

Non-University Advertisements

Approved University vendors, affiliated organizations, and members of the campus community may contract with the Mail Services Department for direct delivery of advertising materials to University mail locations.

The following procedures must be followed and the originator must pay a fee in advance:

The accepted procedures and charges are:

1. Must be a product or service that contributes to the advancement of the mission of the University. Specifically, it must enhance either employee or student development or provide greater access to products or services deemed beneficial in the work or study environment.
2. If address labels are affixed, they must be presorted by mail location order and segregated with rubber bands.
3. Must reflect a disclaimer printed in at least 8 point type on the front cover, horizontal, easily found and legible, stating:

Circulation of this publication through the University of Cincinnati, Mail Services Department, at a fee, does not constitute an endorsement or recommendation by the University of the product or service being offered.

4. Cannot have postal endorsements such as Address Service Requested, Return Service Requested, permit number or any indicia claiming that postage fees have been paid.
5. The fee for this campus mail distribution is equivalent to the piece rate for Standard A class non-profit bulk mailing for the University, which must be received before distribution occurs.

Cooperative Ventures:

Cooperative ventures herein relate to the mailing of invitations or announcements by a department and a registered vendor for the purpose of promoting an ad hoc event beneficial to the University. Its content must not be detrimental to another department (such as holding a private sale of products normally offered by the Bookstores).

Distribution fees are not assessed for cooperative ventures unless the mailing qualifies as a category 5 mailing under the mass communication policy. In addition, cooperative venture announcements must be presented to the University community from the department's point of view, on their letterhead, using their own address, and be of a related nature. Example: UCit providing computer training in cooperation with another company.