

Your Everything Solution for **Advertising, Marketing and Public Relations Services**

Learn more at www.gsa.gov/amprsolutions



For fast, flexible, cost-effective procurement, turn to GSA's Multiple Award Schedules (MAS) — meet your acquisition challenges while achieving your mission's goals.

Speed – Shorten procurement lead-times and reduce your administrative burden and costs with quick and easy access to thousands of pre-qualified, industry leading contractors.

Selection – Compete among a vast selection of expert service and product providers to meet your mission needs from the largest, most reliable government procurement source.

Flexibility – Tailor RFQs and orders to your unique purchasing requirements and negotiate pricing below our ceiling rates to fit your specific needs and budget.

Efficiency – Streamline contracting while maintaining FAR compliance when you issue orders directly to pre-qualified contractors.

Value – Simplify your procurements by tapping into our pool of proven sources that have already been determined responsible and technically capable — at fair and reasonable prices.

Transparency – Leverage a suite of eTools that help identify qualified, small business contractors and maximize competition.

Manage Your Procurement – Your agency contracting officer will retain control of your procurement including requirements development, evaluation and award of the order.



Your agency can obtain a wealth of valuable solutions in the areas of advertising, marketing and public relations through GSA. We offer you an integrated approach to accessing the broadest range of advertising and marketing solutions. Access to thousands of pre-qualified service providers is simplified, allowing you to tailor orders to meet your unique requirements and letting your agency negotiate pricing below our ceiling rates. Whenever you want help finding the experts needed for all phases of making your organization's advertising, marketing and public-relations practices more efficient, GSA stands ready to assist you.

Services include:

- Advertising Objective Determinations;
- Message Creation;
- Media Development and Selection;
- Advertising Evaluation;
- Press, Public Relations and Crisis Communications;
- Media Training;
- Media Alerts;
- Web Site Design and Maintenance;
- Search Engine Development;
- Interactive and E-mail Marketing;
- Web Casting;
- Development of Strategic Marketing Plans;
- Creation of Branding Initiatives;
- Identification of Target Markets;
- Filming;
- Setup and Dismantling of Exhibit Property;
- Site Location Research;
- Audiovisual and Information Technology Support at an Event;

- Photography of All Kinds;
- Conceptual Designs and Layouts for Publications;
- Technical Writing Services;
- Recording and Reproducing Video and Audio Equipment;
- Professional Audiovisual Services;
- Creation of Professional Quality Audiovisual Studios;
- Books and Periodicals, Electronic Subscription Services, E-publications, Digital-on-Demand Publishing or Lending Library Services; and
- Off-the-Shelf Licensed and Unlicensed Broadcast and Multimedia Programming, News and Information Media Delivered in a Variety of Modes.

The GSA Multiple Award Schedules (MAS) program is the largest and most comprehensive acquisition vehicle available to the federal government. GSA MAS contracts offer your agency complete, state-of-the-industry support products and services designed to meet today's challenges. These contracts are created to help agencies like yours comply with daily operational requirements. Though GSA has already negotiated fair and reasonable pricing, ordering activities can seek additional discounts with MAS contractors before placing an order.

Listed on the following page are three MAS groupings to help you determine the services that meet your advertising, marketing and public relations needs.

Advertising and Integrated Marketing Solutions (AIMS) (www.gsa.gov/aims)

Getting the right message to your target audience is easier than you might believe. With emphasis on downsizing government, agencies are now required to do more work with fewer resources, while still keeping the public informed. GSA's Advertising and Integrated Marketing Solutions (AIMS) MAS is designed to help you get better results through quality contractors who specialize in communication and marketing services, allowing your agency to focus on critical missions. The variety of offerings includes:

- Public awareness of your agency's mission and initiatives through advertising objective determination, message creation, media development, and advertising;
- The latest in customized public and media relations through media messages and strategies, media sources for placement of campaigns, preparation of press relations and speeches, crisis communications, media training, and monitoring of media alerts;
- Strategies that maximize the use of your Internet capabilities, including Web site design and maintenance, search engine development, e-mail and interactive marketing, Web-based training and Web casting;
- Specialized marketing and media services (on an as-needed basis) such as market research and analysis, video/film production, exhibit design and implementation, conference, events and tradeshow planning services, commercial photography, commercial art, and graphic design; and
- Integrated marketing services, including any of the above.

Professional Audiovisual, Telecommunications and Security Solutions (www.gsa.gov/proav)

GSA offers a large selection of professional audio and video equipment, signal data solutions, and recording/reproducing equipment to meet many of your requirements. From handheld camcorders to professional audio and video equipment and surveillance cameras, GSA provides you with a one-stop shop for all of your professional audiovisual needs. You can choose from the industry's most trusted companies, and both small and large businesses, to select the options that best meet your needs.

Variety of offerings includes:

- Televisions;
- DVD Players;
- Handheld Camcorders;
- Audio Equipment; and
- Telecommunications Equipment.

Publication Media (www.gsa.gov/pubmedia)

Consider this MAS the comprehensive source for all the publications support for your advertising and marketing plans. Publication Media is our comprehensive source for meeting your publications needs. Whether your agency requires books and periodicals, electronic subscription services, e-publications, digital on-demand publishing or lending library services, GSA provides easy access to leading pre-qualified contractors who can handle most of your publication media needs. You will also have the opportunity to purchase and lease publications through various media and delivered in a variety of formats, which include online, print, CD, or portal document format (PDF). Periodical and subscription services are also offered and can provide your agency with access to a host of publications. Selections include (but are not limited to) law, aviation, finance, accounting, business management, and reference materials. You can also purchase Lending Library Services for periodicals or recorded books. Online book selling services offer a vast array of topics including economics, education, literature, and more, directly from the contractors' Web site. The topics are vast and include economics, education, literature, and more — directly from the contractors' respective Web sites.

Publications include:

- Professional Journals;
- Books;
- Pamphlets;
- Magazines;
- Newspapers; and
- Databases.

Attractive offerings under this MAS include the *Dow Jones* publications and news wires. Additionally, your agency can purchase reference material to assist with various areas of market research, such as newsletters, directories, and company profiles for research of various business industries.

For more information about advertising, marketing and public relations solutions from GSA, please visit www.gsa.gov/ampr solutions or e-mail marketing.gps@gsa.gov.



Flexible and Scalable Procurement

Government agencies are located worldwide, and they range in size, function and buying preferences. Our goal is to help your agency identify the best acquisition tools for your needs.

Direct Access to Pre-Approved Contractors Online

The GSA Multiple Award Schedules (MAS) program establishes contracts with responsible contractors and negotiates ceiling rates for labor categories. The contracts are ready for federal government orders, saving time and effort over open market procurements. GSA's online tool, eLibrary, is a comprehensive information resource for GSA Multiple Award Schedules. The eLibrary allows users to search contracts by contractor name, contract number, Special Item Number (SIN), MAS number, and keywords. To learn more, visit www.gsaelibrary.gsa.gov.

Complete Solution

When your requirements cross multiple disciplines or combine services and products, the strength and diversity of the GSA MAS contractor community can rise to the challenge. Many contractors can provide total solutions for complex requirements across numerous schedules. Contractor Team Arrangements (CTAs) allow MAS contractors to create their own partnerships and to provide comprehensive solutions beyond the scope of their individual contracts. And just recently approved, a deviation to the FAR (FAR Part 51.1) now expands the authority of contractors to use GSA sources of supply, including GSA MAS contracts, GSA Global Supply and VA MAS contracts. To learn more, visit www.gsa.gov/far51deviation.

The Consolidated Schedule

Ready for your agency's use, the Consolidated Schedule encompasses the vast majority of services currently offered through GSA's Multiple Award Schedules (MAS) program. Essentially, the Consolidated Schedule is an amalgam of many individual services offered through various Schedules, which federal agencies like yours find particularly appealing when the time comes to procure requirements that fall under various functional domains (or Schedules). For example, your agency can use the Consolidated Schedule to issue a task order to a single company for performing a requirement that includes services falling within the scope of different Schedules. See the array of services available under the Consolidated Schedule at www.gsa.gov/consolidatedschedule.

GSA Assisted Services

GSA offers fee-based acquisition, project and financial management for financial services on a short- or long-term basis. We combine acquisition, project management and financial resources to deliver customized, scalable solutions throughout the project life cycle. Working through Interagency Agreements, GSA establish the service level expectation with your agency's program, financial, contracting and legal staff to ensure requirements are met on time, within budget. To learn more, visit www.gsa.gov/aas.

GSA Advantage®

GSA Advantage® is the federal government's premier online ordering system that provides 24-hour access to more than 17 million product and service solutions available from 16,000-plus GSA Multiple Award Schedules (MAS) contractors — as well as all products available from GSA Global Supply™. GSA Advantage! offers: FAR-compliant purchasing; direct contact with MAS contractors to increase procurement speed and efficiency; specified grouping of products and services; easy-to-use research capabilities that narrow results and compare features, prices and delivery options; and a streamlined online experience with instant online ordering. For those state and local government entities looking to simplify their procurement process, GSA Advantage! offers them the ability to use their own state or local government-issued charge card to access a wide variety of products and services solutions. It also provides customers with multiple payment options and online viewing of order status to ensure complete order. The Advantage Spend Analysis Program (ASAP) reporting tool is also part of GSA Advantage!; this tool serves several functions, including giving authorized users access to GSA Advantage! sales and statistical data, with the option of running valuable reports. To learn more about how GSA Advantage! can help you, visit www.gsaadvantage.gov.

eBuy

eBuy is an online Request for Quote tool to receive information for highly complex, large quantity or big-ticket procurement requirements. eBuy streamlines the solicitation process for customers by providing a single tool to post solicitations, receive quotes from GSA Multiple Award Schedules, GWAC or other GSA technology contractors, find sources of supply, submit responses and establish and use Blanket Purchase Agreements. eBuy creates value through instant access to contractors, paperless procurement from "cradle to grave," full compliance with Section 803 of the 2002 National Defense Authorization Act, real-time RFQ management, volume discounts, electronic award notification and debriefing, and best-value practices through enhanced competition. It is ideal for customized services, with features that allow an agency to designate an RFQ as "Sources Sought," attached specification documents and describe complex or customized requirements. By using eBuy, customers can reduce the time spent on procuring products and services so that they can concentrate on their true missions. To learn more, visit www.ebuy.gsa.gov.

Additional Information

The home base for information on Professional Advertising, Marketing and Public Relations solutions is www.gsa.gov/amprsolutions. This site contains links to external resources and regulations and additional resources and training.

GSA invites your questions to one of our Advertising, Marketing and Public Relations solutions contracting experts; simply send inquiries to marketing.gps@gsa.gov.



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