

## 5.503 Procedures.

(a) General.

(1) Orders for paid *advertisements* may be placed directly with the media or through an advertising agency. *Contracting officers shall* give small, small disadvantaged, women-owned, veteran-owned, *HUBZone*, and service-disabled veteran-owned small business concerns maximum opportunity to participate in these *acquisitions*.

(2) The *contracting officer shall* use the SF 1449 for paper *solicitations*. The SF 1449 shall be used to make awards or place orders unless the award/order is made by using *electronic commerce* or by using the Governmentwide commercial purchase card for micropurchases.

(b) *Rates. Advertisements may* be paid for at rates not over the commercial rates charged private individuals, with the usual discounts (44 U.S.C. 3703).

(c) *Proof of advertising. Every invoice* for advertising *shall* be accompanied by a copy of the *advertisement* or an affidavit of *publication* furnished by the publisher, radio or television station, or advertising agency concerned (44 U.S.C. 3703). Paying offices *shall* retain the proof of advertising until the Government Accountability Office settles the paying office's account.

(d) *Payment. Upon receipt of an invoice* supported by proof of advertising, the *contracting officer shall* attach a copy of the written authority (see 5.502(a)) and submit the *invoice* for payment under agency procedures.

**Parent topic:** Subpart 5.5 - Paid Advertisements