

**University of California, Santa Barbara
Matrix for Web Acknowledgements, Advertising, and Sponsorships**

Display of	Location	Allowable?	Clarification
Third-party banner or advertising	Student Web Publications	Yes	This is considered student training and experience; therefore, it's a part of the University's mission. No unrelated business income tax (UBIT).
	Student Web sites (Not Publications)	No	Advertising and commercial content aren't directly related to the academic mission.
	Registered Student Organizations	No	Advertising and commercial content aren't directly related to the academic mission.
	University Web Magazines, or Newsletters	Yes	Only if the information in the publication is optional and isn't necessary for academic pursuits. Generally, subject to UBIT.
	Official University Publications, such as the General Catalog	No	Information necessary for academic pursuits is to be ad free.
	Course Web site	No	Information necessary for academic pursuits is to be ad free.
	Department Web site (Academic, Administrative, Student Life)	No	Advertising and commercial content aren't directly related to the academic mission.
	Alumni, Arts&Lectures, Athletics	Conditional	Display of a third party logo may be acceptable when the vendor provides discounts to university members, or rebates to the University. Disclosure and disclaimers are required. Generally, subject to UBIT.

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Sponsor's Name or Logo	Any UCSB Web site	Conditional	Display of a third party logo may be acceptable when acknowledging sponsors. Value statements (comparative or qualitative descriptions) are prohibited. Disclosure and disclaimers are required.
Research Partner's Corporate Logo (or other formal affiliate relationship)	Any UCSB Web site	Conditional	Display of a third party logo may be acceptable when acknowledging partners. Value statements (comparative or qualitative descriptions) are prohibited. Disclosure and disclaimers are required.
Direct Links to Third Party On-line Stores	Any UCSB Web site	No	Advertising and commercial content aren't directly related to the academic mission. Endorsement and UBIT restrictions.
Credit Card Logos (to identify acceptable forms of payment)	Any UCSB Web site	Conditional	Use of the credit card must have been approved. Processes must comply with Payment Card Industry (PCI) standards ¹ . Transaction must be related to the unit's primary purpose. Logos are to be displayed in connection with the transaction (not "disconnected," such as on a home page).

For more information, see [Guidelines for Acknowledgements and Advertising on University Electronic Resources](#) or write policy@ucsb.edu.

¹ The Payment Card Industry (PCI) Data Security Standard was created by major credit card companies to safeguard customer information. Visa, MasterCard, American Express, and other credit card associations mandate that merchants and service providers meet certain minimum standards of security when they store, process and transmit cardholder data.