

Policy on the use of University web pages for commercial advertising

University Advertising Standards related to the Internet are formulated by the Web Strategy Group and administered by the Directorate of Information Technology (DIT).

In general, the use of the University web site for advertising purposes is prohibited. However, the University acknowledges that, whilst the University home page and central pages must remain free from advertising, in certain circumstances advertising on other pages may be justified, provided it is approved by DIT and meets all of the following criteria:

- i. Advertising should be applied in context: that is, it should be relevant and advantageous to the subject matter of the web page. For example, the sale of discounted course texts on the Library website. Advertising must abide by the JANET AUP which is available online at: www.ja.net/company/policies/janet-aup.html and also the University of Aberdeen's *Code of Practice for the Publishing of Information in Electronic Format*, available online at: www.abdn.ac.uk/dit/policy.php.
- ii. Advertising must *not conflict with the policies or strategic aims of the University*.
- iii. *The services or products advertised may not be in direct competition with services or products offered by any University section, unit or body.*
- iv. Any advertisements placed must comply with the Advertising Standards Authority's *British Codes of Advertising and Sales Promotion*, available online at: www.asa.org.uk/.
- v. Features, announcements, promotions and personal recommendations that are disseminated by site managers in exchange for a payment or any other reciprocal arrangement must comply with the above Codes and must be clearly identified as advertising.
- vi. Advertising must not constitute more than 10% of a single web page, and should not usually involve animations, frames, child windows, scrolling task bars or any other intrusive usage of the medium that detracts from the main content of the page.

The only exception to i) above is in cases where the University is hosting events or publications paid for in part or wholly by external sponsors; for example, the *Writer's Festival*, which is affiliated with the *Lemon Tree*. Such sponsors would nevertheless be required to abide by sections ii)-vi).

Revenue from Advertising

Revenue from advertising reverts to the department, unit or section that is responsible for the pages. However, revenue from advertising should not be the motivating factor behind placing advertising on the University website.

Procedure for applying for permission to host advertising on a University web page

The department, section or unit wishing to host advertising materials should apply in writing to DIT, in the first instance to Mike McConnell, Business Applications Manager. Requests should come from the authorised departmental web co-ordinator and be authorised by the Head of Department, section or unit. Requests should be accompanied by descriptions (text, sketches or draft web pages) of the intended advertising.

DIT will decide whether the submitted advertising is suitable for display on the University web site.