

## UNIVERSITY RELATIONS — ADVERTISING

UNIVERSITY RELATIONS CAN HELP WITH YOUR ADVERTISING NEEDS.

### WHAT I CAN DO FOR YOU

- give you advice on the planning and execution of your ad campaign
- conduct research on the best place(s) to get your message out there
- find a contact person/vendor for your advertising placement
- make initial contact with the vendor to help negotiate the best price possible for your advertisement
- offer tips and best practices information. For instance, make sure you plan your advertisements in advance. Many publications have strict submission deadlines

### WHAT I CAN'T DO FOR YOU

- submit your ad. You will need to submit your final, approved advertisement to the vendor.
- write or design your ad. If you need design help with either of these elements, fill out the intake form here: [universityrelations.wvu.edu/request-services](http://universityrelations.wvu.edu/request-services).
- take photos for your ad. If you need quality photography, go to [photos.wvu.edu](http://photos.wvu.edu) to search for existing photos or schedule a photographer. Order digital files here: [urwvu.wufoo.com/forms/new-digital-file-order-form/](http://urwvu.wufoo.com/forms/new-digital-file-order-form/)

### WHAT YOU CAN DO FOR ME

Send me your name, contact info, and the department for which you buy ads. When I see something that's relevant to you I'll pass it along (don't worry, I won't be handing out your phone number to every pesky salesperson around).

#### CONTACT

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