

ATTACHMENT 3

GOVERNMENT PRODUCT CATALOG

Marketing Campaign Products

Version: 1

Date: 21 July 2026

DRAFT

SECTION 1 – PURPOSE AND USE OF THIS CATALOG

1.1 Purpose

This Government Product Catalog establishes the commercially available marketing campaign products that may be ordered under this contract in support of Department of the Air Force marketing requirements.

Each product identified within this catalog represents a predefined, deliverable-based commercial product with established scope, required deliverables, inspection criteria, and Government acceptance requirements. Products may be ordered independently or combined to satisfy individual campaign objectives.

This catalog is intended to provide ordering flexibility while maintaining standardized products, consistent deliverables, and objective acceptance criteria.

1.2 Relationship to the Statement of Need (SON)

This Product Catalog supplements the Statement of Need (SON) by defining the individual campaign products available for ordering.

The SON establishes the overall requirement, performance expectations, and acceptance standards for this acquisition. This catalog identifies the individual commercial products that may be acquired to satisfy those requirements.

In the event of a conflict between this catalog and the SON, the SON shall govern unless otherwise specified by contract modification.

1.3 Ordering Concept

The Government may order products individually or combine multiple products to satisfy a specific marketing requirement.

Orders may consist of, but are not limited to:

- Creative Asset Products only
- Media Placement Products only
- Any combination of authorized catalog products

Each order shall identify the products being acquired, applicable quantities, required delivery schedule, and any Government-furnished information necessary to complete the order.

1.4 Product Structure

Each catalog product contains standardized information to support consistent ordering and contract administration.

Unless otherwise specified, each product identifies:

- Product Identification Number
- Product Name
- Unit of Issue
- Product Description
- Government-Furnished Information
- Included Deliverables
- Items Not Included
- Government Acceptance Criteria

1.5 Government-Furnished Information

The Government may furnish information necessary to complete individual orders, including:

- Campaign objectives
- Approved messaging
- Brand standards
- Existing creative assets
- Historical campaign information
- Target audience information
- Geographic markets
- Campaign schedules
- Budget information
- Government review comments

Government-Furnished Information shall vary by product and individual order.

1.6 Product Acceptance

Each product shall be considered complete upon Government acceptance of all required deliverables in accordance with the applicable contract terms and successful invoice acceptance.

SECTION 2 – CREATIVE ASSET PRODUCTS

2.1 General

Creative Asset Products provide completed, commercially available creative deliverables supporting Department of the Air Force marketing campaigns. Creative products may be ordered independently or combined with Media Placement Products to satisfy individual campaign requirements.

Unless otherwise specified within an individual order, all Creative Asset Products shall comply with Department of the Air Force branding requirements, applicable technical specifications, accessibility requirements, and acceptance criteria established within the Statement of Need (SON).

PRODUCT CA-001

Static Creative Asset Package

Field	Description
Purpose	Development of original static creative assets supporting print, digital, outdoor, event, and recruiting campaigns.
Government-Furnished Information	Campaign objectives, messaging, brand standards, existing assets (if applicable), review comments.
Included Deliverables	Creative Brief, up to three (3) creative concepts, final approved artwork, editable native files, print-ready production files, digital-ready production files, transferable fonts (where applicable), linked assets, licensing documentation (if applicable). Intellectual Property and Usage Rights Documentation
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service, or encrypted external media, as specified in the individual order. Final Deliverables shall be provided in an organized ZIP archive containing all source files and linked assets to include: Native project files, Digital ready PNG, JPG, SVG, EPS or AI files as applicable; Print-ready PDF/X files (when applicable.)
Typical Applications	Display advertisements, social media graphics, posters, brochures, flyers, signage, recruiting collateral, digital banners, web graphics.
Not Included	Motion graphics, photography, video production, media placement unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that editable source files and linked assets have been provided, and confirmation that all applicable intellectual property and usage rights documentation has been received.
Usage Rights	Unless otherwise identified within the individual order, all contractor-developed creative deliverables shall include unlimited Government usage rights. Contractor shall identify any third-party licensing restrictions prior to government acceptance.

PRODUCT CA-002

Motion Graphics Package

Field	Description
Unit of Issue	Per Motion Graphic
Purpose	Development of animated visual assets for digital advertising, presentations, social media, and recruiting campaigns.
Government-Furnished Information	Campaign objectives, messaging, branding, existing assets (if applicable).
Included Deliverables	Creative Brief; storyboard (when applicable); final rendered motion graphic(s); platform-specific exports; caption files (when applicable); editable native project files; source graphics; animation assets; linked fonts (where transferable); licensing documentation (if applicable); Intellectual Property and Usage Rights Documentation.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or encrypted external media, as specified in the individual order. Final deliverables shall be provided in an organized ZIP archive containing native project files (Adobe After Effects, Adobe Premiere Pro, or equivalent commercial software format), final rendered MP4 (H.264) files, MOV (Apple ProRes) files when specified within the individual order, platform-specific exports in the required aspect ratios and durations, source graphics (AI, PSD, SVG, EPS, or equivalent), caption files (.SRT or equivalent when required), and all linked assets, transferable fonts (where applicable), licensing documentation, and Intellectual Property and Usage Rights Documentation necessary to reproduce, modify, archive, and reuse the deliverables.
Typical Applications	Animated social posts, digital advertisements, event displays, explainer graphics, motion branding elements, digital signage, and recruiting campaign assets.
Not Included	Live-action video production or media placement.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that editable source files and linked assets have been provided, and confirmation that all applicable intellectual property, licensing documentation, and usage rights documentation have been received.
Usage Rights	Unless otherwise identified within the individual order, all contractor-developed motion graphics deliverables shall include unlimited Government usage rights. Contractor shall identify any third-party licensing restrictions prior to Government acceptance.

PRODUCT CA-003

Photography Package

Field	Description
Unit of Issue	Per Photography Assignment
Purpose	Professional photography supporting recruiting, branding, advertising, events, and campaign development.
Government-Furnished Information	Campaign objectives, shot priorities, locations, brand standards, existing creative guidance.
Included Deliverables	Photography Plan; professionally edited still photography; high-resolution images; web-optimized images; RAW image files; editable image files (where applicable); image metadata; shot log (when applicable); licensing documentation (if applicable); Intellectual Property and Usage Rights Documentation.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure electronic transfer, or encrypted external media, as specified in the individual order. Final deliverables shall be provided in an organized ZIP archive containing professionally edited high-resolution JPEG files, web-optimized JPEG or PNG files, RAW image files, editable image files (where applicable), associated image metadata, shot log (when applicable), licensing documentation, and Intellectual Property and Usage Rights Documentation necessary to reproduce, modify, archive, and reuse the deliverables.
Typical Applications	Recruiting campaigns, leadership imagery, event coverage, advertising, social media, print collateral and integrated marketing campaigns.
Not Included	Video production or media placement.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that all required image files, metadata, and supporting documentation have been provided, and confirmation that all applicable intellectual property, licensing documentation, and usage rights documentation have been received.

Field	Description
Usage Rights	Unless otherwise identified within the individual order, all contractor-developed photography deliverables shall include unlimited Government usage rights. Contractor shall identify any third-party licensing restrictions prior to Government acceptance.

PRODUCT CA-004

Video Production Package

Field	Description
Unit of Issue	Per Video Production
Purpose	Development of professional live-action short-form video products supporting Government-approved recruiting, awareness, and marketing campaigns for web, social media, digital advertising, events, and internal communications. This product supports documentary-style, testimonial, informational, and social-first video productions and is not intended for full commercial advertising production.
Government-Furnished Information	Campaign objectives, approved messaging, brand standards, review comments, existing creative assets (if applicable), filming locations, and Government points of contact.
Included Deliverables	Creative Brief; production script; storyboard (when applicable); production schedule; principal photography; rough cut; Government review versions; final locked picture; platform-specific exports; caption files (when required); edited still photography captured during production; raw footage (including B-roll); editable native project files; audio stems; archive package; licensing documentation (if applicable); Intellectual Property and Usage Rights Documentation.
Deliverable Formats	Deliverables shall be provided electronically through a Government-approved secure file transfer service or encrypted external media, as specified within the individual order. Final deliverables shall be provided in an organized archive containing native project files (Adobe Premiere Pro, DaVinci Resolve, or equivalent commercial software format), final mastered MP4 (H.264) files, MOV (Apple ProRes) files when specified, platform-specific exports, caption files (.SRT or equivalent when required), edited still photography, raw footage (including B-roll), audio stems, licensing documentation, and Intellectual Property and Usage Rights Documentation necessary to reproduce, modify, archive, and reuse the deliverables.
Typical Applications	Recruiting videos, testimonial videos, educational content, awareness campaigns, social media campaigns, event coverage, digital advertising, web content, and internal communications.
Not Included	Paid media placement unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that all required source files, raw footage, edited still photography, and supporting documentation have been provided, and

	confirmation that all applicable intellectual property, licensing documentation, and usage rights documentation have been received.
Usage Rights	Unless otherwise identified within the individual order, all contractor-developed video production deliverables shall include unlimited Government usage rights. Contractor shall identify any third-party licensing restrictions prior to Government acceptance.

PRODUCT CA-005

Commercial Production Package

Field	Description
Unit of Issue	Per Commercial Production
Purpose	Development of professional commercial-quality advertising productions supporting Government-approved recruiting, branding, awareness, and integrated marketing campaigns. This product supports broadcast, streaming, digital, radio, and omnichannel advertising campaigns requiring concept development, cinematic production, and commercial distribution. Commercial productions may range from :15-second spots through :90-second productions, as specified within the individual order.
Government-Furnished Information	Campaign objectives, approved messaging, brand standards, review comments, existing creative assets (if applicable), target audience information, media requirements, filming locations (when applicable), and Government points of contact.
Included Deliverables	Creative Brief; up to three (3) creative concepts; storyboard; production script; production schedule; principal photography; up to four (4) Government review versions; rough cut; director's cut; final locked picture; broadcast masters; digital masters; platform-specific cutdowns; social media versions; radio versions (when ordered); raw footage (including B-roll); edited still photography captured during production; editable native project files; source graphics; audio stems; archive package; talent documentation (when applicable); licensing documentation; music licensing documentation; Intellectual Property and Usage Rights Documentation. Commercial productions shall be delivered in the durations, formats, and platform-specific versions identified within the individual order, which may include :15, :30, :60, and :90-second advertising productions.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or encrypted external media, as specified within the individual order. Final deliverables shall be provided in an organized archive

Field	Description
	containing native project files (Adobe Premiere Pro, DaVinci Resolve, Adobe After Effects, or equivalent commercial software format), broadcast master files, digital master files, platform-specific exports, caption files (.SRT or equivalent when required), radio deliverables (when ordered), raw footage (including B-roll), edited still photography, audio stems, source graphics, licensing documentation, talent documentation (when applicable), music licensing documentation, and Intellectual Property and Usage Rights Documentation necessary to reproduce, modify, archive, and reuse the deliverables.
Typical Applications	National advertising campaigns, enterprise branding initiatives, recruiting campaigns, television advertising, streaming advertising, cinema advertising, integrated marketing campaigns, and multi-component awareness campaigns.
Not Included	Paid media placement unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that all required source files, raw footage, edited still photography, broadcast and digital masters, and supporting documentation have been provided, and confirmation that all applicable intellectual property, licensing documentation, talent documentation, music licensing documentation, and usage rights documentation have been received.
Usage Rights	Unless otherwise identified within the individual order, all contractor-developed commercial production deliverables shall include unlimited Government usage rights. Contractor shall identify any third-party licensing restrictions prior to Government acceptance.

SECTION 3 – MEDIA PLACEMENT PRODUCTS

3.1 General

Media Placement Products provide commercially available media planning, placement, trafficking, execution, verification, reconciliation, and reporting supporting Department of the Air Force marketing campaigns.

The Government retains authority over campaign objectives, approved budgets, target audiences, geographic markets, media channels, campaign schedules, and final media approval.

Unless otherwise specified within an individual order, Media Placement Products shall include all documentation necessary to demonstrate media planning, placement execution, performance reporting, spend reconciliation, and proof of performance for the ordered media placement activities.

PRODUCT MP-001**Single-Market Digital Placement Package**

Field	Description
Unit of Issue	Per Media Placement Package
Purpose	Execution of commercial digital media placements supporting a single Government-approved geographic market or localized audience using one or more commercially available digital advertising channels.
Government-Furnished Information	Budget, approved geographic market, target audience, campaign objectives, approved messaging, campaign schedule, and reporting requirements.
Included Deliverables	Media Plan; Campaign Flowchart; Placement Authorization Summary; Trafficking Instructions; Media Placement Confirmation; Vendor Documentation; Weekly Performance Reports; Proof of Performance Documentation; Spend Reconciliation Report; Post-Buy Analysis.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or approved reporting platform, as specified within the individual order. Final deliverables shall include PDF reports, editable spreadsheet files (Microsoft Excel or equivalent), media delivery documentation, placement confirmation records, vendor documentation, performance reporting, and spend reconciliation documentation sufficient to validate campaign execution and media delivery.
Supported Channels	Paid Search, Paid Social, Display Advertising, Digital Video, Connected TV (CTV), Streaming Audio, Job Platforms, Digital Out-of-Home (DOOH), or other commercially available digital media.
Not Included	Creative asset development unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that ordered media placements were executed as authorized, confirmation that proof of performance documentation and spend reconciliation have been provided, and validation that required reporting supports campaign performance.

Field	Description
Proof of Performance	Proof of Performance documentation may include, as applicable, vendor invoices, insertion orders, platform delivery reports, affidavits of performance, screenshots, publisher confirmation, broadcast logs, or other commercially accepted documentation demonstrating execution of the ordered media placements.

PRODUCT MP-002

Multi-Market Digital Placement Package

Field	Description
Unit of Issue	Per Multi-Market Media Placement Package
Purpose	Execution of coordinated commercial digital media placements across multiple Government-approved geographic markets or audience segments using one or more commercially available digital advertising channels.
Government-Furnished Information	Budget, approved geographic markets or audience segments, campaign objectives, approved messaging, campaign schedule, and reporting requirements.
Included Deliverables	All deliverables included within MP-001, with market-specific media planning, placement confirmation, performance reporting, spend allocation, proof of performance documentation, and post-buy analysis for each approved market.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or approved reporting platform, as specified within the individual order. Final deliverables shall include PDF reports, editable spreadsheet files (Microsoft Excel or equivalent), market-specific media plans, placement confirmation records, vendor documentation, performance reports, proof of performance documentation, and spend reconciliation documentation sufficient to validate campaign execution and media delivery for each approved market.
Supported Channels	Paid Search, Paid Social, Display Advertising, Digital Video, Connected TV (CTV), Streaming Audio, Job Platforms, Digital Out-of-Home (DOOH), or other commercially available digital media channels appropriate for the approved markets and campaign objectives.
Not Included	Creative asset development unless separately ordered.

Field	Description
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that ordered media placements were executed within each approved market, confirmation that proof of performance documentation and spend reconciliation have been provided for each market, and validation that required reporting supports campaign performance.
Proof of Performance	Proof of Performance documentation shall be provided for all ordered media placements, as applicable, and may include insertion orders, vendor invoices, publisher affidavits, platform delivery reports, screenshots, broadcast logs, make-good documentation (when applicable), placement verification records, or other commercially accepted documentation sufficient to demonstrate execution of the ordered media placements.

PRODUCT MP-003

National Digital Placement Package

Field	Description
Unit of Issue	Per National Media Placement Package
Purpose	Execution of commercial national digital media placements supporting Department of the Air Force recruiting, branding, awareness, and marketing objectives using one or more commercially available digital advertising channels.
Government-Furnished Information	Budget, approved national target audiences, campaign objectives, approved messaging, campaign schedule, and reporting requirements.
Included Deliverables	National Media Plan; Campaign Flowchart; Placement Authorization Summary; Trafficking Instructions; Media Placement Confirmation; Vendor Documentation; Weekly Performance Reports; Proof of Performance Documentation; Spend Reconciliation Report; Post-Buy Analysis.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or approved reporting platform, as specified within the individual order. Final deliverables shall include PDF reports, editable spreadsheet files (Microsoft Excel or equivalent), national media plans, placement confirmation records, vendor documentation, performance reports, proof of performance

Field	Description
	documentation, and spend reconciliation documentation sufficient to validate campaign execution and national media delivery.
Supported Channels	Paid Search, Paid Social, Display Advertising, Digital Video, Connected TV (CTV), Streaming Audio, Job Platforms, Digital Out-of-Home (DOOH), or other commercially available digital media channels supporting national campaign objectives.
Not Included	Creative asset development unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that ordered national media placements were executed as authorized, confirmation that proof of performance documentation and spend reconciliation have been provided, and validation that required reporting supports campaign performance.
Proof of Performance	Proof of Performance documentation shall be provided for all ordered media placements, as applicable, and may include insertion orders, vendor invoices, publisher affidavits, platform delivery reports, screenshots, broadcast logs, make-good documentation (when applicable), placement verification records, or other commercially accepted documentation sufficient to demonstrate execution of the ordered media placements.

PRODUCT MP-004

Omnichannel Media Placement Package

Field	Description
Unit of Issue	Per Omnichannel Media Placement Package
Purpose	Execution of coordinated commercial media placements across multiple traditional and digital advertising channels supporting national or regional Department of the Air Force recruiting, branding, awareness, and marketing objectives.
Government-Furnished	Budget, campaign objectives, approved messaging, target audiences, approved markets, campaign schedule, media requirements, and reporting requirements.

Field	Description
Information	
Included Deliverables	Integrated Media Plan; Campaign Flowchart; Placement Authorization Summary; Trafficking Instructions; Media Placement Confirmation; Vendor Documentation; Weekly Performance Reports; Proof of Performance Documentation; Spend Reconciliation Report; Post-Buy Analysis.
Deliverable Format	Deliverables shall be provided electronically through a Government-approved secure file transfer service or approved reporting platform, as specified within the individual order. Final deliverables shall include PDF reports, editable spreadsheet files (Microsoft Excel or equivalent), integrated media plans, placement confirmation records, vendor documentation, performance reports, proof of performance documentation, spend reconciliation documentation, and make-good documentation (when applicable) sufficient to validate campaign execution and media delivery across all ordered channels.
Supported Channels	Broadcast Television, Cable Television, Connected TV (CTV), Streaming Television, Radio, Streaming Audio, Paid Search, Paid Social, Display Advertising, Digital Video, Digital Out-of-Home (DOOH), Job Platforms, Print Media, Out-of-Home (OOH), or other commercially available media channels supporting approved campaign objectives.
Not Included	Creative asset development unless separately ordered.
Acceptance Criteria	Government acceptance upon receipt of all required deliverables in the specified formats, verification that ordered media placements were executed as authorized across all approved channels, confirmation that proof of performance documentation and spend reconciliation have been provided, and validation that required reporting supports campaign performance.
Proof of Performance	Proof of Performance documentation shall be provided for all ordered media placements, as applicable, and may include insertion orders, vendor invoices, publisher affidavits, platform delivery reports, screenshots, broadcast logs, make-good documentation (when applicable), placement verification records, or other commercially accepted documentation sufficient to demonstrate execution of the ordered media placements.

SECTION 4 – ORDERING PROCEDURES & GENERAL TERMS

4.1 General

Products identified within this Government Product Catalog may be ordered individually or in combination to satisfy Department of the Air Force marketing requirements.

Individual orders shall identify the products being acquired, quantities, required delivery schedule, Government-Furnished Information, and any order-specific requirements not otherwise addressed within this catalog or the Statement of Need.

4.2 Combining Products

Products from multiple sections of this catalog may be combined within a single order.

Examples include, but are not limited to:

- Static Creative Asset Package + Single-Market Digital Placement Package
- Video Production Package + National Digital Placement Package
- Commercial Production Package + Omnichannel Media Placement Package

4.3 Government-Furnished Information

The Government shall furnish the information necessary to complete each order, which may include:

- Campaign objectives
- Approved messaging
- Branding requirements
- Existing Government-owned assets
- Geographic markets
- Target audiences
- Campaign schedule
- Budget
- Performance objectives
- Government review comments

The specific Government-Furnished Information required varies by product.

4.4 Acceptance

Products shall be inspected and accepted in accordance with the applicable acceptance criteria identified within:

- The Statement of Need
- This Government Product Catalog
- The individual order

Acceptance of one ordered product does not constitute acceptance of any other ordered product unless specifically identified within the order.

4.6 Product Identification

Each ordered product shall be identified by its Product Identification Number (e.g., CA-001, MP-003) within the individual order

4.7 Precedence

In the event of a conflict between documents, the following order of precedence shall apply:

1. Contract
2. Statement of Need (SON)
3. Government Product Catalog
4. Individual Order (unless specifically authorized by contract)

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