

<https://www.law.cornell.edu/cfr/text/2/200.421> defines what is allowable and non-allowable with advertising and public relations.

Here is summation of that CFR and relating CFR's:

Costs of outreach, advertising, public relations and informational activities that are consistent with the provisions of WIOA, the Wagner-Peyser Act, TAA, veterans or other legislation, or are specified in the requirements of a Federal grant, may be allowable. Such activities may include:

- Advertising (see Advertising below for additional detail)
- Costs of renting a booth at a job fair, career fair, or business-to-business expo
- Costs of seminars, roundtables, and conferences that inform or train participants regarding workforce related topics, and may also allow staff to offer the services of the workforce system to potential customers
- Staff participation in outreach, advertising, public relations and informational activities

Costs of outreach, advertising, public relations, and informational activities may be allowable when:

- Specifically required by the federal award and then only as a direct cost
- Incurred to communicate with the public and press pertaining to specific activities or accomplishments that result from the performance of the Federal award, and then only as a direct cost; or
- Necessary to conduct general liaison with news media and government public relations officers, to the extent that such activities are limited to communication needed to keep the public informed on matters of public concern such as notices of Federal contracts/grant awards, plans and waivers, financial matters, etc.

Costs of any outreach items such as portfolios, flash drives, CDs, shirts, etc, that are produced or purchased with federal funds will be subject to audit and may be allowable only under limited circumstances. Local Areas are encouraged to find non-federal resources to pay for outreach items, or seek donations of these items by partners. Any outreach items paid for with federal funds must be intended for the use of staff or partners in the conduct of business, or for business or job seeker customers as part of program recruitment, participation, or follow-up. Under no circumstances may these items be intended solely for personal use. In addition, costs of promotional items and memorabilia, including models, gifts, and souvenirs are unallowable.

Advertising for the recruitment of staff, recruitment for job openings listed with the workforce center, recruitment for program participants, outreach, labor market information, the procurement of goods and services for the programs and grants, and the disposal of surplus materials purchased with grant funds, are allowable. However, advertising costs associated with the disposal of surplus materials are not allowable where all disposal costs are reimbursed based on a standard rate as specified in the grants management common rule.

Outreach, advertising, public relations, and informational products and activities must highlight the programs or services provided by the grants, but cannot focus on an organization including workforce centers, a governmental agency, a business, a partner or sub-contractor, or any other service provider.

All advertising, signs, materials, and outreach items that are produced or purchased with federal funds must acknowledge the program or source of funds used to pay for them (Ex: "Supported by the WIOA Dislocated Worker Program"), and must contain program information such as dislocated worker services, employer services, etc. to the extent that space is available.

Pens, pencils, pads of paper and similar items should be considered as supplies, rather than outreach materials. These may have the name and/or the logo of the organization as long as the cost of adding that information is not significantly different from the cost of the supplies unmarked, and those supplies are used only for the conduct of grant business.