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**

**1-1. Purpose**

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**

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**

**Title 10**
U.S. Code, Armed Forces

**Title 44**
U.S. Code, Public Printing and Documents

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
1-4. Background

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

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 Appendixes 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.

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**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’s 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.

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

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**OFFICIAL:**

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

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**DISTRIBUTION:**  
A & D
## MATRIX OF PROCUREMENT OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>Specialty Items</th>
<th>Printed Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAPS</strong></td>
<td>Not Available</td>
<td>Unit completes DD Form 282, provides camera-ready art or electronic files. DAPS provides a reference number for tracking or units may create one. 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.</td>
</tr>
<tr>
<td><strong>GPO</strong></td>
<td>Unit completes SF Form 1, provides camera-ready art or electronic files with GPO Form 952. GPO will provide a jacket number. Credit card payment is made to GPO; GPO adds 7% plus $7.50. DAPS completes SF Form 1 on behalf of the unit and forwards to GPO. -OR- Unit secures permission to go directly to GPO and completes SF Form 1. Unit provides camera-ready art or electronic files with GPO Form 952. GPO provides jacket #. Credit card payment is made to GPO; GPO adds 7% plus $7.50.</td>
<td>NOT AVAILABLE</td>
</tr>
<tr>
<td><strong>Direct to Vendor</strong></td>
<td>Unit shops for vendor IAW IMPAC credit card purchase rules. Provides camera-ready art or electronic files and all specifications directly to the vendor. Credit card payment is made to the vendor.</td>
<td>NOT AVAILABLE</td>
</tr>
</tbody>
</table>
Appendix B

Timelines

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

**Receive order** — a single or two-color print order should take 2 weeks or less, total.

**Use IMPAC card** — this task may take up to two weeks the first time, depending on local authorization procedure.

**Locate DAPS office** — determining the capabilities of the nearest DAPS will consist of a visit to the DAPS website, www.daps.mil, and a call or visit to the office.

**Complete DD 282** — depending on the availability of Form 282 and the review of any local requirements, this task should not take more than one day.

**Provide form to DAPS, w/ delivery address and specifications** — this task will depend on the distance between the unit and the nearest DAPS.

**Locate GPO** — determining the availability of the nearest GPO will consist of a visit to the GPO website www.gpo.gov, and a call or visit to the office.

**Complete SF 1** — this task should be completed by the DAPS office for print orders (w/In approx 1 wk); completion of the SF 1 for specialty items will include the implied tasks of researching the specifics of the desired item, locating potential vendors (optional), and creating the order — may take two days or more.

**Provide form to GPO, with delivery address and specifications** — this task will apply only to specialty items and will depend on the distance between the unit and the GPO.

**Receive bids via GPO** — the bid process takes approx 2 wks from submission of SF 1.

**Select vendor and use IMPAC card thru GPO** — this task may take a week.

**Receive proofs via GPO** — usually 2 wks prior to final delivery date.

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

**Receive order** — usually within 2 wks total of original request date.

**Reconcile IMPAC card purchase** — according to support installation procedures.
Appendix B

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. |
CATALOG VIEW 1, VIEW 2, VIEW 3

View 1

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.
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.
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.
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 – 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.
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

Print requirements identified, item designed and checked:
  Logo allowed by university? Colors (PMS) correct?

current system

Enter into LAPS; HQCC does the rest based on trimester order and delivery schedule

proposed system

Item designed and checked:
  Logo allowed by university?
  Colors (PMS) correct?
  Copy edited (Rgn/HQCC)

Process identified –
PRINTING: DAPS if available, otherwise GPO; vendors may also be identified
SPECIALTY: GPO or Direct Local Purchase

DAPS -- complete DD 282; provide form to DAPS, with delivery address(es) and specifications; use IMPAC credit card

GPO -- complete SF 1; provide to regional GPO office, with delivery address(es) and specifications; use IMPAC credit card

Direct Local Purchase – for specialty items only – Work directly with vendor on specifications, use IMPAC credit card

Enter/update in LAPS; Reconcile final costs
PROCESS FROM SUPPORT INSTALLATION VIEW

- Dollars to Supporting Installation on annual FAD for AMS 33112.20
  (Amounts rounded to $100s - each school determines amount from BMAP)
- Support Installation creates APOs for each school under AMS 33112.20
- Issue separate credit card or authorizes use of CARE system

1. DD Form 262 to DAPS
   - PRINTED ITEMS: Completed in house or Contracted locally or Sent to GPO for contracting

2. SF Form 1 to GPO
   - PRINTED ITEMS: Contracted by GPO
   - SPECIALTY ITEMS: Contracted by GPO

3. Direct Purchase from Vendor
   - SPECIALTY ITEMS: Purchased from local vendors - must be UNIQUE item

- Final purchase made with IMPAC credit card (separate card or card under CARE system); (battalion updates LAPS if necessary)
- Purchases reconciled by battalion at the end of the billing cycle

- Copy of IMPAC credit card faxed to support installations as per individual agreements
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 – SAMPLE COMPLETED DD Form 282

#### ACCOUNTING DATA

**PLEASE CALL CONTACT ABOVE FOR CREDIT CARD # AND TO GIVE AMOUNT**

**Letter, w/ university and ROTC logos, “Dear Sample State Freshman”**

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>PAGES</th>
<th>SIZE</th>
<th>NDEG</th>
<th>TATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12</td>
<td>8 1/2 x 11</td>
<td>10/16</td>
<td>3/4</td>
</tr>
</tbody>
</table>

- **Material Color:** PMS 136
- **Drage of Paper:** 22 lb.

**FOR PLANT USE ONLY**

- **SPECIAL INSTRUCTIONS/REMARKS**
  - **Serial Numbering, Registration, etc.**
  - **Recall Letterhead text for clarity if necessary**

**Distribution/Return**

- **Sample State University**
  - **Army ROTC / Sample Athletic Center**
  - **ATTN: CPT John Jones**
  - **123 Campus Street**
  - **Anytown, NY 12345-0001**

**DISTRIBUTION REQUESTED**

- **ATTACH**
- **MAIL FOR UP, PLEASE NOTIFY:**
- **DATE:**
- **MATERIAL RECEIVED (Signature and date):**
## Appendix J - Sample of Completed Standard Form 1

### SF 1 Printing and Binding Requisition

To the Public Printer: Please furnish the following:

**From:** Department of Defense
**Department:** Sample State University Army ROTC

### Printed Matter

**Print Style:** Low Profile, Six Panel

**Quantity:** 96 total, 48 of each of 2 designs

**Classification:** (unit creates, FY first)

**Print Type:** (all use this code)

**Text:**

**Cover:**

### Additional Information

- **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 43180, 43510, and 73913 as seen in some catalogs are close!
- Logo on 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 IMPACT Credit Card # and to give amount and jacket number.
# SAMPLE COMPLETED GPO FORM 952, PAGE 1 AND 2

## PAGE 1

### APPENDIX K – SAMPLE COMPLETED GPO Form 932

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

This form should be completed and submitted with the electronic media, visuals(s), camera copy, if any, and the SF-1 or GPO Form 2311

<table>
<thead>
<tr>
<th>1. Customer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency/Department</td>
<td>Sample State University</td>
</tr>
<tr>
<td>Date</td>
<td>1 March 2002</td>
</tr>
<tr>
<td>Job Title</td>
<td>CAPT. JOHN JONES</td>
</tr>
<tr>
<td>Agency requisition no.</td>
<td>2-000001</td>
</tr>
<tr>
<td>Name of person completing form</td>
<td>CAPT JOHN JONES</td>
</tr>
<tr>
<td>Desktop publishing technical contact</td>
<td>same</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Requested Output</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Output (IN-PLANT)</td>
<td></td>
</tr>
<tr>
<td>Output (OUT-PLANT)</td>
<td></td>
</tr>
<tr>
<td>Paper</td>
<td></td>
</tr>
<tr>
<td>Film</td>
<td></td>
</tr>
<tr>
<td>Laser proofs/no. of sets</td>
<td></td>
</tr>
<tr>
<td>Pages to be output</td>
<td></td>
</tr>
<tr>
<td>Total no. of pages output</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Computer, Operating System, and Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM or compatible with DOS version</td>
<td></td>
</tr>
<tr>
<td>Windows version</td>
<td>NE 4.0</td>
</tr>
<tr>
<td>Macintosh Model</td>
<td></td>
</tr>
<tr>
<td>Other (UNIX, OS/2, etc.)</td>
<td></td>
</tr>
<tr>
<td>Other (Describe)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Software</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of page layout (or other “main”) program used</td>
<td>N/A</td>
</tr>
<tr>
<td>Version</td>
<td></td>
</tr>
<tr>
<td>Name(s) of program(s) used for illustrations/drawings</td>
<td></td>
</tr>
<tr>
<td>Version</td>
<td></td>
</tr>
<tr>
<td>Name(s) of program(s) used for painting/image manipulation</td>
<td></td>
</tr>
<tr>
<td>Version</td>
<td></td>
</tr>
<tr>
<td>Name(s) of other program(s) used</td>
<td></td>
</tr>
<tr>
<td>Version</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Font(s)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>List all fonts used in the file(s) to be output</td>
<td></td>
</tr>
<tr>
<td>(This includes any font used in Encapsulated PostScript (EPS) files)</td>
<td></td>
</tr>
<tr>
<td>Font name(s) and weights (light, compressed etc.)</td>
<td></td>
</tr>
<tr>
<td>Font Manufacturer (Adobe, Bitstream, etc.)</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Visuals Submitted</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you included a visual (laser or other proof) of all pages and illustrations?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Was the visual made at less than 100% in order to show breaks?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Does the visual clearly show color breaks?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Was the proof made on a printer using PostScript language?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
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_bw.eps 225KB

8. Color Identification Information

Color System Used:

☐ PANTONE
☐ Toyo
☐ TRUMATCH
☐ RGB

CMYK (process colors)

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?

If yes, explain:

☐ Yes ☐ No

10. Notes/Special Instructions

UNIVERSITY LOGO PROVIDED IN BLACK AND WHITE — WILL PRINT IN PMS 1805 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 printer (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 regeneration 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.

Member of any brand name product or an example is not meant as an endorsement of that product nor its manufacturer.
### LOCAL PURCHASE ORDER FORM SCREEN VIEW

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

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

<table>
<thead>
<tr>
<th>Field</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Order ID:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Ad:</strong></td>
<td>Local Purchase Print</td>
</tr>
<tr>
<td><strong>Ordered By:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Period:</strong></td>
<td>Trimester 0 - Range: undefined to undefined</td>
</tr>
<tr>
<td><strong>Ethnic Target:</strong></td>
<td>Euro-American</td>
</tr>
<tr>
<td><strong>Vendor:</strong></td>
<td>New</td>
</tr>
<tr>
<td><strong>Size:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Quantity:</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Estimated Price per Piece:</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Estimated or Bid Price Total:</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Final Price (Total):</strong></td>
<td>[update when received]</td>
</tr>
<tr>
<td><strong>Date Needed [mm/dd/yyyy]:</strong></td>
<td>[ ]</td>
</tr>
<tr>
<td><strong>Complete as Applicable</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Unit Requestion Number:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DAPS Work Order #:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>GPO Jacket #:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Item Description &amp; Specifics:</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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.