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**Project Statement of Objectives:
Advertising for the 29th Annual Civic and Humanitarian Awards Gala**

[REDACTED]
August 26, 2008

1.0 INTRODUCTION

As specified in Item 3.1.1 of the Tasking section of the Statement of Work (SOW) for Task Order 003, the contractor shall provide media buys, media monitoring, and campaign maintenance.

This Statement of Objectives (SOO) details the specific project objectives relating to print advertising for the 29th Annual Civic and Humanitarian Awards Gala to be issued as part of that task order. The services for this project will be provided on a Firm Fixed Price basis. No work shall commence on this project prior to receipt of a properly authorized Work Authorization. Any change to this SOO shall come via issuance of an addendum and modification to the original Work Authorization document. The Contractor shall accept no oral change orders.

2.0 PERIOD OF PERFORMANCE

The anticipated period of performance for this project is one (1) month from receipt of the Work Authorization document.

3.0 TASKING

3.1 Media placements for pre-paid advertisements for the 29th Annual Civic and Humanitarian Awards Gala using advertising already developed.

3.2 The contractor shall:

Submit one full-page, 4-color advertising for the 29th Annual Civic and Humanitarian Awards Gala. The actual ads to be used will be the Arab American Ads. Ads will be approved by the Government before each placement deadline.

Submit electronic CIA name and logo banner advertisement. Ads will be approved by the Government before each placement deadline.

Submit 60 second radio commercial spots. Commercials will be approved by the Government before each placement deadline.

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APPROVED FOR
RELEASE DATE:
01-Oct-2010

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- 3.2.1 Contractor shall make recommendations on other publications and media that will enhance advertising initiatives for this career path.
- 3.2.2 Monitor the publications where the ads were placed to ensure proper placement, and report any inconsistencies noted.
- 3.2.3 Ensure ongoing campaign maintenance by submitting required items to the publishers in accordance with publication deadlines and informing the Government of renewal deadlines in a timely fashion.

4.0 DELIVERABLES

- 4.1 Delivery of the media buys by the deadlines specified by the individual publisher.

5.0 SPECIAL CONSIDERATIONS

- 5.1 In situations where packages or multiple placement options (i.e. news section vs. international section) are available, the contractor shall inform the Government of the options and make a recommendation for the best value.

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