

# Subpart 505.5 - Paid Advertisements

**Parent topic:** [Part 505 - Publicizing Contract Actions](#)

## 505.502 Authority.

(a) *Newspapers.* The Senior Procurement Executive must approve publication of paid newspaper advertisements in accordance with FAR 5.502(a). Approval is not required if FAR 5.101 or GSAR [505.101](#) requires publication. Document the contract file with the regulatory citation or written approval to support the use of paid newspaper advertisements.

(b) *Other media.* Advance approval is not required to advertise in other media.

## 505.503 Procedures.

(a) *Substitute form.* Unless the contracting officer makes an award or order via electronic commerce or by using the Governmentwide commercial purchase card, use GSA Form 300, Order for Supplies and Services.

(b) *Invoice receipt by contracting officer.* After receiving an invoice and proof of advertising from a publisher, radio or television station, or advertising agency, the contracting officer shall take the following actions:

- (1) Certify the invoice for payment.
- (2) Submit the invoice to Finance.
- (3) Retain the proof of advertising in the contract file.

(c) *Invoice receipt by receiving official.* If a receiving official receives an invoice from a publisher, radio or television station, or advertising agency, he or she takes all the following actions:

- (1) Prepares a receiving report.
- (2) Submits the invoice and receiving report to Finance for payment.
- (3) Gives the contracting officer a copy of the receiving report for retention in the contract file.

## 505.504 Use of advertising agencies.

The services of commercial advertising agencies may be used only if the contracting officer determines that the services rendered by those agencies can either:

- (a) Increase competition for contracts; or
- (b) Improve the effectiveness of GSA advertising and marketing programs.