

To ensure consistent tracking of promotional item purchases, departments must use the appropriate account code based on the item's characteristics and purpose.

Account Code 4550 – Promotional Items (Non-Branded)

Use this code for items that are:

- - Standard or generic (not customized)
- - Not AVC branded giveaways- (i.e. Breast Cancer Awareness Items)
- - Not specifically designed for marketing or outreach

Examples:

- - Blank notebooks or pens (i.e. student workshops)
- - Generic tote bags
- - Lanyards with no logo

Account Code 5835 – Promotional Items (Branded/Marketing Use) ***

Use this code for items that are:

- - Branded or customized with the college/program name, logo, or tagline
- - Intended for public distribution at events, fairs, or outreach efforts
- - Designed to promote awareness of the college or its programs

Examples:

- - T-shirts with the college logo for student distribution only
- - Staff only if at an event where they need to be recognized (i.e. AV Fair Booth)
- - Custom water bottles or mugs with branding
- - Promotional giveaways for recruitment events

Additional Notes

- - When in doubt, consider the primary purpose of the item: If it's meant to promote or market the college to an external audience, use account code 5835.
- - These codes apply to physical promotional items only. Services like graphic design, advertising, or digital marketing should continue to be coded under standard marketing or advertising expense codes.

*****REQUIRES MARKETING APPROVAL**