

ACE Program QUICK REFERENCE GUIDE

Access to Communications (and marketing) Experts—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 contracts 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
- Photography
- Public Relations
- Video/Filming
- Website Design and Development
- Writing/Editing

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 more.



Unit fills out a Request for Quote form and emails it to ACE firm(s). Project budgets under \$250,000 require one quote; more than \$250,000 require multiple quotes.



Firms respond to the Request for Quote.



Based on quote(s) received, unit selects the ACE firm to work with and communicates with vendors not chosen, if any.



Unit completes a Statement of Work (SOW) based on quote and submits a service request in RU Marketplace, noting that the vendor is an ACE supplier.



Procurement issues a purchase order (PO) after checking that terms of SOW match ACE contracted terms. No work may begin without a PO!



Unit and ACE firm work together as outlined in SOW and supplier’s contract.



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, University Communications and Marketing reaches out to the unit for feedback on working with the ACE program.