



A.R.T. – II Grant Program
Publicity & Public Communications Policy

***Prior to distribution, ALL marketing materials must be approved by the NJEDA Communications/Marketing Department, with the exception of Social Media posts.**

Guidelines:

- a. All public communication materials must be approved prior to distribution, including press releases, flyers, programs, banners, newsletters, on-line ads, web pages, etc.
- b. All public communication materials must include:
 - The **NJEDA logo** (folder with jpeg & png files provided in orientation packet) on all print-based or digital materials.
 - **Crediting language:**
 - i. "...supported by funding through the NJEDA's A.R.T. – Phase II Grant Program."
 - OR**
 - ii. "...supported in-part by funding through the NJEDA's A.R.T. – Phase II Grant Program."
- c. **Social Media posts do not require advance approval** but should **Tag** the NJEDA as follows:
 - **Twitter:** @NewJerseyEDA
 - **IG:** @newjerseyeda
 - **LinkedIn:** New Jersey Economic Development Authority (NJEDA)
 - **Facebook:** New Jersey Economic Development Authority
- d. Any alcohol-driven events or fundraisers, cannot include the NJEDA logo, nor can these funds be used in support of an alcohol-driven event.
- e. All finalized publicity materials must be sent to the NJEDA for inclusion in your organization's A.R.T. – Phase II project archive.

To Get Approvals:

- a) **TIMELINE:** Please allow **at least 2 weeks** before your distribution date.
- b) Send **Press Releases more than 2 weeks** in advance of when you want to distribute them, as they take more time for approvals. Please take that into account and give us as much lead-time as possible.
- c) Send ALL publicity materials for approval **as an attachment only** to ArtPhase2@njeda.gov. Please specify "Publicity" in the SUBJECT line of your email.
- d) **Do not send materials as Google Docs** or share via **Google Drive**, as we will not be able to access them and this will delay the approvals process.