



Advertising for classes and courses

Services offered and procedures for advertising in the media

It is UCT policy that any advertisement that appears in the media under the heading of the University of Cape Town must conform to the approved UCT layout and house style, approved by Council.

Advertisements for classes and courses, notices of lectures and tenders as well as general notices should be placed by the Communication and Marketing department to ensure compliance with Council's requirement.

Services offered by the marketing section

- Editing and/or rewriting of advertisements in order to attract people in the target market, as well as advising on economy of space to economise on cost.
- Advise on the most appropriate media options with regard to reach, frequency, impact and relevance to the target market.
- Co-ordinating all advertising of classes and courses and any other display advertising and
- Liaising with Ayanda Mbanga Communications, the university's officially appointed advertising agency

Ayanda Mbanga Communications

The Communication & Marketing Department uses the services of Ayanda Mbanga Communications for **the advertisement of all classes and courses**, and any other display advertising requirements. Their services, at the request of the department, include:

- Researching and supplying cost estimates for media placement
- Production and delivery of all advertising materials required, both locally and internationally
- English/Afrikaans translations
- Domestic and overseas media research, searches, advice and space bookings

Due to the high volume of advertising placed by the university, Ayanda Mbanga Communications enjoy a unique relationship with the media, which enables them to negotiate good page positions subject to sufficient lead time between booking and delivery of material.

Ayanda Mbanga takes full responsibility for the corporate integrity, consistency and cost-effectiveness of all class and course advertising. They also carry the responsibility for any errors after approval and provide appropriate discounts when necessary.



Procedures

Please follow the procedures detailed below when you wish to advertise any classes and courses, notice of lectures or meetings, tender notices or general notices.

Send the following information, in good time, to the Communications & Marketing Department for the attention of the Marketing Officer Azraa Dawood (azraa.dawood@uct.ac.za) via email or fax (021 650 3780).

- A draft of the advertisement, highlighting the applicable faculty or department. It should include contact details for applications and for further information, as well as application deadlines
- Media preferred for advertising
- Preferred dates of insertion
- Fund number and cost centre for the advertisement. A purchase order (PO) number will be required to confirm your booking.

Note 1: There is a range of booking and material deadlines for the various media. Requests for advertising should reach the co-ordinator a minimum of 10 days prior to the booking request date.

The advertising co-ordinator will liaise with Ayanda Mbanga and forward back to the advertiser a draft layout, media plan and costing for approval from the head of department concerned. If changes are required, these will be done and re-submitted for approval. The media costing sheet is used to raise the relevant purchase order.

Note 2: The Communication and Marketing Department cannot be held responsible for delays in copy, budget or any other approvals. It is the responsibility of the advertiser (faculty, department) to ensure that its deadlines are met.

- A booking will only be confirmed when a purchase order number has been received, and a signed-off copy of the advertisement has been faxed back or emailed to the advertising co-ordinator.
- Once an advertisement has been placed, Ayanda Mbanga forwards an invoice and "tear sheets" (the physical advertisement from the publications) to the advertising co-ordinator, who forwards this invoice to the finance department which then forwards it to the faculty or department concerned.

Note 3: Each faculty or department, or any other advertiser, is personally responsible for payment to Ayanda Mbanga from its own advertising account.