

## REQUEST FOR ADVERTISING

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### SUMMARY

Per the Mayor's order to centralize advertising and marketing services, the Communications Department (COM) is required to place legal and promotional advertisements on behalf of County departments, except when otherwise previously arranged. Submit your request for advertising to <https://miamidadegov.quickbase.com/db/bjct88s8x?a=GenNewRecord>. A member of COM's Engagement and Client Services team will contact you to discuss options.

### PROCEDURE

Departments must submit advertising requests online using the QuickBase system at <https://miamidadegov.quickbase.com/db/bjct88s8x?a=GenNewRecord>. Upon submitting your request, a number is assigned to your task, thereby making it traceable from initial submission to delivery and completion.

The following information is required in order to complete the advertising request:

1. Contact information including name, phone, email, and department.
2. Name of the print publication(s), section(s), and insertion date(s).
3. Valid departmental index/budget code for the charge per ad setup (if applicable).
4. Ad copy (in Word or PDF) including, where appropriate, County approved *Americans with Disabilities Act* (ADA) statement. Public meeting notices must contain appropriate headers and bolded key words that clearly indicate the subject of the meeting.
5. Any images/logos (other than the County logo) that need to be included in the ad.
6. If translations of the ad are required, submit a separate ticket for each language.
7. Justification for legal notices (i.e., County Code, State Statute, Federal mandate).

### **CONTACT(S): Department/Division**

Communications/Engagement and Client Services