423: Classified Advertising

400: Accounting · https://milo.masseyservices.com/docs/423-classified-advertising/

Section: Accounting
Subject: Classified Advertising
Approved by: Harvey L. Massey
Effective Date: 27 September 1994
Last Reviewed Date: 27 September 1994
Policy Owner:

Policy

Classified advertising is to comply with Massey guidelines and all government regulations. There are sample classified ads in the "Recruiting, Interviewing & Hiring Guidelines."

To get the most effective use of classified advertising, results of each ad are to be compiled and reviewed by the General Manager. This information should be used to assist in future decisions on the type of ads placed, the classification for the ad, dates ran, etc.

The "Classified Advertising Report" has been designed to assist in gathering the information on the effectiveness of the ad. A copy of the classified ad is to be placed on this form and a copy of the completed form attached to the accounts payable voucher, along with the newspaper/advertising invoice. A copy of the completed form is to be kept in the Service Center for future reference.

Downloads

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