



## COLLEGE ADMINISTRATIVE PROCEDURE MANUAL

Procedure Title	Procedure Number	Page(s)	Date Adopted:
Creation, Publication & Display of Flyers	GE – I	2	8/26/2025

### BASED ON BOARD POLICY

Section	Policy Title	Policy Number	Date Adopted:
G – Community and Governmental Relations	Advertising and Fundraising	GE	8/26/2025

### PURPOSE

As one form of publicity, printed flyers are allowed in designated campus locations and should follow these guidelines.

#### Guidelines are intended to:

- Ensure publicity reaches your target audience
- Ensure your message is timely, accurate and meets accessibility requirements
- Ensure consistency with College brand standards
- Ensure a uniform and professional display appearance

### PROCEDURE

#### Receiving approval for publicity:

- Submit flyer to MARCOM for approval two or three weeks before event/deadline
- Email: [marcom@mclennan.edu](mailto:marcom@mclennan.edu)
- Include:
  - Must be vertical 8 ½ x 11 size
  - Full color
  - Avoid solid dark backgrounds for readability
  - Include who, what, where, when & why
  - Include contact information
  - Include MCC logo

#### Once approved:

- Send digital file (PDF) and account number for printing [marcom@mclennan.edu](mailto:marcom@mclennan.edu)



- MARCOM will post and remove.
  - Ten to twelve copies will be posted in approved and designated areas based upon availability.
  - Approved flyers will have a MARCOM stamp.
  - No flyers are allowed on doors other than closure signage from MARCOM

Additional publicity measures and brand standards are available at [www.mclennan.edu/marcom](http://www.mclennan.edu/marcom).

Note: Visual & Performing Arts Building (BPAC & MTA) are allowed to display posters and flyers specific to their programs in designated areas as part of marketing processes for their students.