

GSA Schedule 76: Publication Media, News, Electronic & Print Information

Menu of Products and Services Offered: Listed alphabetically by service description



<u>Product/Service Description</u>	<u>SIN</u>	<u>PSC</u>	<u>NAICs</u>
AERONAUTICAL MAPS	760-1	7641	511199
AMUSEMENT & RECREATIONAL SVC	760-6	D317	713990
ATLASES, GLOBES, MAPS	760-1	7690	5111199
BOOKS & PAMPHLETS	760-1	7610/7640	511130/424920
BOOK WHOLESALERS	760-1	7610	424920
BOOKSTORE	760-4	7610	424920
BUSINESS TO BUSI ELECTRONIC MKT	760-4	R704	425110
CATALOGING	760-3	T003/7690	561410
CABLE TV SERVICES	760-6	R704	515210
DATABASE SUBSCRIPTIONS	760-2	D317/7630	424920
DIRECTORY & LIST PUBLISHERS	760-2	7690	511140
DIGITAL MAPS	760-2	7644	424920
DOCUMENT PREPARATION	760-3	7690	561410
DRAWINGS & SPECS	760-3	7650	561410
eBOOK DOCUMENT CONVERSION	760-3	K076	561410
eBOOK & SOFTWARE PUBLISHING	760-3	R605	511210
EDITORIAL SERVICES	760-3	TO13/R499	561110
ELECTRONIC NEWS & INFO SVCS	760-2/6	R704	512120
ELECTRONIC SUBSCRIPTION SVCS	760-2	D317	454111
ENTERTAINMENT MEDIA LICENSING	760-6	7690	713990
ePUBLISHING & TRANSCRIPTION SVC	760-3	R603	511210
FACT-CHECKING	760-3	7690	561410
FILM LIBRARIES, OTHER ARCHIVES	760-6	R605	512120
INDEXING & SUB TITLING	760-3	7690	561410
INTERNET PUBLISHING & BCSTING	760-6	R426	519130
LENDING LIBRARY SERVICES	760-5	WO76	511130
LIBRARY MANAGEMENT SERVICES	760-3	R499	515210
LIBRARY MEDIA SERVICES	760-3	R699	713990
MEDIA RELATIONS,R-TV ANALYSIS	760-6	R704	561111
MODIFICATIONS OF BOOKS, MAPS	760-3	KO76	561410
MOTION PICTURE DISTRIBUTION	760-6	R704/T015	512120
MULTI MEDIA, A/V, DVD, PROGRAMS	760-6	7640	713990
MULTI MEDIA DVD CD,AV RENTAL	760-6	WO76	532230
NEWS, TV SHOW SYNDICATORS	760-6	7690	512120/519110
NEWSPAPERS	760-2	7630	511120
ONLINE BOOKSELLING	760-4	7690	454111/425110
PHOTO,MAP,PRINT, PUBLISHING	760-3	T013/KO76	511210
PHONOGRAPH RECORDS	760-6	7740	711310
PROOFREADING	760-3	7690/KO76	561410
PUBLISHING SERVICES	760-3	R426	511199
SHEET & BOOK MUSIC	760-6	7660	511199
SUPPORT SVCS-PRO PUBLIC OP	760-6	R422/U001	519110
TV BROADCAST SUPPORT SVCS	760-6	R426	515120

Disclaimer: The information in this menu does not reflect changes in FAS or federal contracting regulations since the date of its issue (03/2012). It is intended only as a general guide that is subject to change.

Schedule 76 Menu: Listed by SIN and PSC

GSA SIN Applicable PSCs

760-1: Books & Pamphlets

PRIMARY: 7610 Books & Pamphlets

- 7640 Maps, Atlases Globes
- 7641 Aeronautical Maps, Charts
- 7660 Sheet & Book Music
- 7690 Miscellaneous Printed Materials, Games

760-2: Periodicals/Subscription Services

PRIMARY: 7630 Newspapers & Periodicals: Print and Electronic

- 7644 Digital Maps, Charts & Geodetic Products
- D317 Electronic Subscriptions

760-3: Editorial, Publishing and Library Media Services

PRIMARY: T013 Technical Writing Services

- 7650 Drawings & Specs (Non-engineering)
- K076 Modification of Books,Maps,other Publications
- N076 Installation of Equipment-Books,Maps,Publications
- R605 Library Services
- R704 Media Relations, Press Services,R-TV Analysis
- T003 Cataloging Services

760-4: On-Line Bookselling Services and Associated Items

PRIMARY: 7690 Miscellaneous Printed Materials, Games

- 7610 Books & Pamphlets

760-5: Lending Library Services

PRIMARY: W076 Lease or Rental of Books, Maps and Other Publications

760-6: Entertainment, News and Library Media

PRIMARY: R426 Support-Professional: Communications

- R422 Support-Professional: Public Opinion, Research
- R704 R-TV Analysis, Press Services
- T015 Print Publications - General Photographic: Motion
- U001 Education-Lectures

Schedule 76 Menu: Listed by SIN and NAICs Code

GSA SIN Applicable NAICs Codes

760-1: Books & Pamphlets

PRIMARY: **424920 Book Wholesalers**

511130 Book ,Newspaper Publishers

511140 Directory, List Publishers

511199 Maps, All Other Publishers

760-2: Periodicals/Subscription Services

PRIMARY: **519130 Internet Publishers**

424920 Digital Maps

425110 Business to Business Electronic Markets

511120 Periodical Publishers

760-3: Editorial, Publishing and Library Media Services

PRIMARY: **561110 Office Administrative Svcs: Editing**

519130 Internet Publishing & Website Search Portal

561410 Document Preparation

760-4: On-Line Bookselling Services and Associated Items

PRIMARY: **454111 Electronic Shopping**

511199 All other Publishers

760-5: Lending Library Services

PRIMARY: **532230 Video, DVD, DISC, & Game Rental**

760-6: Entertainment, News and Library Media

PRIMARY: **519110 News Reporting & Syndicates**

511210 eBook & Software Publishing

512120 Motion Picture Distributors

515120 Television Broadcasting

515210 Cable & Other Services

519130 Internet Publishing & Broadcasting

532230 Video,DVD,DISC ,& Game Rental

713990 Amusement & Recreation

SCHEDULE 76: PUBLICATION MEDIA, NEWS, ELECTRONIC AND PRINT INFORMATION

MAS Contracting: Quick Reference Guideline

Developing a Scope-Of-Work for Goods or Services

1. State clearly your Background & Objectives
2. Summary of your Plan of Action: (eBUY)
3. Statement of Bonified Need: Tech & Contract History
4. Statement of Applicable Conditions: Performance Restraints, Known Costs, Deadlines

Schedule 76 Specific Notes:

1. All 760-1 publications are TAA-compliant.
2. 760-2 products are available in print or web-based formats.
3. 760-3 eBook content rights retained by Federal Government.

Benefits to Using the Multiple Award Schedule (MAS) Program

Pre-negotiated Contract terms between GSA and Schedule Vendors “trickle down” to the task order level which reduces the compliance burden for Agencies who utilize MAS.

MAS Schedule contracts between GSA and Schedule Vendors are 5 year IDIQ contracts with 3-5 year option renewals – Agencies submit Task Orders by the contract reference number:

- 1) **Simplified Contracting Procedures - Use FAR Part 8.405-2/52.214 (No Part 15)**
 - a. No Synopsis Required
 - b. No Fair & Reasonable Determination Required
 - c. No Sub-Contractor Plan Required
 - d. Travel/Per Diem use 41 CFR CH 300-304
- 2) **Simplified Competition - 3 Schedule Contractors and competition requirements met**
 - a. Contract Types - Firm Fixed Price or T & M
 - b. Other Direct Costs are Negotiable at the Task Order level and Reimbursable
 - c. D-FAR “Reasonable Assurance” Met
 - d. Meet the Agency’s Small Business & Socio-Economic Goals
- 3) **Flexibility to Specialize Task Orders with Agency specific requirements**
 - a. Create Individualized Statement of Work (SOW) & Evaluation Factors
 - b. Clarifications Allowed
 - c. Option of Schedule Contractor Teaming
 - d. Using Schedule Vendors maintains Agency Continuity of Services
 - e. Service Ends when the Ordering Agency’s Task Order Expires (w/ Options)

Benefits to Using the E-Buy Tool:

www.ebuy.gsa.gov/

- ✓ Increased speed – E-buy quotes received in 3-5 days of posting an RFQ
- ✓ Competition Requirements Easily Met
- ✓ Best Value Achieved

Disclaimer: The information in this menu does not reflect changes in FAS or federal contracting regulations since the date of its issue (03/2012). It is intended only as a general guide that is subject to change.

Statement of Work (SOW) Content: FAR 8.405-2 Simplified Acquisition



1. **Agency Name & POC**
2. **Type of Contract:** Suggest Firm Fixed Price
3. **Service Description:** Series of Tasks and Goals
4. **Capabilities/Expertise Required:** State types of evidence required, i.e, resumes, etc.
5. **Performance Metrics:** How will success be measured?
6. **Timeline:** Cite duration, deadlines.
7. **Deliverables:** State delivery mode such as electronic, print, telepresence, or other. List any desired documents such as Test & Evaluation Reports, Surveys, Investigation Reports, etc.
8. **Property:** Any Government-furnished property?
9. **Rights:** State any rights to “Content” that must be retained by the Government.
10. **Selection Criteria:** Must be stated to the prospective contractor(s). How will they be evaluated? A “best value” determination may be made after carefully assessing the criteria and selecting the contractor with the greatest advantage to the Government based on Price and technical factors.
11. **Value-Added Criteria:** Provide Customer Service Interface, Technical Advice, Marketing/Promotion, Warranty Repair, Integration/Translation Services, Client Liaison/ Tech Rep, Project Management, Conflict Resolution, Response to URGENT REQUIREMENTS, Contingencies
12. **Pricing:** Starting point is the GSA MAS Price List - Firm Fixed Price Hourly or Daily Professional Labor Rates. A Time & Materials contract may also apply.
 - a. Other Direct Costs (ODCs) should be negotiated at the Task Order Level. Travel/per diem –reference 41 CFR CH 300-304 and USC Title 37 & 10. ODCs should be direct pass through “reimbursables” with no add-on fees.
 - b. The CO/KO may elect to have vendors provide an hourly or daily rate that covers the amortized “direct costs” attributable to on-site, off-site work. Costs would include, for instance, the cost of insurance for working on a Government Site. Clarifications are allowable to dispel any misinterpretations of the SOW.

FAS Region 2 Customer Service Contacts:

Tony.Zaza@gsa.gov 212-264-3548

James.Nicols@gsa.gov 212-264-4828

Richard.Egan@gsa.gov 212-264-9721

Alan.Rosner@gsa.gov 212-264-0868

Helpful Links to Important GSA Resources:

[Region 2 Homepage on GSA.gov](#)

[GSA Interact - Homepage](#)

[MAS Desk Reference Guide](#)

[Customer Service Directors - Contact Information](#)

[GSAAdvantage!](#)

[The GSA eLibrary](#)