

**DTV Newspaper Advertisement**

SOLICITATION NUMBER: RFQ09000024

**NOTICE DETAILS****Solicitation #:**

RFQ09000024

**Procurement Type:****Combined Synopsis/Solicitation****Date Posted:**

January 12, 2009

**Title:**

DTV Newspaper Advertisement

**Classification Code:**

99 -- Miscellaneous

**NAICS Code:**

541840 -- Media Representatives

**Response Date:**

Jan 13, 2009 5:00 pm Eastern

**Primary Point of Contact.:**

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**Secondary Point of Contact:**

Donna Patress Whitfield,  
Contract Specialist (Contractor)  
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**Description:**

Combined Synopsis/Solicitation for DTV Newspaper Advertisement throughout the United States and Puerto Rico

1. This is a combined synopsis/solicitation for commercial items and services prepared in accordance with the format in Subpart 12.6, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued. The solicitation (RFQ09000024) is being issued as a Request for Quotation. This notice and the incorporated provisions and clauses are those in effect through the Federal Acquisition Regulations (FAR). All responsible sources may submit a proposal.

2. The North American Industry Classification System (NAICS) code is 541840 - Media Representatives. Offerors

must be registered in the Central Contractor Registration (CCR) at <http://www.ccr.gov>, in order to be considered for award.

3. FAR Clauses 52.212-1 through 52.212-5 apply to this procurement. For the exact text and wording of clauses and provisions please see <http://farsite.hill.af.mil>. The Government contemplates award of a Firm Fixed Priced contract resulting from this solicitation.

4. Description of services: The Federal Communications Commission (FCC) intends to make a sole source award for DTV Newspaper Advertising using Media Space Solutions. This requirement is to support a DTV Ad Campaign throughout the United States (January 17, 2009) and Puerto Rico one time during the week of (January 19, 2009). See the following specifications that will provide information in 81 targeted cities and Puerto Rico:

#### FCC Newspaper Campaign - Reaching 81 Local Markets

##### Local Market Daily Newspaper Summary

- Target Markets: 81 markets
- Number of Newspapers: 255
- Ad Size: Full Page BW
- Frequency: 1X
- Section: Main or Local News
- Placement Dates: 1/17/09
- Total Circulation: 29,862,829

##### Specifications Needed (30 sizes covers 255 newspapers):

10" X 10.5", 10" X 20", 10" X 20.25", 10.25" X 13", 10.25" X 20.875", 10.5" X 14.75", 10.5" X 19.75", 10.5" X 21.5", 10.5" X 22.5", 10.625" X 20.5", 10.81" X 14", 10.87" X 21.25", 10.875" X 19.5", 11.11" X 22", 11.15" X 20.5", 11.16" X 21.20", 11.375" X 20.25", 11.5" X 20", 11.625" X 19.75", 11.625" X 22.5", 11.67" X 21", 12 X 21.75", 12.498" X 21.5", 13" X 21.5", 9.381" X 12.75", 9.667" X 14", 9.75" X 14", 9.75" X 11", 9.75" X 12.5", 9.888" X 21"

##### Puerto Rican Newspaper Summary

- Newspapers: El Nuevo Dia & Primera Hora
- Target Markets: Puerto Rico
- Number of Newspapers: 2
- Ad Size: Full Page BW
- Frequency: 1X
- Section: Main or Local News
- Placement Dates: 1 time the week of 1/19/09
- Total Circulation: 333,957
- Notes: These are the top 2 newspapers in Puerto Rico.

##### Specifications Needed:

13" X 10.75"

##### FCC Buy Summary

- Number of Newspapers: 257
- Ad Size: Full Page BW
- Frequency: 1X
- Placement Dates: 1/17/09
- Total Circulation: 30,196,786

5. Based on market research, efforts conducted resulted Media Space Solutions is the only source reasonably available to meet these requirements and therefore a sole source award is authorized in accordance with FAR

6.302-1 is anticipated. The award date shall be 1 day after all responses to this announcement have been evaluated.

6. The Government will award a single contract resulting from this RFQ to the most responsive offeror, whose offer represents the best value in terms of technical capability and price.

7. Offerors must submit representations and certifications in accordance with the provision at FAR 52.212-3 Offeror Representations and Certifications-Commercial Item. (Accessible at the FAR Site, <http://farsite.hill.af.mil>)

8. Vendor shall submit the following documents in response to this RFQ:

- a. Quotation Cover Page (See attached document)
- b. Terms & Conditions for deliverables as described, above.
- c. Price Quotation

9. Offers are due on January 13, 2009 5:00 PM EST. Submit offers or any questions to the attention of Mr. Arnett Rogiers, Deputy Chief of Contracts & Purchasing, and copies to Ms. Donna P. Whitfield, Contract Specialist at [eproposals@fcc.gov](mailto:eproposals@fcc.gov)/ Offerors who fail to complete and submit the requirements above may be considered non-responsive.

**Place of Contract Performance:**

At various locations where newspapers are printed

,  
United States

**Archiving Policy:**

Automatic, 15 days after response date

**Allow Vendors To Add/Remove From Interested Vendors:**

yes

**Allow Vendors To View Interested Vendors List:**

yes

**ATTACHMENTS**

<p><b>RFQ Quotation Cover Page</b></p> <p>Is this package sensitive/secure? no</p> <p>Package Type: Other (Draft RFPs/RFIs, Responses to Questions, etc..)</p>
<p>Quotation Cover Page for DTV Newspaper ads.doc (26.00 Kb)</p> <p>Description: RFQ Quotation Cover Page</p>