



## Approval Request for Advertisements, Promotional and Marketing Materials

Please complete this form fully for each item to be purchased and/or printed before finalizing your purchase with a vendor. Clear, legible mockups of items/publications must be attached. Incomplete forms will not be reviewed and will be returned for completion. Please send this form, along with a mockup of the item/publication, to [g00002207@unf.edu](mailto:g00002207@unf.edu) for review. Questions? Call Isabel Pease at (904) 620-4725.

Date: \_\_\_\_\_ Department: \_\_\_\_\_

Contact name: \_\_\_\_\_ Ext: \_\_\_\_\_

Project name: \_\_\_\_\_

To be paid for out of: \_\_\_\_\_ fund) \_\_\_\_\_ (org)

Total cost: \_\_\_\_\_

What would you like to have approved?  Publication (complete section No. 1)  Promotional or branded item (complete section No. 2)  Ad (complete section No. 3)

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### Section 1: Publication or Printed Materials (brochures, fliers, posters, yard signs)

Describe the publication or printed material (type, size, design, colors, etc.):

\_\_\_\_\_

Quantity needed: \_\_\_\_\_

What is the message you are trying to communicate and why? Or the purpose of this publication or printed piece?

\_\_\_\_\_

Who is your audience? \_\_\_\_\_

How large is that audience? \_\_\_\_\_

How do you plan to get these items to your target audience? \_\_\_\_\_

What is the shelf life? \_\_\_\_\_

If this is a publication or printed piece, why use this method instead of communicating electronically?

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## Section 2: Promotional or Branded Item

Describe the item (type of item, color, etc.):

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**UNF marketing and promotional materials should all play a role in improving the University's image while having a positive impact on state metrics that measure the University's performance in key areas relating to retention, graduation, placement of students and more.**

Please describe in detail how this item, if approved, will positively impact the [performance-based funding metrics](#) (please specify by number which metric(s) will be impacted and how).

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Quantity needed: \_\_\_\_\_

What is the message you are trying to communicate and why? Or the purpose of this item?

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Who is your audience? \_\_\_\_\_

How large is that audience? \_\_\_\_\_

How do you plan to get these items to your target audience? \_\_\_\_\_

What is the shelf life? \_\_\_\_\_

## Section 3: Advertisements

If an advertisement, is it  print/web  radio or television  digital or social media  other \_\_\_\_\_

If printed, what size?  Full page  Half page  Quarter page  Other

Dimensions \_\_\_\_\_ inches by \_\_\_\_\_ inches

Publication/station name and brief description:

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When will it run? With what frequency? (once, weekly, monthly, etc.?)

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What message or information do you need to communicate and why?

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Who is your audience?

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How large is that audience?

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**Required Signatures**

Department Head/Chair:

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(Print name)

Date: \_\_\_\_\_

(Signature – no electronic signatures please)

Director, Marketing and Publications:

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Date: \_\_\_\_\_

(Signature)

**Comments:**