

5.502 Authority.

(a) *Newspapers*. Authority to approve the publication of paid advertisements in newspapers is vested in the head of each agency (44 U.S.C. 3702). This approval authority may be delegated (5 U.S.C. 302(b)). Contracting officers shall obtain written authorization in accordance with policy procedures before advertising in newspapers.

(b) *Other media*. Unless the agency head determines otherwise, advance written authorization is not required to place advertisements in media other than newspapers.

Parent topic: [Subpart 5.5 - Paid Advertisements](#)