

## SCOPE OF WORK

### 1.1 General

1.1.1 The Contractor shall publish and deliver the two-sided flat Unofficial Fort Jackson Post Map in accordance with the delivery schedule and minimum quantities. The Contractor shall deliver this publication at no cost to Fort Jackson and shall, in coordination with the Fort Jackson, Public Affairs Office, make the bulk distribution drops at specified agencies, commands and offices located on or serviced by Fort Jackson. Maps will be delivered in notepad type glued backing.

1.1.2 The overall size of the Post Map shall be no-smaller-than 15.75 x 10.875 inches. One side of the map shall depict an accurate representation of streets, highways, interstate roads, airports and other significant landmarks of the Greater Columbia area. The reverse side of the map shall depict the Fort Jackson Military Installation including roads, location of major headquarters, training areas, housing areas and recreation areas. This map shall be indexed and have reference grid blocks. The contractor will be responsible for the accuracy of the cartography of the map. The stand-alone maps will be two-sided flat standard size map with the front. There will be no advertising on the front cover of the map in its folded configuration.

1.1.3. The maps will be named Unofficial Fort Jackson Post Map, which are owned by the Government, and no other name, on the Base Map during the life of the agreement, unless directed otherwise by the commander. The Contractor agrees not to contest ownership by the Government of the foregoing name or to make any use directly or indirectly of that name or a name confusingly similar to that name on any publication it may independently produce.

1.1.4 Quantities and Delivery. The Unofficial Fort Jackson Post Map shall be approved, completed, printed, boxed and delivered by the Contractor no-later-than 31 December 2024. The Contractor shall deliver 10,000 maps. No partial deliveries will be accepted from the Contractor.

1.1.5 Option Periods. The contractor shall publish and deliver 20,000 copies of the maps, by no-later 31 December of each of the four option periods (2024-2029). No partial deliveries will be accepted from the Contractor.

1.1.6 The Contractor shall provide a website with the contents of the Unofficial Fort Jackson Post Map.

1.1.7 The Contractor agrees not to enter into any exclusive advertising agreement with any firm, broker, or individual for purposes of selling advertising associated with this contract.

1.1.8 The Contractor agrees to use, where economically feasible, recycled paper for internal products.

1.1.9 Per AR 530-1, Operations Security, the contractor employees must complete Level I OPSEC Awareness training. New employees must be trained within 30 calendar days of their reporting for duty and annually thereafter.

### 1.2 CONTENTS

1.2.1 The Unofficial Fort Jackson Post Map shall include only material which reflects the standards of decency characterizing the U.S. Army and Fort Jackson. Material that is directly prejudicial to the command's military mission, good order, or preservation of morale and discipline, or otherwise contrary to the best interest of the command, shall at no time be published in the guide and map. The commander reserves the right to review the content of any edition and to prohibit distribution of the particular edition.

1.2.2 The Unofficial Fort Jackson Post Map will be natural (four color) reproduction using standard process inks (red, yellow, blue, and black). The PAO will approve the map. The quality of the paper stock for the cover will be the installation's choice. The cover may be laminated and/or an embossed design if requested by the installation. The installation will have the option of using the inside front cover as editorial space.

1.2.3 The following disclaimers shall be printed within the first five pages of the publication type not smaller than six (6) point:

“All editorial content of the Unofficial Fort Jackson Post Map is prepared, edited, provided and approved by the Public Affairs Office of Fort Jackson, South Carolina. The maps are published by MyBaseGuide, a private firm in no way connected to the U.S. Military, under exclusive written agreement with Fort Jackson. This commercial enterprise, Unofficial Fort Jackson Post Map is an authorized publication for members of the U.S. military services. Contents on the Base Map or the MyBaseGuide website are not necessarily the official view of, or endorsed by, the U.S. Government, Department of Defense, or the Department of the Army. The civilian contractor is responsible for commercial advertising.”

1.2.4 Fort Jackson PAO will maintain a link on the Fort Jackson website to the Fort Jackson page of [mybaseguide.com](http://mybaseguide.com).

1.2.5 The Contractor shall submit a proof of the guide map to the PAO for final check, corrections, changes, and approval no later than 60 calendar days before publication. There will be no changes allowed after submission of the proof except for correction of omissions, typographical errors or captions or originally supplied input. If the PAO does not return the proof to the Contractor within 30 working days of receipt, the Contractor shall assume the layout is correct and approved and proceed to print.

1.2.6 Editorial content pertaining to the Base Map shall be based on information prepared and submitted by the Public Affairs Office of Fort Jackson. Any editorial material, including information about the local area and state not provided by the PAO must be clearly labeled and distinguishable as separate from official content. Maps will undergo an OPSEC review prior to approval for printing.

1.2.7 Fort Jackson PAO will furnish all necessary material required to update the Base Map no later than sixty (60) days prior to publication. Fort Jackson PAO assumes responsibility for the security and accuracy of content it provides to Contractor for publication.

1.2.8 Information available to the Contractor will be equally available to any other news medium that requests it. This includes Army News Service or DOD News Service material except when copyright or syndicated material is used. The installation retains the rights to all editorial material in the guide and map and may reproduce editorial content without the Contractor's permission.

1.2.9 Political campaign cartoons, news or editorials shall not be permitted in the map.

1.2.10 The Contractor shall ensure that the following information is included in the masthead of the map:

- (1) Name and duty telephone number of the installation Public Affairs Officer.
- (2) The Contractor's name, permanent business address and telephone number.
- (3) Frequency of publication.
- (4) Method of reproduction.
- (5) Circulation.
- (6) Names of editor and other personnel responsible for editorial content.

1.2.11 The Contractor shall provide unlimited special effects, to include screening and pasteurization, color inks, and “fifth” color as an option to the PAO.

1.2.12 The Contractor will clearly identify the editorial material, photographs and art provided or allowed by the Public Affairs Office to distinguish from other content.

1.2.13 The masthead may contain the names and editorial titles of military and civilian members assigned the duty of preparing the Base Map content. If used, the names and titles shall be listed in a section of the masthead entitled “Fort Jackson Editorial Staff.”

1.2.15 The Contractor shall make provisions for up to 100 percent changes and revisions at second and subsequent annual issues.

1.2.16 All artwork including design, photographs and slides which are created by the Contractor in the process of preparing the maps shall be made available to the PAO for its use on any other publication or presentation for which it may have a need.

1.2.17 The Contractor shall provide the PAO with actual printed pages of all forms before building to ensure the quality control. The PAO shall receive a full color representation of the map to proof as an additional responsibility of the Contractor as part of the ongoing production scheduling process.

### 1.3 ADVERTISING

#### 1.3.1 General advertising

1.3.1.1 If credit terms are offered in advertisements a clear statement of the total cash price as well as total credit costs, including all related charges, shall be clearly shown in the firm's advertisements. If time payments are shown, the number of payments, amount of each, and total time period shall be shown in the advertisement so that the reader can easily compute the dollar cost of the loan or financing arrangement. Advertisers shall be required to comply with all applicable federal, state and local Truth-in-Lending statutes.

1.3.1.2 The Contractor shall adhere to Department of the Army policy that commercial businesses soliciting military personnel through advertising in the guide and map must be ethical in describing goods, services and commodities and sale terms including guarantees, warranties, etc.

1.3.1.3 The Contractor is advised that the Department of the Army and Fort Jackson will not permit any of the following types of advertising: Political; Sexual or offering by statement or implication sexual services; Lotteries or games of chance; Pyramid schemes; and services which by their very nature, condition or situation promote or encourage subversive, unethical, immoral or prejudicial conduct.

#### 1.3.2 Advertisement Restrictions

1.3.2.1 The Contractor shall not accept for publication advertisements that are worded or phrased to give the reader the impression the Department of Defense in any way endorses, guarantees, or sponsors any product or service. Advertising that discriminates or implies discrimination against any person because of race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation or any other non-merit factor of the purchaser, user or patron shall not be carried. If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, the publisher shall refuse to print advertising from that source until the violation is corrected. The Contractor shall place its readers and advertisers on notice of this requirement by including, in a prominent location, the following statement in no less than 8-point bold or 10-point type:

"Everything advertised in this publication must be made available for purchase, use or patronage without regard to race, creed, age, color, sex or national origin of the purchaser, user or patron, unless precluded by applicable federal, state or local laws. A confirmed violation or rejection of this policy of equal opportunity by an advertiser will result in not accepting advertising from that source."

1.3.2.2 Any advertisements which appear to be editorial copy will be clearly marked at top and bottom in no smaller than 10-point bold type "paid advertisement."

1.3.2.3 The Contractor shall explain the unofficial nature of each publication to every firm or person solicited for advertising.

1.3.2.4 All advertising shall be solicited, sold and collected by the Contractor. The Contractor shall look solely to advertising revenue to fund the cost of the Publication.

1.3.2.5 The Command shall furnish a current list of firms or individuals within the Fort Jackson area who practice any form of discrimination based on race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation, or any other no merit factor of the purchaser, use or patron including those businesses or premises which have been placed "off limits" to military personnel by competent authority.

1.3.2.6 The Contractor agrees that in the event this contract is terminated before publication of the post guides, maps and folders, the Contractor shall refund completely and promptly any money collected from those individuals or businesses having paid for advertising space.

1.3.2.7 The Contractor shall not enter into exclusive advertising agreements with any firm, broker, or individual.

1.3.2.8 Real Estate Advertising. Advertising for off-post housing available for rent, sale, or lease by an owner, manager, rental agency, agent, individual will include only those available on a nondiscriminatory basis for all personnel. No facilities will be advertised without the Contractor having been notified in writing that open-housing practices are enforced by the owner, manager, rental agency, agent or individual.

1.3.2.9 The Contractor agrees to carry the following disclaimer near real estate advertising in the post map's classified section or website:

"All real estate advertised in this map is subject to the Federal Fair Housing Act of 1968, which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, or national origin, or an intention to make such preference, limitation or discrimination. The post guide will not knowingly accept any advertisement for real estate, which is in violation of the law. All dwellings advertised in the post guide are available on an equal opportunity basis."

1.3.2.10 No commercial enterprise comic or feature supplements shall be distributed within this publication.

#### 1.4 DISTRIBUTION

Distribution of this publication to military personnel will be the responsibility of and controlled by the installation except the proof copies to advertisers will be withheld and mailed direct by the Contractor.