in room Kinney Hall, Room K709, or e-mail us at the addresses provided herein.

We look forward to working with you!