



State Purchasing Division

*****COMMUNICATIONS ALERT*****

December 1, 2011

Statewide Contract # **SWC 99999-001- SPD0000037-0001**

Title: **Media Buying Services**

Description

This communications alert is to inform users of the following information:

The Georgia Department of Administrative Services, State Purchasing Division, has established a statewide contract for **Media Buying Services** with two service providers, **TG Madison and The Interconnect Group**.

This is a **Convenience Statewide Contract** available for use by all state, city and county public entities within the state of Georgia.

The purpose of this contract is to provide services for the statewide placement of media advertising covering television, radio, print, outdoor advertising (i.e., billboards, etc.), internet (including social media sites Facebook, Twitter, Myspace) and in-store (i.e., point of purchase).

Key benefits of the contract include:

- Commission rates between 5–7%
- Approximately 5-10% added value on each media buy
- Single source for media services: television, radio, print, outdoor advertising (i.e., billboards, etc.), internet (as well as social media sites Facebook, Twitter, Myspace) and in store (i.e., point of purchase)
- Ability to accept standard industry file formats
- Statewide, regional and national presence
- Purchasing card (P-Card) acceptance

Please share this information with other procurement professionals in your organization. If you have questions contact:

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