

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 jimmy.hart@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"> 1. What is the intended advertising benefit of this expense? 2. When and where will the advertising and promotion take place? 3. Who is the target audience? 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. 	
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:	