

Promotional Items

Promotional Materials

Promotional items are used for marketing the UNT System and/or its components. Depending on the mission of a department, the purchase of promotional items may be authorized on appropriate **local funds only**. Individual promotional items should be nominal in cost and must comply with the UNT System component's branding guidelines. Use of the purchasing card for promotional items is not allowed unless the items are offered through University bookstores or an approved and authorized exception has been granted. Use the following category code in ePro.

Classification	ePro Category Code
Promotional Items-Local Funds	037-52

Each requisition must include:

- an attached URCM email approval, see **Branding/Logo**;
- individual promotional items, which must be under \$50.00 and use approved UNT System logos; and
- documentation on the requisition bid tab following **Bid Requirements** if value exceeds informal bid limits (\$5,000.01).
Note: If historical value exceeded \$25,000, contact **Procurement Services** for formal bid instructions, or **bid exception** documentation such as **Contract Pricing**.

Branding/Logo Items

UNT specific: UNT University Relations Communication and Marketing Department (URCM) must review all items (promotional, communications, advertising, and business cards) with university's brand for compliance with the **trademarks & licensing policy**. To obtain approval

1. Send an email with a PDF version of the item to **UNT Brand Approvals**. Include
 - a description of the item;
 - the intended audience; and
 - any time constraints you may have.
2. Await a response from URCM to arrive within 24 hours with an approval, or additional direction for approval.
3. Follow any additional directions for approval.
4. Await an email response confirming approval.
5. Attach that approval electronically to the requisition.

Purchases for branded items cannot be made using a purchasing card, except for those sold at the University bookstore.

UNT requisitions for promotional items (category 037-52) will also route through **Printing Services** who have vendor partners that help ensure the university receives the best price and that the items meet brand standards.

UNTHSC specific: Category 037-52 requisitions automatically route for UNTHSC Marketing approval.

Advertisements

Advertisements for faculty or staff employment positions must be approved by UNT System Human Resource Services before being processed by Procurement Services.

UNT University Relations, Communication, and Marketing Department (URCM) must review all advertising, whether print, online, TV, radio, or other that includes logos and/or word marks for content and branding approval in compliance with the branding policy. See the **UNT Identity Guide** for more information. Evidence of the approval (can be in the form of an email) should be electronically

attached to the requisition.

Note: Text only advertisements with no branding are exempt from URCM approval.

UNTHSC Marketing and Communications must approve all non-employment advertisements placed in local, state, and national media representing UNTHSC and/or its departments, programs, and organizations. Marketing & Communications handles all non-employment planning, writing, designing and placing of advertisements. Advertising without proper approval is strictly prohibited. See [Printing/Publications](#) for UNTHSC printed publications or the [Office of Marketing and Communication website](#) for UNT Dallas branding information.

Attach the complete advertisement or draft artwork in the ePro requisition. In the description, include the date or issue number of the journal or magazine to indicate when the ad will run.

For online advertisement, provide information on the requisition that will allow a

Procurement Services Buyer to finalize payment information. All information about the website (web address, user name established, and contact name available to assist Procurement Services with completion of the ad, etc.) should be included with the requisition.

Attach screen prints of the site to the requisition if desired. Procurement Services will not re-type the ad for compliance reasons, but can copy and paste, if necessary.

Proof of publication (a tear sheet; copy of printed ad; or printed listing) along with the invoice must be provided to Payment Services for appropriate payment for advertisements and listings. Use the following category codes in ePro for advertising.

Classification	ePro Category Code
Advertising: Print, Radio, Television	915-04
Advertising: Outdoor Billboard	915-04
Faculty Recruitment	915-13
Advertising: Staff Recruitment	915-13
Advertising: Clinical Trials	915-71