



## NCAA Division III By-law

**13.4.2.1 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. 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 and multi-media such as CD-ROMs, list-serves, or other electronic media) 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, 4/29/09)*

**13.4.2.1.1 Exception—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., yearbooks, newspapers, music programs, prom programs) and other nonathletics publications or produce nonathletics institutional promotional material (e.g., use of signs, kiosks, distribution of printed materials, television and radio advertisements, electronic advertisements) for use at high school or two-year college athletics events or during broadcasts of such events, provided: **[D]** *(Revised: 1/15/11 effective 8/1/11)*

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