

Ads on the Web

Policy on Advertising and Commercial Links on the Rollins Web Site

The purpose of the Rollins College Web site and servers is to provide College information and services for all constituencies of the College. The server and all associated software and networking infrastructure were purchased using substantial educational discounts. Many of these discounts prohibit using the purchased items for commercial purposes, i.e. accepting money in exchange for advertising or commerce not related to those normally provided by Rollins College. In addition, we must consider the impact of advertising and commerce on the look and feel of the Web site, especially for prospective students. For these reasons, the following policies have been established to ensure that we continue to abide by the terms of these agreements and present a good image of the College to our constituencies:

1) Commercial advertising, i.e. paying for the appearance of a logo or advertisement, is normally prohibited on any Rollins Web server or computer system. This includes any links, graphics or other information that involves the receipt of money or services in exchange for the inclusion of such items on a page located on the Rollins Web server.

2) Goods and services may not normally be sold on the Rollins Web site. Examples of appropriate entities to advertise are the Bookstore and Alumni Association. Faculty and staff wishing to advertise publications may mention these on personal Web pages and link to a site where the item is sold but may not directly solicit sales on the Rollins site.

Appropriate exceptions to these policies must be approved by the Chief Information Officer.