

5.502 Authority.

(a) *Newspapers*. Authority to approve the publication of paid advertisements in newspapers is vested in the head of each agency ([44 U.S.C. 3702](#)). This approval authority may be delegated ([5 U.S.C. 302\(b\)](#)). Contracting officers shall obtain written authorization in accordance with policy procedures before advertising in newspapers.

(b) *Other media*. Unless the agency head determines otherwise, advance written authorization is not required to place advertisements in media other than newspapers.

Parent topic: [Subpart 5.5 - Paid Advertisements](#)