



Department of  
Administrative Services

*Customer Focused, Performance Driven*

Sonny Perdue  
GOVERNOR

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COMMISSIONER

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 contract** available for use by all State, City & 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: Facebook, Twitter, My Space) 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: Facebook, Twitter, My Space) and in store (i.e. point of purchase)
- Ability to accept standard industry file formats
- Statewide, regional and national presence
- P-Card Acceptance