



COUNTY OF SAN BERNARDINO
STANDARD PRACTICE

NO 2-1 32 ISSUE 7/97

BY Community Outreach Services PAGE 1 OF 2 EFFECTIVE 6/94

DEPARTMENT BEHAVIORAL HEALTH
SUBJECT PAID ADVERTISING PROCEDURE -
GENERAL

APPROVED *James McReynolds*
James McReynolds, Director

I PURPOSE

To acquaint Department of Behavioral Health staff with the proper procedure to follow when paid advertising services are needed

II PROCEDURE

A Requesting Party Will

- 1 Prepare a purchase request routing slip and a memo addressed to the appropriate Deputy Director requesting approval of the proposed advertisement. The memo is to include
 - a Reason for the advertisement
 - b Name and address of newspaper or magazine in which the ad will be placed
 - c The number of days the ad will run
 - d The approximate cost of the ad
 - e Exact wording and format of the ad
- 2 Procure a Department purchase order number from Property Management following Department approval

NOTE A Department purchase order number must be obtained from Property Management before placing the ad in order for the publisher to have the complete billing information

- 3 When placing the ad/listing with the publisher
 - a Inform publisher of Department purchase order number
 - b Instruct publisher of the Behavioral Health billing address

Department of Behavioral Health
ATTN Property Management
700 E Gilbert Street
San Bernardino, CA 92415

- c Notify the publisher that a copy of the "tear sheet" or "proof of publication" must be attached to the billing invoice by the publisher before payment will be issued

B Property Management staff will

- 1 Once billing invoice is received, compare wording of ad listed on original memo with "tear sheet" or "proof of publication" which shall be attached to the billing invoice by the publisher
- 2 Process payment through the Fiscal Section

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SEE MASS MEDIA POLICY ALSO