Policy on the use of University web pages for commercial advertising

This policy is governed by the University of Aberdeen Advisory Group on Information Strategy (AGIS) and administered by IT Services.

The use of the University website for advertising purposes is typically 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 IT Services and meets all of the following criteria:

i)   Advertising must abide by the *JANET Acceptable Use Policy* [https://community.jisc.ac.uk/library/acceptable-use-policy] and also the University of Aberdeen's *Code of Practice for Electronic Publishing*.

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 [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 IT Services, in the first instance to Mike McConnell, Business Applications Manager (m.mcconnell@abdn.ac.uk). Requests should be authorised by the appropriate head of section. Requests should be accompanied by descriptions (text, sketches or draft web pages) of the intended advertising, if available.

IT Services will decide whether the submitted advertising is suitable for display on the University website.

Title	Policy on the use of University web pages for commercial advertising
Author/Creator	Mike McConnell, Business Applications Manager, IT Services
Owner	- Christine Mackenzie, Documentation Officer, IT Services - Mike McConnell, Business Applications Manager, IT Services - Policy governed by University of Aberdeen Advisory Group on Information Strategy (AGIS) and administered by IT Services
Date published/approved	May 2012
Version	1. June 2000, 2. December 2008, 2.2 May 2010 3. January 2012
Review date	May/June 2013
Audience	Staff and students
Related	- Code of Practice for Electronic Publishing - JANET Acceptable Use Policy (external) - Advertising Standards Authority's British Codes of Advertising and Sales Promotion (external)
Subject/Description	This policy explains the criteria that advertisements must meet and the procedure that departments, sections or units must follow if they wish to host advertising materials on the University of Aberdeen web pages.
Equality Impact Assessment	-
Section	IT Services
Theme	IT, web, advertising, features, announcements, events