



*Professional Services and Human Capital Categories (PSHC)*

---

## **Guidance when using Acquiring Other Direct Costs for Marketing and Public Relations Services**

### *Multiple Award Schedule - Professional Services Category*

The Multiple Award Schedule (MAS) contains two SINs which agencies can utilize in conjunction with any other SIN in the Marketing and Public Relations Subcategory (MPRS) to acquire Other Direct Costs. The SINs are 541810ODC and OLM.

#### **SIN 541810ODC is defined as follows:**

**Other Direct Costs for Marketing and Public Relations Services** - All Other Direct Costs (**ODCs**) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 541922, and 561920.

**ODCs** shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 **ODC** are not Order-Level Materials (OLMs).

**ODC's** are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible **ODCs** may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered **ODCs**.

NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

#### **SIN OLM is defined as follows:**

**Order-Level Materials (OLM)** - **OLMs** are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. **OLM** pricing is not established at the Schedule contract or BPA level, but at the order level.

Since **OLMs** are identified and acquired at the order level, the ordering contracting officer



**Professional Services and Human Capital Categories (PSHC)**

(OCO) is responsible for making a fair and reasonable price determination for all **OLMs**. **OLMs** are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

**OLM SIN-Level Requirements/Ordering Instructions:**

**OLMs are:**

- Purchased under the authority of the FSS Program
- Unknown until an order is placed
- Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering

Procedures for the Acquisition of Order-Level Materials. (Price analysis for **OLMs** is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to **OLMs**)

- Only authorized for use in direct support of another awarded SIN. - Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN)
- Subject to a Not To Exceed (NTE) ceiling price **OLMs** are not:
  - Open Market Items
  - Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level)
- **OLM Pricing:**
  - Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).
  - The value of **OLMs** in a task or delivery order, or the cumulative value of **OLMs** in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%.

**NOTE:** When used in conjunction with a Cooperative Purchasing eligible SIN, this SIN is Cooperative Purchasing Eligible.



***Professional Services and Human Capital Categories (PSHC)***

Prior to placing a task order including SIN 541810ODC, the Ordering Contracting Officer (OCO) must ensure the following:

1. All ODCs that the contractor proposed under SIN 541810ODC must be included in the contractor's posted catalog in [GSA eLibrary](#) (use the search bar on the landing page to search by contractor's name or contract number to access the catalog file).
2. Items proposed under SIN541810ODC that are not awarded on the contractor's MAS contract are out of scope and ineligible for RFQ award. It is permissible to include an advisory note to this effect in the RFQ. When there is a question as to whether an ODC is awarded under the MAS contract, the OCO may contact the GSA Point of Contract (POC) assigned to the contract as identified in the GSA eLibrary system. The GSA POC can review the contract file to confirm whether the ODCs in question are currently awarded on the MAS contract. All MAS contractors are required to publish a catalog file showing all awarded SINs, labor categories, products, etc., and to update their catalog files within 30 days of any contract modification that changes what is posted in the catalog file.
3. Contractors are required to provide any ODCs awarded under SIN 541810ODC at cost, plus any awarded markup (approved at the MAS contract level) and the required GSA Industrial Funding Fee (IFF). It is permissible to include language in the RFQ requiring all quoters to provide supporting documentation to validate each of the ODCs proposed under this SIN.
4. All ODCs are established at ceiling amounts on the MAS contract and may only be increased through MAS contract modification. GSA normally approves the highest priced verified invoice amount as the ceiling amount. This provides the greatest flexibility for our vendors to meet diverse federal agency requirements. Evaluate each ODC for appropriateness and reasonableness prior to awarding the task order (or BPA, if applicable).
5. ODCs provided under SIN 541810ODC are not subject to economic price adjustment (EPA) at the task order level.
6. As is noted in the SIN description, SIN 541810ODC can never be awarded on a stand-alone basis.
7. Travel costs are not included under this SIN. They are to be provided either under SIN OLM (Order Level Materials) or in accordance with paragraph (b) of MAS contract clause [C-FSS-370 Contractor Tasks/Special Requirements](#).



***Professional Services and Human Capital Categories (PSHC)***

If the contractor has not been awarded SIN 541810ODC, but is awarded SIN OLM (Order-Level Materials), the contractor can propose ODCs using SIN OLM in accordance with the published guidance available on the [OLM website](#). Prior to placing a task order including SIN OLM, the Ordering Contracting Officer (OCO) must ensure the following:

1. Follow the OLM evaluation procedures as per clause 552.238-115 Special Ordering Procedures for the Acquisition of Order-Level Materials.
2. Under SIN OLM, specific services and prices are not established in the Schedule contract or BPA. Thus, they will not appear in the contractor's catalog in GSA eLibrary.
3. The value of all OLMs cannot exceed 33.33% of the total task order value (or, if the order is placed under a BPA that includes SIN OLM, the total value of OLMs cannot exceed 33.3% of the value of all orders under the BPA).
4. Travel may be proposed either as an OLM or in accordance with paragraph (b) of clause C-FSS-370 Contractor Tasks/Special Requirements. The contractor should identify whether travel is being proposed under SIN OLM or in accordance with C-FSS-370 in its quote.

Any other "Other Direct Costs" proposed by the contractor that are not included under either SIN 541810ODC or SIN OLM (excluding travel, which is covered under SIN C-FSS-370) shall be considered non-Schedule or "open market" items in accordance with FAR 8.402(f), and all regulatory procedures for advertising, competition, and evaluation are applicable. Given the additional requirements associated with evaluating non-Schedule items, most OCOs do not want to receive quotes containing them. It is permissible for OCOs to include a requirement in the RFQ stating "only items currently awarded under the quoter's MAS contract are to be provided. Non-Schedule items will not be considered or awarded."