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## State of Ohio Administrative Policy

### Moratorium on the Use of Advertisements, Endorsements, And Sponsorships on State-Controlled Web sites

No: Information Technology  
**IT-10**

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Effective: October 13, 2016

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Issued By:



Robert Blair, Director

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#### 1.0 Purpose

As the state makes services and information more available via the **Internet**, new challenges emerge. One of these challenges is advertising on state-controlled Web sites or creating partnerships with advertising companies to host an agency's website. From a funding aspect, this opportunity looks very attractive. However, there are numerous legal and policy issues that surface when considering advertising on state-controlled Web sites. Therefore, agencies shall not allow advertisements, **sponsorships** or **endorsements** on state-controlled Web sites including vendor-hosted Web sites. The details of this moratorium are stated below in the Policy section.

A glossary of terms found in this policy is located in Appendix A - Definitions. The first occurrence of a defined term is in **bold italics**.

#### 2.0 Policy

Agencies shall not allow advertisements, sponsorships or endorsements on state-controlled Web sites including vendor-hosted Web sites. This moratorium is effective immediately. Agencies with explicit statutory authority regarding advertisements may request a waiver of this moratorium through the Administrator for Enterprise IT Architecture & Policy, at [DAS.State.ITPolicy.Manager@das.ohio.gov](mailto:DAS.State.ITPolicy.Manager@das.ohio.gov).

2.1 **Acknowledgements:** State agencies may include **acknowledgements** on their Web sites as long as the acknowledgement is:

2.1.1 Made discreetly and subtly;

2.1.2 Not linked to any external Web sites; and

2.1.3 Accompanied by a disclaimer that the acknowledgement does not constitute endorsement.

2.2 **Directories:** A web directory is a listing of external Web sites that might serve as a source of additional information for Web site visitors. An agency who offers a web directory with links to external Web sites on a state-controlled Web site, must define a class of entities that may be listed in the directory, allow anyone within that class to be linked, disclose on the Web site the criteria and procedures for requesting a link and disclaim endorsement. The criteria that the agency uses for determining if an entity to be linked via a directory falls within the class must be approved by the agency's director and then submitted to the Ohio Department of Administrative Services (DAS) Office of Information Technology (OIT) along with the director's approval. The criteria should be sent to the Administrator for Enterprise IT Architecture & Policy, at [DAS.State.ITPolicy.Manager@das.ohio.gov](mailto:DAS.State.ITPolicy.Manager@das.ohio.gov).

2.3 **Required Software:** Whenever an agency Web site requires the use of particular software that the Web site visitor may need to download (e.g., .PDF formatted files require the Adobe Acrobat Reader software), the link to the download site may be included. The link should be accompanied by a statement that the particular software is required.

### 3.0 Authority

ORC 125.18

### 4.0 Revision History

Date	Description of Change
10/23/2000	Original Policy. This Policy replaces all previously released memoranda regarding this topic.
10/13/2016	Transferred policy content to a new State of Ohio Administrative Policy Template. Re-numbered policy to IT-10 to be consistent with new numbering format.
10/13/2018	Scheduled policy review.

### 5.0 Inquiries

Direct inquiries about this policy to:

State IT Policy Manager  
Enterprise IT Architecture & Policy  
Office of Information Technology  
Ohio Department of Administrative Services  
30 East Broad Street, 39th Floor  
Columbus, Ohio 43215

1-614-466-6930 | [DAS.State.ITPolicy.Manager@das.ohio.gov](mailto:DAS.State.ITPolicy.Manager@das.ohio.gov)

State of Ohio Administrative Policies may be found online at [www.das.ohio.gov/forStateAgencies/Policies.aspx](http://www.das.ohio.gov/forStateAgencies/Policies.aspx)

## Appendix A - Definitions

- a. Acknowledgement. A statement, which may include a logo, graphic or text, that identifies but does not promote an individual business, person or any other non-governmental entity as the source of work, material, equipment or services for a project.
- b. Advertisements. A logo, graphic, text, sound, video or any other means of promoting the commercial, political or other activities of an individual business, person or non-governmental entity.
- c. Endorsement. A statement of approval of a product, service or individual business, person or any other non-governmental entity.
- d. Internet. A worldwide system of computer networks - a network of networks - in which computer users can get information and access services from other computers. The Internet is generally considered to be public, un-trusted and outside the boundary of the state of Ohio enterprise network.
- e. Sponsorship. A logo, graphic, text, sound, video, or any other means of recognizing an individual business, person or any other non-governmental entity in exchange for underwriting a project.