

**Rowan University Web Services  
Web Services for Promotional Purposes**

If you are conducting some form of promotion to acknowledge or advertise an award, release of a new program, special event, etc. please complete the form below so that Web Services may better serve you. Please allow a lead time of at least two weeks so we can add it to our queue.

**Does your promotion in any way involve the web?**

If so, please circle all of the following desired services that apply:

1. Creation of URL for Current Website/Page
2. Creation of URL for a Website/Page To-Be Developed
3. Creation of Website/Page for one-time/promotional use
4. Creation of graphic advertisement for University homepage and/or existing webpage(s) outside of University homepage
5. Addition of promotion/event to online calendar
6. Addition of promotion/event to online news area
7. Creation of Statistic/Traffic Tracking for promotional website/page
8. Addition of "keywords" to Google Search Engine
9. Addition of "featured box" to Google Search Engine using keyword(s)

**Name of Requesting Office/Department/College:**

**Names of Those Responsible for Promotion:**

1. **Desired URL** (Please keep in-mind that your name should be short, memorable and contain no spaces and/or additional characters.):

**URL should point to the following (pre-existing) location/URL:**

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2. **Is this a request for development of a new website/page or redesign of current website/page?**

**How long is this website/page expected to be online?**

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3. **Proposed acquisition method:**  
(e.g. University Web Services, student worker/intern, external contractor, in-house development by faculty/staff, other)
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4. **Do you already have a graphic advertisement and/or any graphic identity for your initiative?**
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5. **Do you already have access to the Rowan University Online Calendar, <http://www.rowan.edu/calendar/admin>?**

**If your office/department does not currently have access to the online calendar, please submit your username(s) for access.**

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6. **What "keywords" could be easily associated with your online promotion?**
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7. **Expectations of Office, Department, Division, College, etc. requesting said web site.** (What are the intended goals to be achieved by promotional website and/or designated URL? What is the expected date of completion and explain why said date was chosen?)
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8. **Any other comments and/or questions. Please attach any supplemental documentation.**