

## Marketing, Advertising and Promotional Budget Item Request

For Advertising and Marketing expenses greater than \$15,000, please provide the following details and submit the completed form to [brandie.nabors@ua.edu](mailto:brandie.nabors@ua.edu). Once approved, the completed form will be returned for use in requesting brand approval and in Concur for payment or reconciliation.

Requesting Department:	
ORG:	
Description of Item:	
Vendor:	
Total Cost:	
<ol style="list-style-type: none"> <li>1. What is the intended advertising benefit of this expense?</li> <li>2. When and where will the advertising and promotion take place?</li> <li>3. Who is the target audience?</li> <li>4. Will any tracking be implemented to measure goals? For example, measure traffic to a landing page, calls to a toll-free phone number, form completions, etc.</li> </ol>	
Name of dean, director or department head who approved this expenditure:	
Requestor's Name and Contact Details:	

### For Strategic Communications Use Only:

Review Date:	Approval Status & Approver Initials: [   ] Approved   [   ] Not Approved
Comments:	