

**CC PAM 145-35  
Recruiting - ROTC Purchase of Items Outside the Local Advertising Purchasing  
System (LAPS)**

**Original Document Date:** 09/10/01

**Revision Date:** 09/10/01

**Summary:**

This pamphlet provides command policy and procedural guidance for the standardization and execution of purchases to support local advertising, marketing, publicity and recruiting.

**POC/Impact:**

**Applicability.** This regulation applies to all personnel assigned to all elements of U.S. Army Cadet Command. Department of the Army directives take priority over this regulation.

**Supplementation.** Do not supplement this regulation without prior approval from Commander, U. S. Army Cadet Command, ATTN: ATCC-M, Fort Monroe, VA 23651-5000.

**Forms.** All forms in this regulation come from other sources and should be reproduced using FormFlow or other forms software.

**Suggested Improvements.** Send comments and suggested changes on [DA Form 2028](#) through channels to Commander, U. S. Army Cadet Command, ATTN: ATCC-M, Fort Monroe, VA 23651-5000. Suggested improvements may also be submitted using [DA Form 1045](#) (Army Ideas for Excellence Program (AIEP) Proposal).

***Please ensure that you have the following software loaded: Acrobat Reader 4.0 or >.***

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## Chapter 1, Introduction [TOC](#)

### 1-1. Purpose [TOC](#)

- a. This pamphlet sets policies, assigns responsibilities, and provides guidance for Army ROTC battalions to purchase items to support local advertising and recruiting. Procedures are outlined for the optional purchase, outside of the Local Advertising Purchasing System (LAPS), of items to support unit plans. Using the Battalion Marketing Action Plans (BMAPs) that are required by each region, battalions should be able to forecast their needs for such materials, but can now take advantage of unscheduled opportunities. Local purchases are not tied to a trimester and may be made at any time. Anticipated local purchases should be included in the MAP budget submission when possible.
- b. Using this pamphlet, a Professor of Military Science (PMS) or Recruiting Operations Officer (ROO) can take the IMPAC credit card to a local vendor to buy giveaway items, or to a local government printing agency to buy printed items, following the procedures outlined in this pamphlet. See Appendices [A](#), [B](#) & [C](#) for an overview of the processes; Appendices [D](#) & [E](#) provide option details.

### 1-2. Objectives [TOC](#)

- a. To provide greater flexibility to commanders at ROTC host units for the purchase of required recruiting items.
- b. To ensure compliance with all governing documents including those related to resource management and contracting (including credit card purchases), printed materials, and the Army Advertising Program.

### 1-3. References [TOC](#)

#### [Title 10](#)

U.S. Code, Armed Forces

#### [Title 44](#)

U.S. Code, Public Printing and Documents

#### [DoD Directive 5330.3](#), 25 June 1997

Defense Automated Printing Service (DAPS)

#### [AR 25-30](#), 21 June 1999

The Army Publishing and Printing Program

#### **AR 37-100-FY**

Financial Management: The Army Management Structure, with Changes

#### [AR 601-208](#) 15 May 1983

Recruiting/Reenlistment Advertising Program

#### [CC Regulation 145-4](#), 1 June 1993

Marketing, Advertising and Publicity to Support Enrollment, and Draft in Coordination

CC Memorandum, ATCC-M

Subject: Marketing Guidance

**1-4. Background** TOC

a. Cadet Command functional transfer in 1999 required reduction of personnel at levels below headquarters. Functions performed by 14 people at the region level are now performed by six people at the Headquarters, Cadet Command (HQCC) level. Both Marketing personnel and Resource Management personnel were affected. A move to an automated system (LAPS) also provided opportunities to: standardize local purchases, consolidate three very different region processes, track spending, begin to measure benefits, provide oversight of marketing planning and spending by marketing professionals, and combine purchases for cost savings.

***NOTE:*** *Changes primarily affected purchasing power at regions; battalions have never had local purchase ability.*

b. LAPS is a web-based, on-line, shopping cart system that allows regions, brigades, and battalions to purchase specialty and printed items through consolidated orders at the HQCC level. Advertising media buys (newspaper ad space, radio time, etc.) are also purchased through LAPS, with insertion orders for these ads processed through the contract advertising agency by the Region Account Supervisor (RAS) at the region headquarters.

c. Issues with LAPS include long lead time battalion order submission to delivery is four months and limited selection of items. LAPS includes 12 specialty items to select from; some allow school colors, some allow only select colors. Print items include tent cards, flyers/posters, and transit (bus/train) cards, which must be selected from current designs with some flexibility in localization information. Additional print items include letters, stationery, and envelopes printed with one or two colors; letters can include any local flyers not formatted as above but orders using more than two colors must be special ordered. Brochures are available in three design templates; with additional lead times, these designs can be adjusted at HQCC as well.

**1-5. Responsibilities** TOC

a. Director of Marketing and Public Affairs, U. S. Army Cadet Command (USACC), will:

1. Provide training, via ROO courses, on the procedures outlined in this pamphlet. Provide assistance on matters relating to purchasing procedures.

2. Continue to provide for paid advertising (print, radio) as requested by the units via LAPS. Advertising MAY NOT be procured locally. Continue to provide support for printed and specialty items via LAPS for those units that cannot or do not want to purchase locally.

b. Director of Resource Management, USACC, will:

1. Work with resource management staff at supporting installations to establish accounts for Army Management Structure Code 331712.20, Officer/Cadet Advertising (SROTC/USMA), as described in **AR 37-100-FY**.

2. Receive requests for amounts to transfer on behalf of each unit, rounded to the nearest \$1000, and effect transfer by Funding Authorization Document (FAD) for use of funds at the local level. FADs will include a list of amounts by school (may be provided in an attached spreadsheet), the AMS (331712.20) and the purpose (for the purchase of printed and specialty items in support of marketing and recruiting for SROTC). FAD memoranda will include sufficient information to allow support installation RM staffs to:

- (a) establish an advertising/ marketing Account Processing Code (APC) for each battalion receiving funds, and
- (b) set up the appropriate rules in the IMPAC credit card Customer Automated Reporting Environment (CARE) to allow for the transfer of costs.

See [Appendices F & G](#) for battalion and support installation views of this process.

***NOTE:** Pending implementation of the CARE system, battalions will request a manual cost transfer from operational accounts (e.g., supplies) to AMS 331712.20. Sample cost transfer request document is at [Appendix H](#). *

c. Battalions will:

1. Review BMAPs with battalion and brigade recruiting officers to identify their requirements for specialty items (formerly referred to as Personal Presentation Items (PPIs)) and for printed items such as direct mail letters (formerly Advertising and Information Items (A&I)). Advertising media (formerly NACPS) may not be purchased locally; all such purchases must be made in LAPS.
2. Determine which items they will continue to order through LAPS.

***NOTE:** Except for T-shirts and hats, any specialty (PPI) item which is currently available in the LAPS catalog must be ordered through LAPS, due to contractual requirements; such items include pencils, pens, coffee mugs, water bottles, etc. This pamphlet pertains only to unique items not available through LAPS. Additionally, the total amount spent on specialty items from all source (LAPS, local vendors, GPO) is limited to 25% of the battalion advertising budget. See specialty item ordering procedures for clarification.*

3. Estimate, annually, the total dollar amount of the items that will be ordered locally, outside of LAPS. Units should limit requests for transfer of funds to only one or two per year. Coordinate personally with support installation RM staffs to prepare them to receive advertising funds. Forward requests for FAD (transfer) through brigade and region staffs to Commander, HQCC, ATTN: ATCC-M for validation. Marketing will forward to RM for execution. On or about the 20th of each month, RM will transfer amounts, in even thousands, to appropriate accounts at the supporting installation. Marketing will reflect the amounts in the LAPS budgets.
4. Designate the ROO to serve as the Requester for purchases. In some cases, ROOs (except MPRI) will be provided with IMPAC credit card purchasing authority. In other cases, the ROO will work with the IMPAC credit card holder in the battalion for the purchase.

5. Complete all required forms with accurate specifications and provide all artwork and/or text to complete the procurement.
6. Enter local purchase orders in LAPS in accordance with coordinating instructions (**Paragraph 2-3**).
7. Continue to enter all requirements for advertising media purchases in LAPS for execution by the RAS.

**NOTE:** *Advertising agency personnel are the only individuals authorized to contract media space on behalf of Cadet Command. Cadre must be careful not to present themselves as contracting officials for advertising or media purchases.*

## Chapter 2, Procedures

### 2-1. General

Local options for procuring specialty items will include both direct procurement from vendors (local businesses, mail order or internet) and procurement through the local Government Printing Office (GPO). As stated above, all printed items must be procured through the local DAPS; if the DAPS cannot directly support the requirement, the requisition will be forwarded by DAPS to GPO for contracting. Printing with appropriate (government) funds may not be obtained through university or local vendor sources; however, university funds may still be used in this manner. [Appendix D](#) provides guidance and procedures for specialty items; [Appendix E](#) provides guidance and procedures for printed items.

### 2-2. Graphics

- a. Per guidance in Cadet Command marketing publications, ROTC units MUST abide by school restrictions on use of logos and names. Information on copyright and licensing issues is normally available from the university's printing, publications or graphics office. In some cases, the unit will need to secure written permission for use of the logo. Generally, this is required only for items that are to be sold at a profit, but there are exceptions.
- b. While prohibited from providing actual printing, university print or graphics offices can provide copies of camera ready logos for use in DAPS/GPO reproduction as well as specifications on school colors according to the Pantone Matching System (PMS). ROTC units should make an effort to maintain the integrity of the university "look while promoting Army ROTC. Use of the leadership excellence patch with the school name or battalion name or use of the school logo with Army ROTC or the battalion name is usually acceptable to the university. A copy of the Pocket Pal, a manual for printing, will help the recruiting officer to best understand the print process and the requirements for color standards and camera-ready art.
- c. Schools can provide logo artwork in either printed, i.e. camera ready, format or in electronic format. Artwork for logos that use more than one color must include camera-ready prints for EACH color. Electronic artwork for logos that use more than one color must include color separation information (usually separate layers of art within the same file). If artwork is provided in electronic format for a GPO job (either printed or specialty

items), **GPO Form 952**, Disk Information, must be completed. An example of a completed form is at [Appendix K](#).

### **2-3. Coordinating Instructions**

a. Forms for Local Purchase Specialty and Local Purchase Printing have been added to LAPS and must be completed for every purchase made using the procedures in this pamphlet. Forms will be completed whenever orders for local purchase are made; there is no requirement to abide by the LAPS trimester order cycle. Entries will be made for budgeting purposes with an initial estimate of the cost. Forms will be updated as additional information (GPO jacket number, final cost, etc.) is received, but not later than 60 days from the initial form submission date or 30 days from the order delivery date, whichever is earlier. See [Appendix L](#) for a screen view of these order forms.

b. Points of contact are the Region Desk Officers in the Marketing & Public Affairs Directorate, Marketing Division.

**JOHN T. D. CASEY**  
Major General, U.S. Army  
Commanding

**OFFICIAL:**

//SIGNED//  
**RODNEY A. PHILLIPS**  
Colonel, GS, U.S. Army  
Chief of Staff

**DISTRIBUTION:**  
A & D

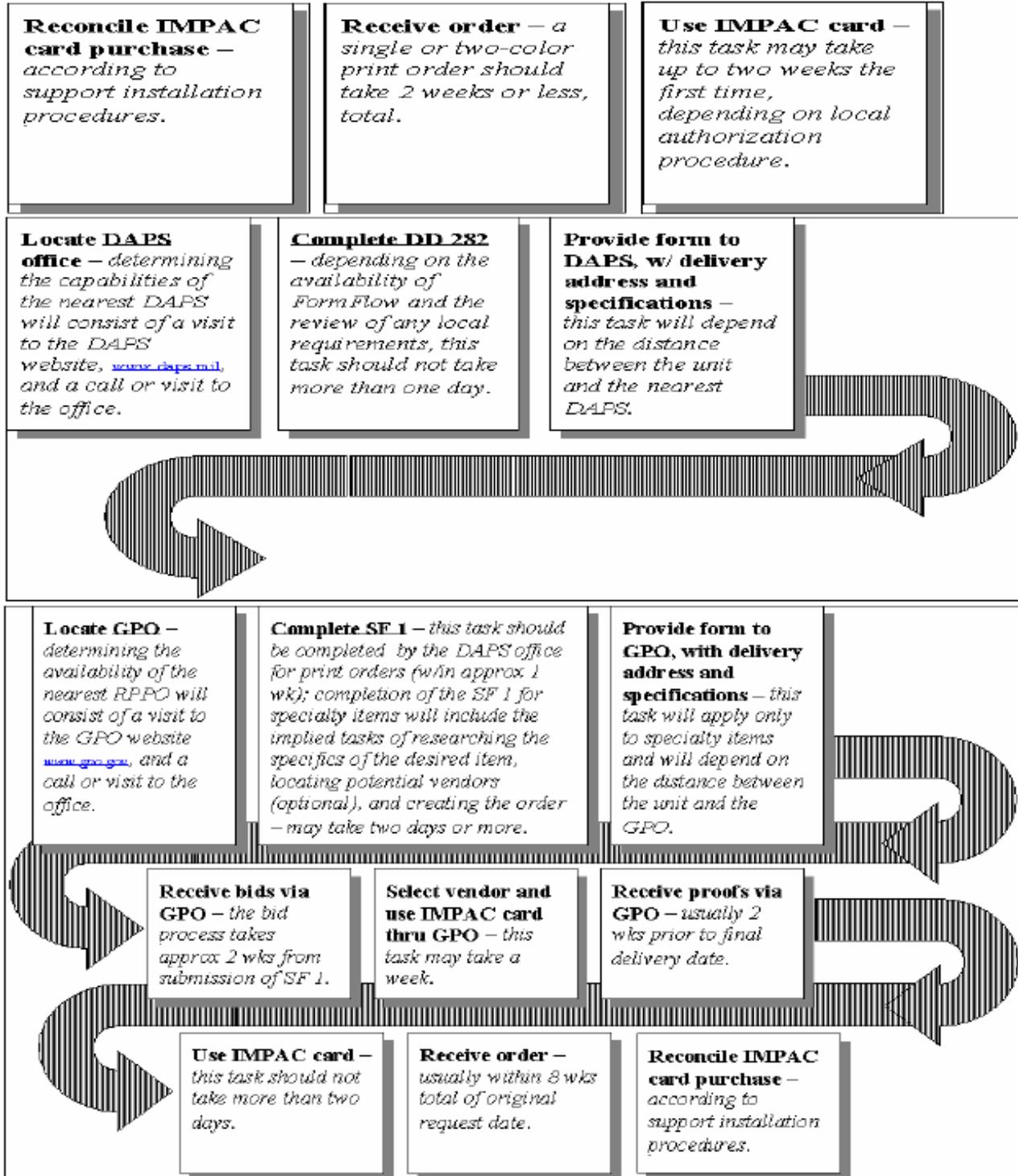
Appendix A [TOC](#)

**MATRIX OF PROCUREMENT OPTIONS**

	<b>Specialty Items</b>	<b>Printed Items</b>
<b>DAPS</b>	Not Available	<p>Unit completes <a href="#">DD Form 282</a>, provides camera-ready art or electronic files.</p> <p>DAPS provides a reference number for tracking or units may create one.</p> <p>Credit card payment is made to DAPS. Some DAPS have a process for repeat use of the same credit card; they issue an authorization number that must be used on the local DAPS form.</p>
<b>GPO</b>	<p>Unit completes <a href="#">SF Form 1</a>, provides camera-ready art or electronic files with <a href="#">GPO Form 952</a>.</p> <p>GPO will provide a jacket number.</p> <p>Credit card payment is made to GPO; GPO adds 7% plus \$7.50.</p>	<p>DAPS completes <a href="#">SF Form 1</a> on behalf of the unit and forwards to GPO.</p> <p><b>-OR-</b></p> <p>Unit secures permission to go directly to GPO and completes <a href="#">SF Form 1</a>.</p> <p>Unit provides camera-ready art or electronic files with <a href="#">GPO Form 952</a>.</p> <p>GPO provides jacket #.</p> <p>Credit card payment is made to GPO; GPO adds 7% plus \$7.50.</p>
<b>Direct to Vendor</b>	<p>Unit shops for vendor IAW IMPAC credit card purchase rules. Provides camera-ready art or electronic files and all specifications directly to the vendor.</p> <p>Credit card payment is made to the vendor.</p>	<b>NOT AVAILABLE</b>

Appendix B **TOC**

Timelines



Appendix B [TOC](#)

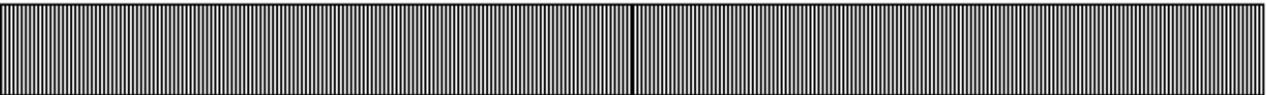
Timelines (continued)

**Reconcile IMPAC card purchase** – according to support installation procedures.

**Receive order** – again, according to the vendor's schedule but usually within 3-5 wk from the date of order.

**Use IMPAC card** – this task should not take more than two days.

**Check design/proof** – completion of this task will be according to the vendor's schedule.



**Create the order using the vendor's procedures** – this task will include working with the vendor on specifications, including graphics.

**Locate/select Local Vendor for Purchase** – determining the availability of local vendors will consist of searching the web or yellow pages or consulting with the university, and will include the implied tasks of researching the specifics of the desired item – may take a week or more.

Appendix C [TOC](#)

CATALOG VIEW 1, VIEW 2, VIEW 3

View 1

APPENDIX C – CATALOG VIEWS

Campaign Ad media placement (print ads in campus newspapers, radio air time, etc.) MUST be purchased through LAPS; some localization available in order forms; units must coordinate with Region staff to substitute photos; locally developed advertisements are not authorized for placement in any media.

Campaign-related printed items without localization, including flyers, tent cards, transit cards and potentially some billboard paper, MAY be available through RPI warehouse at USAREC, The Recruiter Store.

Appendix C **TOC**

CATALOG VIEW 1, VIEW 2, VIEW 3 (continued)

View 2

APPENDIX C – CATALOG VIEWS (cont.)

Services, including Booth Space, Direct Mail, and Photo Services MUST be purchased through LAPS; membership in civic organizations and out of pocket expenses require completion of additional forms – see CCR 145-4

Printed Items, including envelopes and stationery as well as business reply cards, etc., MAY be purchased EITHER through LAPS OR locally through DAPS and/or GPO using the Local Purchase Print Items order form. Units may not contract locally for printing EXCEPT through DAPS or GPO.

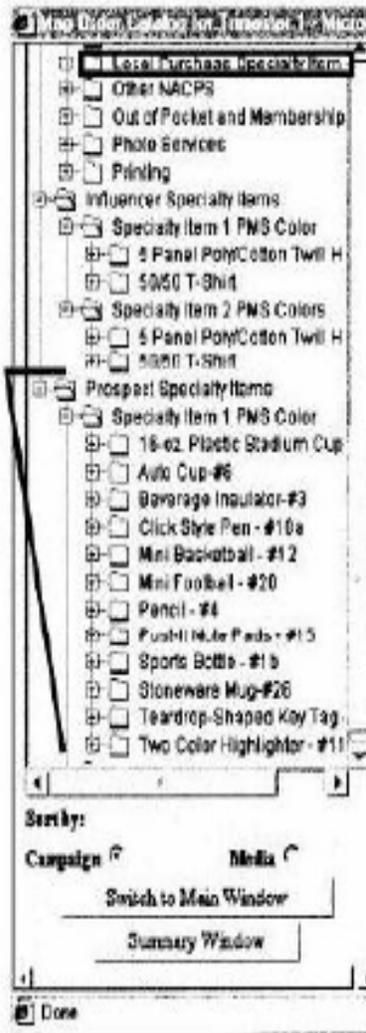
Sort by:  
Campaign  Media   
Switch to Main Window  
Summary Window  
Done

Appendix C **TOC**

CATALOG VIEW 1, VIEW 2, VIEW 3 (continued)

APPENDIX C – CATALOG VIEWS (cont.)

Specialty Items available through LAPS, i.e. the dozen items listed in the catalog under Prospect Specialty Items, MUST be purchased through LAPS. Hats and T-shirts (listed as Influencer Specialty Items in the catalog) MAY be purchased through LAPS OR MAY be purchased outside of LAPS.



Specialty Items not available in LAPS, i.e. luggage tags, first aid kits, frisbees, etc., MAY be purchased outside of LAPS using the Local Purchase Specialty Item order form.

NOTE: Though listed in the catalog as Influencer Specialty Items, hats and T-shirts may be presented to prospects as long as the dollar value does not exceed \$10. Maximum value of influencer items is \$15.

View 3

Appendix D 

## GUIDANCE – SPECIALTY ITEMS CONSTRAINTS AND RESTRICTIONS

**1. Authorized Recipients.** Current legal review allows items of a nominal value to be presented to prospects and influencers only. Specialty items are not generally authorized for presentation to DoD personnel, including contracted cadets. This is consistent with the Comptroller General findings that items with an "intrinsic value" for the employee may not be purchased with appropriated dollars. Additionally, **AR 37-100** provides funding under AMS 331712.20 for "procurement" of cadets, not for retention. This means that specialty items may be purchased for use in attracting prospects, but not purchased for use by cadets already enrolled in the program.

**2. Dollar Value.** Consistent with [AR 601-208](#) and USAREC policies, USACC had previously determined that specialty items for prospects were not to exceed \$6 in value; items for influencers were not to exceed \$10 in value. This guidance is hereby updated so that the value of items for prospects may not exceed \$10 and the value of items for influencers may not exceed \$15. (**Note:** *Value is considered to be the per piece cost, exclusive of any GPO charges for procurement and processing.*) Total of all specialty items purchased may not exceed 25% of the unit's marketing budget.

**3. Clothing Items.** Previously, clothing items were for influencers only, except in special cases (e.g. the "armyrotc.com" T-shirts procured for a specific promotion). Effective immediately, clothing items may be purchased for prospects (NOT enrolled cadets or cadre) so long as the VALUE of the item does not exceed the amounts in Paragraph 2 above.

**4. Funding Sources.** Payment for specialty items is from account 331712.20, Officer/Cadet Advertising (SROTC/USMA), using the battalion IMPAC credit card. Currently, any such purchase made must be outlined in a memorandum to the support installation RM requesting a cost transfer from the IMPAC credit card account processing code (APC) to the APC established by RM for that battalion under AMS 331712.20 (see sample at [Appendix J](#)). A copy of the IMPAC credit card bill should be attached. In the future, support installations will either issue a second IMPAC credit card to be used solely for recruiting purchases, or will use the CARE program under which a single IMPAC card can be used for multiple APCs.

**5. Other Restrictions.** USACC is bound by an annual "requirements" contract with the LAPS vendor, which states that any Cadet Command requirement for items covered by the contract must go to this vendor. This contract covers all items in the LAPS catalog except T-shirts and hats, which are currently ordered by HQCC outside the requirements contract. Any specialty item ordered by a battalion outside this contract must be a hat or T-shirt order or must be considered a unique item. Broadly defined, a university requirement for a neon yellow coffee mug would be considered unique (and allowed) because mugs available from the contract vendor for LAPS are only available in terracotta, cobalt, white, maroon, black, and green. To avoid contract violation, requirements for items meeting this broad definition of "unique" should be brought to the attention of the Region Desk Officer at HQCC for a legal opinion. More narrowly defined, a school spirit

Appendix D 

**APPENDIX D – GUIDANCE – SPECIALTY ITEMS  
CONSTRAINTS AND RESTRICTIONS PROCUREMENT OPTIONS (continued)**

item unique to the location, such as a paper airplane kit related to the home of Boeing or a miniature Louisville slugger, would obviously be outside the requirements contract and would also be allowed and no legal opinion regarding the contract would be required. However, additional care must be taken in these cases not to endorse or appear to endorse any commercial enterprise.

**1. Specialty Items Procured Through GPO.** Requirements for specialty items can be identified to GPO on **SF Form 1**, with clear specifications in the Additional Information section. See example at [Appendix G](#) for an example of a completed form. Upon receipt of a completed **SF Form 1**, GPO will place a request for bids through various systems, including the Commerce Business Daily, to solicit vendors who can fulfill the requirement in accordance with all specifications. When bids are received, GPO will contact the unit and provide the name of the lowest cost vendor and the cost, and will provide a GPO jacket number for tracking purposes. Specifications provided by the unit may include the requirement to modify the design or logo, a sketch of the desired finished project, a requirement to review a "proof" (printed copy) of the graphic design, and/or a requirement to review a "production sample" (actual printed item). Proofs and production samples may be reviewed at the battalion or at the GPO office (recommend first orders be reviewed at GPO to take advantage of their expertise in procurement). Note that a requirement for a production sample can require additional time and/or cost. Initial estimate and/or bid amount should be recorded in LAPS. Upon contracting, GPO will require IMPAC credit card number and authorization. Upon delivery, GPO will provide final cost, including GPO surcharges of 7% of total plus \$7.50. Final cost must be updated to LAPS order form.

**2. Specialty Items Procured Directly From The Vendor.** Requirements for specialty items will be identified by the unit as clearly as possible to facilitate purchase. Battalion ROO can "shop" for specialty items using any means available including specialty item catalogs, the internet and the yellow pages. IMPAC credit card rules will apply and may or may not limit selection of vendors. See Identification of Vendors in paragraph below. Vendors will require a similar level of detail in the ordering process as GPO, and will need graphics provided as described in the basic memorandum. Initial estimate should be recorded in LAPS; upon delivery, final cost must be updated to LAPS order form. Vendor will determine date for IMPAC credit card number and authorization.

**IDENTIFICATION OF VENDORS.** A variety of methods are available to identify potential local vendors for specialty items, but an effort must be made to secure quality items at reasonable prices. Campus bookstores may not always offer the best price, especially on larger quantities. Contact with vendors doing business with the bookstores may yield good results, however. GPO Regional Printing Procurement Offices (RPPOs) will have lists of vendors with whom they have worked in the past, as well as catalogs or a copy of the Media File (catalog of catalogs) available. Recommend units consider using GPO on their first specialty orders, to take advantage of their knowledge of the ordering process and their familiarity with vendors.

## Appendix E

### GUIDANCE – PRINTED ITEMS

**1. Funding Sources.** Payment for A&I items is also from account 331712.20, Officer/Cadet Advertising (SROTC/USMA), using the IMPAC credit card as outlined in the basic memorandum.

**2. Other Restrictions.** Current law requires that all government requirements for printed items go through Government Printing Offices (GPO) and all defense requirements for printed items go through Defense Automated Printing System (DAPS). Department of Defense Directive 5330.3 and [AR 25-50](#) further identify DAPS as the sole source for defense and Army printing. An amendment to the law allows for bypassing DAPS to go directly to **GPO, but installations require written exceptions.**

### PROCUREMENT OPTIONS

**1. Printed Items Procured Through DAPS.** Requirements for printed items can be identified to DAPS on [DD Form 282](#), with clear specifications in the Remarks/Special Instructions section. See example at [Appendix H](#) for an example of a completed form. Some DAPS locations will have local work order forms which will need to be completed in addition to or instead of [DD Form 282](#), but most will take the [282](#). Specifications provided by the unit may include the requirement to modify the design or logo for letterhead, a clean printed copy of the text (printing from a laser printer is acceptable), and a requirement to review a "proof" (printed copy) of the design. Proofs should be reviewed at the DAPS office. Initial estimate from DAPS should be recorded in LAPS; upon delivery, DAPS will provide final cost, which must be updated to LAPS order form. For units planning to do repeat business, DAPS may require that the IMPAC card holder secure an authorization code which can then be used on the [DD Form 282](#) or local work order form. For single jobs, DAPS will secure billing information when the work order is accepted.

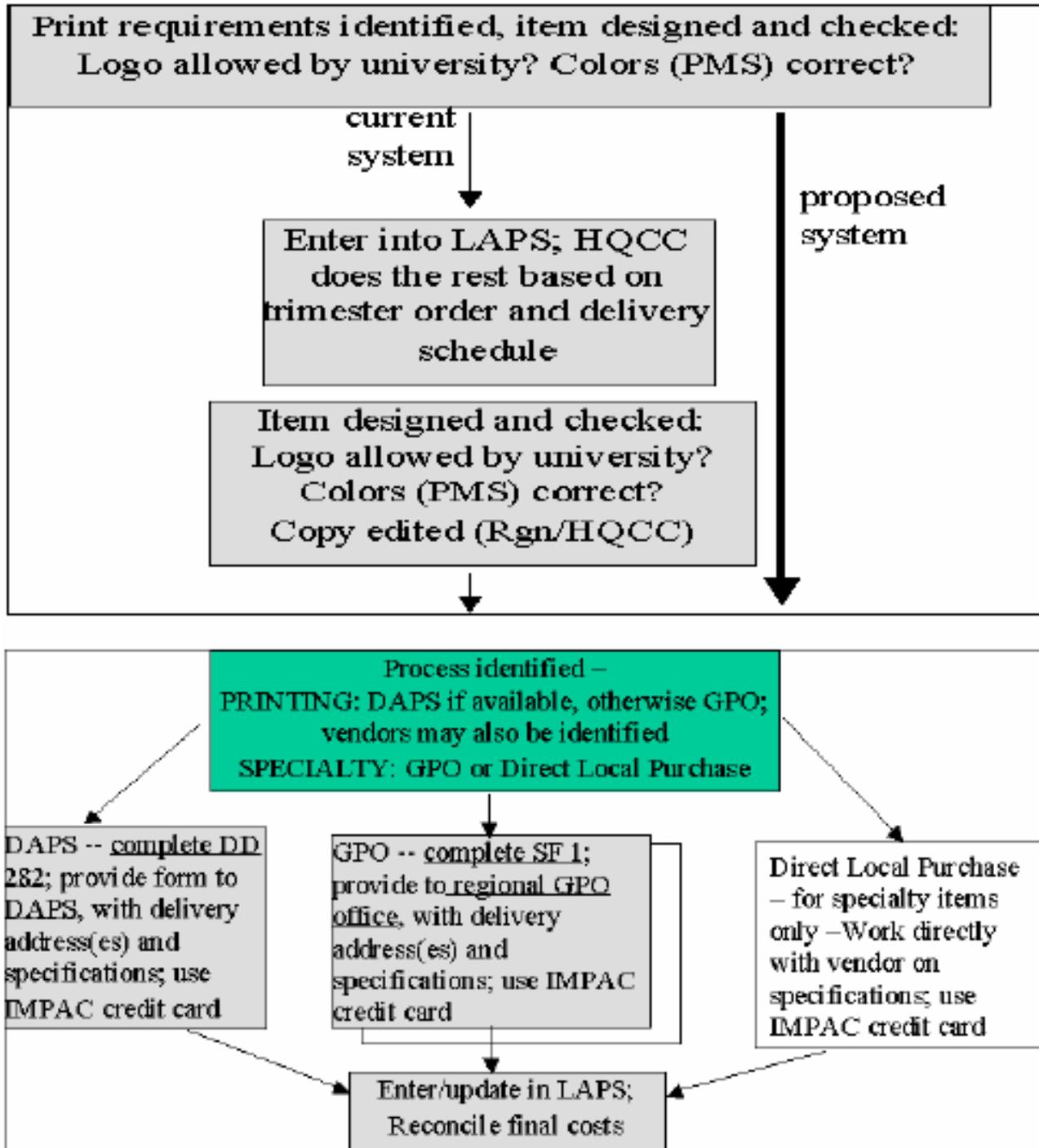
**2. Printed Items Procured Through GPO.** In most cases, any printed item to be procured through GPO will go through DAPS first, and DAPS will complete the required paperwork. Exceptions to this process must be specifically authorized by the installation information management officer. GPO will require a copy of **SF Form 1** with all specifications. Specifications provided by the unit, as outlined above, may include the requirement to modify the design or logo for letterhead, a clean printed copy of the text, and a requirement to review a "proof" of the design. Proofs from a GPO vendor may include a "blueline" (printed in blue ink to show placement and text) and/or a color proof (to show actual color and placement). Proofs from a GPO vendor will be sent to the battalion with a requirement to review and return to the vendor within two business days. The short turn-around time is required to ensure delivery schedule is maintained. Initial estimate and/or bid amount should be recorded in LAPS. Upon contracting, GPO will require IMPAC credit card number and authorization; will provide jacket number for tracking. Upon delivery, GPO will provide final cost, including GPO surcharges of 7% of total plus \$7.50. Final cost must be updated to LAPS order form.

## GUIDANCE – PRINTED ITEMS (continued)

**IDENTIFICATION OF VENDORS.** Black and white items should be printed by the local DAPS, if one is available. Small four-color (full-color) print jobs can normally be provided to a DAPS dedicated vendor (some DAPS maintain annual contracts for this purpose); very small four-color jobs can be printed in house. Some DAPS have spot color (a single color other than black) capability as well. Printed items such as direct mail letters using the university logo in the university's color(s) would be a spot color job. Most spot color or larger four-color jobs will be contracted by DAPS or GPO to a vendor that can meet the job specifications and certain other specifications, such as a limited distance from the client (school). The client can recommend a particular vendor with whom they have done business in the past, but this will generally not be considered a sole source requirement. Schools may consider using DAPS resources for mailing requirements as well; new capabilities at some locations are very competitive with campus options or mailing house contracts.

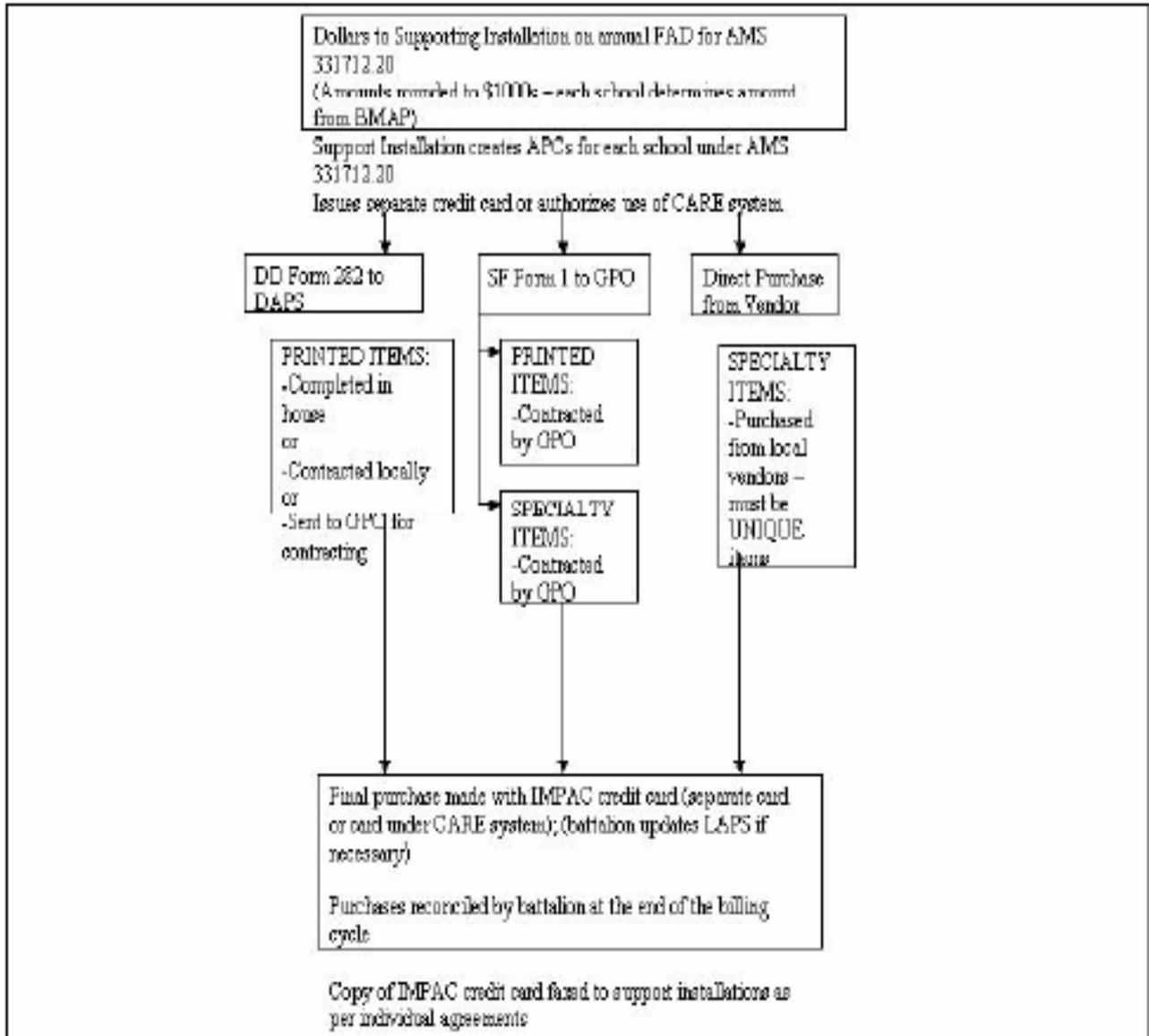
Appendix F [TOC](#)

PROCESS FROM BATTALION VIEW



Appendix G **TOC**

PROCESS FROM SUPPORT INSTALLATION VIEW



Appendix H 

**SAMPLE REQUEST FOR COST TRANSFER**



REPLY TO  
ATTENTION OF

**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, UNITED STATES ARMY CADET COMMAND  
FORT MONROE, VIRGINIA 23651-5010

**ATAA-NY-SS 1 March 2001**

**MEMORANDUM FOR** Deputy Chief of Staff for Resource Management, ATTN: Program Budget Division, Fort Drum, NY

**SUBJECT:** Request for Cost Transfer

1. Ref: Cadet Command Pamphlet 145-X, Purchase of Items Outside the Local Advertising Purchasing System (LAPS).
2. Request your support of Sample State University Army ROTC battalion's local requirements for printed and specialty items. Specifically, transfer the cost of the purchase listed below from SSU's IMPAC credit card to the APC established for SSU under AMS 331712.20, Officer/Cadet Advertising (SROTC/USMA), previously provided from Headquarters, Cadet Command, on a FAD.
3. Purchase of SSU Army ROTC caps for influencers and prospects, at a cost of \_\_\_\_\_, was made through the Government Printing Office, New York Regional Printing Procurement Office, as highlighted on the enclosed copy of the IMPAC credit card bill.
4. This purchase was made for the specific purpose of procuring cadets for the SROTC program at SSU, and should be borne by AMS 331712.20 IAW **AR 37-100**.
5. Point of contact for this action is the undersigned at 555-555-1234. Additional information is available from the Directorate of Marketing and Public Affairs, U.S. Army Cadet Command, at (757) 788-4600 (DSN 680), or from the Resource Management Directorate, USACC, at (757) 788-2592 (DSN 680).
6. Thanks for your support.

**JIM JOHNSON**  
**LTC, SF**  
**Professor of Military Science**

**Encl**

Appendix I **TOC**

SAMPLE COMPLETED DD FORM 282

APPENDIX I - SAMPLE COMPLETED DD Form 282

<b>DD FORM 282 (Rev. 10-1999)</b> <b>REQUISITION ORDER</b> (FY first) 1 - 0000 FOR REFERENCE CONSULT CPT JOHN JONES, Sample State University ACCOUNTING DIV PLEASE CALL CONTACT ABOVE FOR CREDIT CARD # AND TO GIVE AMOUNT FROM (LOCATION NO AND TITLE in brackets) Letter, w/ university and ROTC logos, "Dear Sample State Freshman"		CLASSIFICATION (Classification automatically downgrades UNCL when detached from classified material) DATE OF DECLASS 01/03/01 DECLASS AUTHORITY 15/03/01 EST COST \$950.00 PHONE 315-555-1234		(PLANT JOB NUMBER) SCHEDULED COMPLETION ESTIMATED COST	
QUANTITY 5,000 UNIT 1 UNIT PRICE 12 UNIT MEASUREMENT <input checked="" type="checkbox"/> PER <input type="checkbox"/> SQ <input type="checkbox"/> YD UNIT WEIGHT <input checked="" type="checkbox"/> LB <input type="checkbox"/> OZ <input type="checkbox"/> ABBREVIAT		COLOR <input checked="" type="checkbox"/> WHITE <input type="checkbox"/> BLACK <input type="checkbox"/> OTHER FINISH <input type="checkbox"/> UNFINISHED <input type="checkbox"/> FINISHED SPECIAL FINISHES (Specify)		SPECIAL INSTRUCTIONS (Specify)	
FINISHED SIZE 8 1/2 X 11 FOLD TO (Specify) 8 1/2 X 3 3/4 COORDINATE <input type="checkbox"/> 100% <input type="checkbox"/> 75% <input type="checkbox"/> 50% STANDARD PUNCH (Specify) <input type="checkbox"/> 3-HOLE <input type="checkbox"/> 2-HOLE PERFORATIONS <input type="checkbox"/> 100% <input type="checkbox"/> 75% COMPOSING/PROCESSING (Prepress user, specify color, etc.) repeat letterhead text for clarity if necessary		MARKING (Specify) <input checked="" type="checkbox"/> NONE <input type="checkbox"/> READ <input type="checkbox"/> READ TO FOOT MARK (Specify) <input type="checkbox"/> NONE <input type="checkbox"/> LETTERS <input type="checkbox"/> TOP OFFSET (Specify) <input type="checkbox"/> 100% <input type="checkbox"/> 75% SHYS <input type="checkbox"/> NONE <input type="checkbox"/> TOP <input type="checkbox"/> BOTTOM ACCO FASTENERS <input type="checkbox"/> 100% <input type="checkbox"/> 75% SPECIAL INSTRUCTIONS (Specify)		SPACE OF PAPER WEIGHT COLOR NOTE: Grades and weight of paper will be in accordance with specifications issued by the Congressional Joint Committee on Printing DISPOSITION OF NEG: <input type="checkbox"/> NONE <input type="checkbox"/> OAK <input type="checkbox"/> RETURN SPECIAL INSTRUCTIONS/REMARKS SERIAL NUMBERING, REGISTRATION, ETC.	
NUMBER ORIG 1 MODEL SIZE X PREPARED PLATED IMP PRINTED SHEET SIZE TRIM SIZE PLANNED BY		<b>FOR PLANT USE ONLY</b>		<b>SPECIAL INSTRUCTIONS/REMARKS</b>	
ORDERING OFFICE (Include full delivery address) JIM JOHNSON, LTC, SF, PMS, SSU (for request only - call for IMPAC auth) 123 Campus Street Anytown, NY 12345-0001		DELIVER TO (Complete address) Sample State University Army ROTC / Sample Athletic Center ATTN: CPT John Jones 123 Campus Street Anytown, NY 12345-0001		REPRODUCTION REQUIRED: <input type="checkbox"/> LIST / <input type="checkbox"/> LABELS <input type="checkbox"/> ATTACHED WILL BE UP - PLEASE NOTIFY (S) <input type="checkbox"/> HOLD MATERIAL RECEIVED (Signature and date)	

Appendix J **TOC**

SAMPLE COMPLETED SF1

**APPENDIX J - SAMPLE OF COMPLETED STANDARD FORM 1**

**SF 1 PRINTING AND BINDING REQUISITION**  
To the PUBLIC PRINTER Please furnish the following:

FROM: (Name of Government Establishment) Sample State University Army ROTC		BUSINESS UNIT	ISSUE DATE: (unit creates, FY first) 1 - 00001 1 March 2001
APPLICATION FOR CREDITABLE SUPPLYABLE LAW		BILLING ADDRESS CODE (BAC) 3 710 XX (all use this code)	AUTHORIZED BY
TITLE CAP, LOW PROFILE, SIX PANEL		QUALITY LABEL	FORM NO
QUANTITY (and of related designs) 96 total; 48 of each of 2 designs		FINISHED PRODUCT (check one): <input type="checkbox"/> Binding or Pamphlet <input type="checkbox"/> Book Form (check) <input type="checkbox"/> Map <input type="checkbox"/> Table of Contents <input type="checkbox"/> Other (specify)	CLASSIFICATION
THIS ORDER MUST (check one) Production No.:		Library No.:	GROUP WITH REQUISITION NO

<b>PAPER STOCK AND FINISH</b>	Text	FIRST CHOICE (SMALL, ONLY, and base weight)	SECOND CHOICE (if any)	COLORS OF INK
	Cover			
	OTHER (specify)			

<b>COMPOSITION</b>		<b>PROOFING</b>		<b>PROOFING (continued) (if space)</b>	
(check one) Original Text <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)	
TEXT TYPE (check one) Lead-Set <input type="checkbox"/> Linotype <input type="checkbox"/> Other (specify) _____ DISPLAY TYPE (check one) _____ TYPE FACE WIDTH (check one) _____ TYPE FACE DEPTH (check one) _____ ILLUSTRATIONS (check one) _____ COLOR (check one) _____ SPECIAL FINISH (check one) _____ SPECIAL INK (check one) _____ SPECIAL PAPER (check one) _____ SPECIAL BINDING (check one) _____ SPECIAL DELIVERY (check one) _____ SPECIAL STORAGE (check one) _____ SPECIAL DISTRIBUTION (check one) _____ SPECIAL OTHER (check one) _____		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)	

<b>PROOF AND DELIVERY</b>		<b>PROOFING</b>		<b>PROOFING (continued) (if space)</b>	
REQUESTED PROOF DATE REQUESTED DELIVERY DATE (5-8 wks out) 1 MAY 2001 DELIVER TO: Sample State University Army ROTC / Sample Athletic Center 123 Campus Street Anytown, NY 12345-0001		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)		(check one) Original <input type="checkbox"/> Reprinted <input type="checkbox"/> (check one) Current Copy <input type="checkbox"/> Non-current <input type="checkbox"/> (check one) Proofed Copy <input type="checkbox"/> Previous (indicate if space)	

**ADDITIONAL INFORMATION**

Required item:  
washed or "distressed", low profile / unstructured, six panel cloth baseball style cap with adjustable cloth strap w/ metal buckle, olive color cotton or cotton twill -- advertising specialty item (ASI) numbers 45180, 43510, and 71913 as seen in some catalogs are close

Logo per attached disk, printout and sketch; all graphics and text printed (not embroidered) in PMS color 1805 maroon

Design proof required -- send to GPO for approval by GPO and unit POC -- request two day hold

Production sample not required / required -- send to unit POC for approval -- request two day hold

PLEASE CALL CONTACT BELOW FOR IMPAC CREDIT CARD # AND TO GIVE AMOUNT AND JACKET NUMBER

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FOR ADDITIONAL INFORMATION CONTACT (Name and Telephone Number)  
CPT JOHN JONES, 555-555-1234 phone, 555 555 6789 fax

BILLING ADDRESS OF BAC (see SF 100-1000000)  
SSU Army ROTC, 123 Campus Street, Anytown, NY 12345-0001

I certify that this work is authorized by law and necessary to the conduct of the business of the above mentioned government establishment

JIM JOHNSON,  
LTC, SF, PMS, SSU

(Signature) (Typed Name) (Typed Title)

Appendix K TOC

SAMPLE COMPLETED GPO FORM 952, PAGE 1 AND 2

PAGE 1

**APPENDIX K – SAMPLE COMPLETED GPO Form 952**

GPO Form 952 (1/93)  
Revised for PDF (2/97)

**U.S. Government Printing Office  
Desktop Publishing - Disk Information**

*This form should be completed and submitted with the electronic media,  
visual(s), camera copy, if any, and the SF-1 or GPO Form 2511*

**FOR GPO USE**  
Jacket no. \_\_\_\_\_  
Program no. \_\_\_\_\_  
Print order no. \_\_\_\_\_

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**1. Customer**  
Agency/Department Sample State University Date 1 MARCH 2001  
Job Title CAP, LDM PROFILE, SIX PANEL  
Agency requisition no. 1-00001 Print order no. \_\_\_\_\_  
Name of person completing form CPT JOHN JONES Phone no. 555-555-3234  
Desktop publishing technical contact same Phone no. \_\_\_\_\_

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**2. Requested Output**  
 GPO/Contractor to output for printing requested  
 Output (IN-PLANT): Output  Paper  Film  Laser proofs/no. of sets \_\_\_\_\_  
Pages to be output \_\_\_\_\_ Total no. of pages output \_\_\_\_\_  
Other \_\_\_\_\_

---

**3. Computer, Operating System, and Media**  
 IBM or compatible with DOS version \_\_\_\_\_  Windows version NE 4.0  
 Macintosh Model \_\_\_\_\_  With System \_\_\_\_\_  
 Other (Unix, OS/2, etc.) - Describe \_\_\_\_\_  
Media Type:  3.5" floppy  SyQuest \_\_\_\_\_  Imagem \_\_\_\_\_  CD-Rom  Quantity 1  
Other (Describe - include size and quantity) \_\_\_\_\_

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**4. Software**  
Name of page layout (or other "main") program used N/A Version \_\_\_\_\_  
Name(s) of program(s) used for illustrations/drawings \_\_\_\_\_ Version \_\_\_\_\_  
Name(s) of program(s) used for printing/image manipulation \_\_\_\_\_ Version \_\_\_\_\_  
Name(s) of other program(s) used \_\_\_\_\_ Version \_\_\_\_\_  
Files are supplied in:  continued on block 10 or an attachment  
 Native Format  Print-to-File (PostScript) Format  Both

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**5. Font(s) - List all fonts used in the file(s) to be output**  
*(This includes any font used in Encapsulated PostScript (EPS) files)*  
Font name(s) and weights (light, compressed etc.) \_\_\_\_\_ Font Manufacturer (Adobe, Bitstream, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
 continued on block 10 or an attachment  
Are all custom letter spacing or kerning files included?  Yes  No  
Have you included all printer and screen fonts?  Yes  No  
If no, explain \_\_\_\_\_

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**6. Visuals Submitted**  
Have you included a visual (laser or other proof) of all pages and illustrations?  Yes  No  
Was the visual made at less than 100% in order to show bleeds? N/A  Yes  No  
Does the visual clearly show color breaks? N/A  Yes  No  
Was the proof made on a printer using PostScript language?  Yes  No

SEE REVERSE FOR INSTRUCTIONS AND GPO FORM 2511/2512

Appendix K **TOC**

SAMPLE COMPLETED GPO FORM 952, PAGE 1 AND 2 (continued)

PAGE 2

**APPENDIX K – SAMPLE COMPLETED GPO Form 952 (cont.)**  
**Page 2 Desktop Publishing - Disk Information**

**7. File Information - List information for all files (including graphics) used in the document to be output or attach a file directory printout which includes: File name; size, and format; and program**

List files here:

primary\_b&w.eps      225KB

**8. Color Identification Information**

Color System Used:       PANTONE       Toyo       TRUMATCH       RGB  
    CMYK (process colors)       Other \_\_\_\_\_

Trapping:       Supplied       Do not trap       Create traps as necessary

**9. Miscellaneous Checklist**      **NONE APPLY**

Do the files provide for bleeds (if any)?       Yes       No  
Are all graphics linked properly (no cutting & pasting or "store in pub")?       Yes       No  
Are all graphic elements "up-to-date"?       Yes       No  
Were changes made to any file(s) after the visual was made?       Yes       No  
If yes, explain \_\_\_\_\_

**10. Notes/Special Instructions**

UNIVERSITY LOGO PROVIDED IN BLACK AND WHITE -- WILL PRINT IN PMS 2805 MAROON ON CAPS  
NO SECOND OR THIRD COLOR

**Recommendations for submitting "Electronic Mechanicals"**

- If you are providing files in PostScript format only, remember these are printer driver files and usually cannot be manipulated or changed by GPO or the contractor. Therefore, if any author's alterations are required you will have to provide updated files.
- If any file has been changed for the benefit of the printout (e.g., making an image smaller to show bleeds on a printout) be sure to change the file back before making the disk you are submitting.
- After making the printout, remove any "for position only" images in the files and replace them with an ID number (referenced to the printout and supplied copy) to speed up film output and thus hold down costs.
- If any holding lines (keylines) are used in the file to indicate illustration size and position, indicate on the printout whether these lines print or not.
- On the supplied printout, clearly identify any halftones or other copy being supplied as separate camera-ready copy.
- Clearly mark any miscellaneous instructions that would have been on an overlay (e.g., folding and perforating marks), on the printout or by other means.
- Label all disks with the agency name, project name, the date the disk was made and the registration or SP-1 number. In addition, show a disk number and total number of disks sent (e.g., 1/5).
- Keep an exact duplicate of all disks and visuals submitted to GPO.
- To avoid false expectations, any requested enhancements to data supplied (e.g., added trapping) should be discussed with GPO ahead of time.

For additional assistance in completing this form and submitting electronic mechanicals, see GPO Circular Letter No. 354 and Technical Report No. 31, or call your Customer Service Representative or Regional Printing Procurement Office.

*Mention of any brand name product as an example is not meant as an endorsement of that product nor of its manufacturer.*

Appendix L **TOC**

LOCAL PURCHASE ORDER FORM SCREEN VIEW

APPENDIX L – LOCAL PURCHASE ORDER FORM SCREEN VIEWS (cont.)

**\*\*\* ADD NEW \*\*\* Local Purchase Print Form \*\*\* ADD NEW \*\*\***

Order ID: \_\_\_\_\_ Org: \_\_\_\_\_  
Ad: Local Purchase Print Date: 08/02/2001  
Ordered By: \_\_\_\_\_ Priority:

Period: Trimester 0 - Range: undefined to undefined

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Ethnic Target:

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Vendor:

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Size:

Quantity:

Estimated Price per Piece:

Estimate or Bid Price Total:  Final Price(Total):  [update when received]

---

Date Needed(mon/dd/yyyy):

Complete as Applicable

Unit Requisition Number:

DAPS Work Order #:

GPO Jacket #:

Item Desc and Spec's:

NOTE: LOCAL PURCHASE OF PRINTED ITEMS MUST BE MADE THROUGH DAPS AND/OR GPO; USE OF LOCAL VENDORS, INCLUDING UNIVERSITY PRINT SHOPS, TO PURCHASE PRINTED ITEMS WITH APPROPRIATED FUNDS IS A VIOLATION OF CURRENT LAW.