

## **How to Buy Advertising** <sup>[1]</sup>

This commodity includes advertising services via television, radio, newspapers, journals, etc.

### **Procurement Options and Procedures**

Documentation to confirm pricing is required for all requisitions.

- **\$10,000 or less:** Submit a Purchase Requisition through the CU Marketplace. If a contract is required on your \$10,000 or less printing/print services purchase, please have this signed before creating a requisition. This is done by creating a Small Dollar Contract request via Marketplace. Once you receive your signed contract back, please create the requisition and attach the signed contract to it. For step-by-step instructions on how to create a Small Dollar Contract request, please click [here](#). <sup>[2]</sup>
- **Above \$10,000:** Submit a Purchase Requisition through the CU Marketplace. Attach any contract needed to this requisition and it will be facilitated and signed by the PSC before approval.
- **Documentation Your Purchasing Agent Needs Up to \$100,000:** A quote, scope of work, estimate, pricing sheet, or contract if a contract is required by the supplier. As of January 1, 2023, any purchase requisition for Print Services total \$10,000.01 - 100,000 or more that is submitted for approval (or submitted prior to December 31 2022, but not yet approved), must have an accompanying **Source Selection and Price Reasonableness form** <sup>[3]</sup>.
- **\$100,001 - \$500,000, or above \$10,000 if using federal funds:** Competition via Documented Quote process, or Sole Source Justification and the documentation to confirm pricing.
- **Over \$500,000:** Competition via Invitation for Bids or Requests for Proposals, or Sole Source Justification and the documentation to confirm pricing.

### **State Price Agreements**

**Note:** Suppliers that do not participate in the state price agreements (see below) may ask the University to abide by terms and conditions outlined in their own Supplier Agreement forms. The terms of any such agreement - regardless of dollar value - must be reviewed and signed by the PSC prior to the ad being placed or the order being created. For more information on contracting authority, refer to the [Administrative Policy Statement Contracting Authority](#) <sup>[4]</sup>.

- A number of suppliers participate in state price agreements for this commodity.
- They offer a variety of advertising services, including newspapers, tabloids, radio, and television.
- [Price agreements](#) <sup>[5]</sup> are available online: look under Advertising, Multi-media.

## Purchasing Services Manager

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**Source URL:** <https://www.cu.edu/psc/how-buy-advertising>

### Links

[1] <https://www.cu.edu/psc/how-buy-advertising> [2] <https://www.cu.edu/psc/cu-marketplace-how-small-dollar-contract-request-form> [3] <https://www.cu.edu/doc/source-selection-and-price-reasonableness-formpdf> [4] <https://www.cu.edu/node/321>  
[5] <https://www.bidscolorado.com/co/portal.nsf/xpPriceAgreementsByCategory.xsp> [6] [mailto: Kyle Jimenez@cu.edu](mailto:KyleJimenez@cu.edu) [7] <mailto:Angela.Penzo@cu.edu>