

# **Advertisement and Other Forms of Public Communication Expenses Policy**

Promulgated by Certification Num. 193 (2002-2003).

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Approved by the Board of Directors Certification Num, 193 (2002-2003)

It is the responsibility of the University of Puerto Rico, the emission of advertisement, summons, and other types of public communication, in the written mediums as well electronic, in the country and elsewhere, when the institutional necessity requires it. Such communications should include the emblems and styles adopted for the uniformed use of the University of Puerto Rico. They should reflect as well, the correction and dignity of the institutional university. The present certification expresses the basic dispositions that should be followed in regards to this topic.

A. The use of public funds for the publication of advertisement, summons, or any other form of analog public communication, of written or electronic press, will be limited to official affairs that respond to the necessities and interests of the University of Puerto Rico.

B. The Board of Directors, the President of the University of Puerto Rico, and Chancellors of the institutional units, depending to whom it corresponds, will establish an internal procedure for the revision and approval of advertisement, summons, or any other form of analog public communication, of written or electronic press, for mediums in Puerto Rico or elsewhere, taking in consideration the graphic uniformity and institutional image criteria that are established by the President of the University or through the people or offices designated by the President for such effects.

C. This Policy will become effective immediately after its emission and it abolishes the effect of any other policy, norm, or the part of such that infringes it.