

Expenditure Guidelines for Promotional and Marketing
Items of Nominal Value
August 24, 2004

The University has a business need to promote its various programs throughout the state and the world. In addition to traditional advertising methods that include print, radio, television, and the World Wide Web, schools and departments may utilize promotional items of nominal value to provide interested parties a more permanent message. These guidelines describe the kinds of expenses allowed and the available funding sources.

To be considered an allowable promotional expense, items must have the following characteristics:

- Must contain University and/or school specific identification, such as logo, telephone numbers, addresses, and/or websites.
- Must adhere to University policies regarding trademarks and logos to preserve the University's identity consistent with Purdue Graphic and Brand Standards Guidelines (see http://www.pmc.purdue.edu/pages/downloads/seals_logos_download.html#identity).
- Must have a unit cost of less than \$15 each. Departments must exercise prudence in determining how much to spend for items of this nature given the University's constrained resources. Consideration must be given not only to the unit cost of the items, but also to the number of items purchased.

Items purchased under these guidelines are not intended for distribution to staff. Rather these items are intended to promote the University to specific groups such as students, prospective students, members of the community, or other constituencies.

Departments may use any appropriate funding source, provided the expense is allowable, allocable, and reasonable to the funding source. Sponsored program funds may be used only to the extent the expense is specifically approved in the budget and is consistent with OMB Circular A-21 and sponsor guidelines. Gift funds may be used provided the expense is consistent with donor restrictions.

Questions regarding these guidelines should be directed to Accounting Services.