

ACE Program

QUICK REFERENCE GUIDE

Access to **C**ommunications (and marketing) **E**xperts—that's what the ACE program brings to Rutgers.

Have a communications or marketing need but don't have the time, money, resources, or expertise to do it yourself? That's where the ACE program can help!

ACE provides easy access to suppliers who have master service agreements in place with the university, and who have been trained on Rutgers brand standards and on the university's communications and procurement policies.

Find all the details and answers to your ACE-related questions at communications.rutgers.edu/ACE

Use the ACE program to get help with communications and marketing projects in these service areas:

- Advertising Strategy/Media Buying
- Communications Messaging and Strategy
- Graphic Design
- Market and Audience Research
- Marketing Campaigns
- Marketing Writing/Editing
- Photography
- Public Relations
- Video/Filming
- Website Design and Development

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Questions about the ACE Program?
Email us at contactus@ucm.rutgers.edu



Rutgers unit has marketing/communications need.



Unit consults the ACE supplier list that includes contact information, services provided, contracted rates, and others at Rutgers who have used the firm and identifies possible ACE firms that can help.



Unit fills out a Request for Quote form and emails it to ACE firms. Project budgets under \$150,000 require one quote, more than \$150,000 require multiple quotes.



Firms respond to the Request for Quote.



Based on quotes received, unit selects the ACE firm to work with.



Unit completes a Statement of Work (SOW) based on quote and submits a service request in RU Marketplace. No need for additional paperwork—it's all taken care of ahead of time!



Procurement issues a purchase order (PO). No work may begin without a PO!



Unit and ACE firm work together as outlined in SOW and Master Service Agreement.



Once work is complete, the ACE supplier invoices the unit against the PO, adhering to the rates and terms of their Rutgers SOW.



After project completion, UCM reaches out to the unit for feedback on working with the ACE program.