

**BOARD POLICY**  
**San Mateo County Community College District**

**Subject:** 8.67 Advertising in District Publications  
**Revision Date:** 2/12

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1. The District and its Colleges may accept commercial advertisements for placement in College class schedules and other promotional publications. Revenue from advertisements shall be used to defray the cost of publication production.
2. The District and Colleges may accept advertisements from established businesses which provide products and services related to the purpose of an educational institution. Advertisements for businesses located near the Colleges or District Office and from businesses which employ college students and /or graduates may also be accepted. Advertisements for the following shall not be accepted.
  - a. Cigarettes and tobacco products
  - b. Alcoholic beverages
  - c. Noncommercial advertisements
3. The District shall retain complete control over advertisements placed in District publications and retains the right to refuse any advertisement.
  - a. The Chancellor and/or College President shall assure that advertisements accepted for publication are fitting and appropriate for inclusion in the specific publication.
  - b. The Board delegates to the Chancellor or his/her designee the authority to enter into agreements and to pay a percentage commission to advertising/marketing firms which solicit and procure advertising for the Colleges. The commission rate paid shall be in accordance with prevailing rates.