



NCAA Division II By-law

13.4.4.1 Recruiting Advertisements. The publication of advertising or promotional material, by or on behalf of a member institution, designed to solicit the enrollment of a prospective student-athlete is not permitted, except as provided in Bylaws 13.4.4.1.1 and 13.4.4.1.2. Accordingly, a member institution may not buy or arrange to have space in game programs or other printed materials published to provide information concerning the athletics participation or evaluation of prospective student-athletes (e.g., recruiting publications) for any purpose whatsoever, including advertisements, a listing of prospective or enrolled student-athletes who will attend the institution and informative materials related to the institution. **[D]** *(Revised: 1/13/98, 1/9/06, 1/8/07 effective 8/1/07, 6/22/11)*

13.4.4.1.1 Nonathletics Institutional Advertisements. An institution (or a third party acting on behalf of the institution) may publish nonathletics institutional advertisements in nonathletics, high school or two-year college publications (e.g., high school yearbooks, newspapers, music programs, prom programs, two-year college music programs) and other nonathletics publications or produce promotional material (e.g., use of signage, booths, kiosks, distribution of printed materials, television and radio advertisements) for use at high school or two-year college athletics events provided: *(Adopted: 1/9/06, Revised: 1/9/06, 7/13/06, 4/28/09)*

- (a) The funds generated by the advertisements or promotional materials are not used for the high school or two-year college's athletics program;
- (b) The institution's athletics department is not involved in the advertisement or promotional activities; and
- (c) The advertisements or promotional materials do not contain athletics information.