

# 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

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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/](http://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

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## 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](mailto:Tony.Zaza@gsa.gov) 212-264-3548

[James.Nicols@gsa.gov](mailto:James.Nicols@gsa.gov) 212-264-4828

[Richard.Egan@gsa.gov](mailto:Richard.Egan@gsa.gov) 212-264-9721

[Alan.Rosner@gsa.gov](mailto: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](#)