***[HOSPITAL NAME]***

**ADMINISTRATIVE POLICY**

CATEGORY: Public Relations **CODE: E-2**

SUBJECT: Advertising and Marketing Policy **EFFECTIVE:**

**COORDINATOR: Business Manager**

Advertising for [HOSPITAL NAME] services or open positions must be in compliance with local laws and in reputable media outlets.

Marketing and advertising should also be in line with the hospital’s strategic plan and highlight the services that need to be featured in order to reach the stated goals.

All advertisements in print or on radio, television, or online should be approved by AdCom and the cost should be within the budgeted amounts for this purpose.

APPROVED:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_