

General Services Administration RFP GS-00V-08-PD-0102  
Combined Solicitation/Synopsis

This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in FAR Subpart 12.6, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation—proposals are being requested and a separate solicitation will not be issued.

This solicitation is being issued as a Request for Proposals (RFP). The solicitation number is GS-00V-08-PD-0102.

The solicitation document and incorporated provisions and clauses are those in effect through Federal Acquisition Circular (FAC) 05-26.

The NAICS code for this acquisition is 541810 (Advertising Agencies) and the corresponding size standard is \$6.5 million. All responsible sources may compete for this requirement.

The following FAR provisions and clauses apply to this combined synopsis/solicitation:

<b>Provision/Clause Number</b>	<b>Provision/Clause Name</b>	<b>Is there an addendum to this provision or clause?</b>
52.212-1	Instructions to Offerors—Commercial	Yes
52.212-2	Evaluation—Commercial Items	Yes
52.212-4	Contract Terms and Conditions—Commercial Items	Yes
52.212-3	Contract Terms and Conditions Required to Implement Statutes or Executive Orders—Commercial Items	No

The following attachments are incorporated into this RFP:

- Attachment A: Solicitation Addenda
- Attachment B: Proposal Instructions
- Attachment C: Statement of Work
- Attachment D: Pricing Table

Information regarding the dates and places of delivery and acceptance and FOB point may be found in the Statement of Work, Attachment C to this combined synopsis/solicitation.

A list of contract line item numbers, items, and quantities, may be found in the Pricing Table, Attachment D to this combined synopsis/solicitation.

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The closing date and time for the receipt of proposals is 1pm ET on 16 October 2008. Offers must be delivered to the following point:

Adam R. Goldstein  
General Services Administration  
1800 F Street, NW  
Room G-127  
Washington, DC 20405

Due to continued delays in the processing and receipt of US postal mail, offerors are strongly encouraged to submit their proposal via overnight delivery service, courier service, or hand delivery. The phone number for the point of contact is (202) 219-1441.

Offerors should direct any inquiries regarding this solicitation to Adam Goldstein (Contractor-CACI). Mr. Goldstein may be reached at [adam.goldstein@gsa.gov](mailto:adam.goldstein@gsa.gov). As a matter of procurement integrity, the Government will not be able to respond to most questions on an individual basis. Instead, questions will be answered via solicitation amendments posted to the FedBizOpps listing for this solicitation. All questions should be submitted via e-mail. The Government cannot guarantee a response to any questions received after 2pm ET on 26 September 2008.