



Debi Gasper  
CEO/Creative Director  
The AD Agency  
1331 Maryland Avenue, SW, Suite 530  
Washington, DC 20024

Main: 202.342.2122  
Direct: 202.360.8399  
dgasper@theadagency.com

**A Certified Business Enterprise (CBE)**  
**CBE #: LSDRE26167062024**  
**SAM.gov CAGE Code: 7LCR4**  
**A Limited Liability Company (LLC)**



## SERVICES

**Our Mission Is To Provide Strategic Results-Oriented Marketing, Websites, Apps, Advertising, Graphic Design, Public Relations & It Support To Government Agencies, Corporations, Associations, and Non-Profits.**

### WEBSITES/DIGITAL MEDIA

- Digital Advertising
- Website Design, Management, and Maintenance
- Web Hosting
- Digital Business Management
- Apps
- Social Media
- Website/Marketing Analysis
- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Email Marketing
- Keyword Optimization
- Google Analytics
- Google AdWords and Remarketing
- Training

### GRAPHIC DESIGN

- Graphic Artists
- Mixed Media
- Multimedia

### DATA ANALYSIS

- Data Mining
- Artificial Intelligence Techniques
- Neural Networks
- Data Driven Decision Management

### PRINTING

- All Forms of Printing

### ADVERTISING & PRODUCTION

- TV, Radio, Print, Digital, Apps
- Public Service Announcements
- Promotion
- Outreach Services
- Video & Film Production

### MARKETING RESEARCH

- Primary & Secondary
- Focus Groups & Surveys
- A/B Testing

### STRATEGIC PLANNING

- Creative Process & Analysis
- Educational Integration
- Marketing Planning
- Marketing Consulting
- Strategic Plan Writing

### PUBLIC RELATIONS

- Media Relations/Press Releases
- Media Database Development
- Crisis and Issue Management
- Communications Training
- Advocacy & Issues Advancement

### CREATIVE DEVELOPMENT

- Logos/Branding Campaigns
- Product Services & Advertising
- Corporate Identities
- Buzz/ Grassroots Marketing
- Messaging & Positioning
- Photography

### DIRECT MARKETING

- Multimedia
- Mixed Media
- Sales Collateral

### PRODUCT PLACEMENT

- Television
- Film

### MEDIA BUYING

- TV, Radio, Print, Digital, Apps
- Outdoor/ Billboards
- Mixed Media

### EVENT PLANNING

- Special Events
- Road Shows
- Promotions
- Product/ Brand Launches
- Trade shows/ Exhibits/ Displays

## CLIENTS





- Strategic Marketing Plan
- Website Design/Development
- Logo/Branding Campaign
- Public Relations
- Brochure Design
- Event Planning



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Media Buying
- Public Relations
- Investor Presentations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Market/Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Public Relations



**ParkMobile**

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks



- Development of strategic actionable plans to insure initiatives and "Best in Class" operations.



- Strategic Marketing Plan
- Media Event Planning
- Logo/Branding Campaign
- Public Relations



- Strategic Marketing Plan
- Logo/Branding Campaign
- Brochure Design



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Logo/Branding Campaign



- Strategic Marketing Plan
- Logo/Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Event Planning



- Strategic Marketing Plan
- Logo/Branding Campaign
- Website Design
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Print Advertisements
- Exhibit Design



- Strategic Marketing Plan
- Website Design
- Logo/Branding Campaign
- Public Relations Campaign
- Print & Digital Advertising
- Media Buying



- Strategic Marketing Plan
- Media Buying



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Media Buying
- Public Relations

## PRIMARY NIGP CODES

**0372300** - Cards, Greeting (Including Recycled Types)  
**0375200** - Novelties and Advertising Specialty Products  
**0375222** - Bags: Imprinted, Printed, or Screen Printed  
**0377800** - Souvenirs: Promotional, Advertising, etc.  
**2083900** - Desktop Publishing  
**2085000** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**2085400** - Internet and Web Site Software for Microcomputers  
**2095100** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**5576200** - Signage, Advertising Type (Interior and Exterior)  
**5597000** - Signage (Incls. Destination, Routing, and Advertising)  
**7005105** - Button Making Machines, Advertising, Including Accessories  
**7151017** - Booklet/Pamphlet, Safety  
**7153030** - Electronic Publications  
**7153500** - Electronic Publications: Directories, Dictionaries, Encyclopedias, etc.  
**7154735** - Employee Handbook  
**8015600** - Signs, American Disability Act (ADA)  
**8015800** - Signs: Billboard, Advertising, etc.  
**9050500** - Aerial Photography  
**9064000** - Graphic Design – Architectural  
**9150000** - Communications and Media Related Services  
**9150100** - Advertising Agency Services  
**9150110** - Advertising Agency Services  
**9150200** - Advertising (Notice of Bid Solicitation)  
**9150300** - Advertising/Public Relations  
**9150340** - Public Relations Services  
**9150400** - Advertising, Outdoor Billboard, etc.  
**9150600** - Audio Production  
**9150700** - Audio Recording  
**9150900** - Audio/Video Production Services Complete  
**9151500** - Broadcasting Services, Television  
**9152200** - Communications Marketing Services  
**9152300** - Conference Coordinating and Planning Services  
**9153861** - Printing, Digital File Output, From Photoshop Compatible File  
**9154540** - Promotional and Education Products  
**9154800** - Graphic Arts Services (Not Printing)  
**9155100** - Information Highway Electronic Services  
**9155190** - World Wide Web (WWW) Advertising Services  
**9157100** - Newspaper and Publication Advertising  
**9157200** - Photography (Not Including Aerial Photography)  
**9157300** - Public Information Services (Incl. Press Releases)  
**9157355** - Outreach Services  
**9157400** - Radio Commercial Production  
**9158200** - Video Production  
**9158280** - Video Production, TV Related Services  
**9159600** - Web Page Design and/or Management Services  
**9180000** - Consulting Services  
**9180200** - Audio and Visual (A/V) Consulting  
**9180700** - Advertising Consulting  
**9182000** - Business Consulting, Small  
**9182100** - Business Consulting, Large  
**9182600** - Communications: Public Relations Consulting  
**9183210** - Consulting Services (Not Otherwise Classified)  
**9187500** - Management Consulting  
**9187600** - Marketing Consulting  
**9204059** - Programming For Database Web Development Environment  
**9615300** - Marketing Services (Incl. Distribution, Research, etc)  
**9615346** - Marketing and Sales Services  
**9617900** - Trade Services (Facilitation, Information, Marketing, etc.)  
**9651500** - Artwork, Camera Ready  
**9651520** - Artwork, Camera Ready  
**9653000** - Desk Top Publishing Services  
**9653049** - Layout and Graphic Design Services  
**9654600** - Graphic Design Services for Printing  
**9657057** - Pre-Press: Color Separations, Composite Film, Stripping, Chromolin or Match Print Proof, Etc.  
**9660000** - Printing and Typesetting Services

## PRIMARY NAICS CODES

541820 - Public Relations Agencies  
541820 - Public Relations Consulting Services  
541820 - Public Relations Services  
541830 - Media Buying Agencies  
541830 - Media Buying Services  
541840 - Advertising Media Representatives  
541840 - Magazine Advertising Representatives  
541840 - Media Advertising Representatives  
541840 - Media Representatives  
541840 - Newspaper Advertising Representatives  
541840 - Publishers' Advertising Representatives  
541840 - Radio Advertising Representatives  
541840 - Television Advertising Representatives  
541850 - Advertising Services, Indoor Or Outdoor Display  
541850 - Advertising, Aerial  
541850 - Billboard Display Advertising Services  
541850 - Bus Card Advertising Services  
541850 - Bus Display Advertising Services  
541850 - Display Advertising Services  
541850 - Indoor Display Advertising Services  
541850 - Outdoor Display Advertising Services  
541850 - Out-Of-Home Media (I.e., Display) Advertising Services  
541850 - Store Display Advertising Services  
541850 - Subway Card Display Advertising Services  
541850 - Taxicab Card Advertising Services  
541850 - Transit Advertising Services  
541860 - Advertising Material Preparation Services For Mailing  
541860 - Direct Mail Advertising Services  
541860 - Direct Mail Or Other Direct Distribution Advertising Campaign Services  
541870 - Advertising Material Direct Distribution Services  
541870 - Circular Direct Distribution Services  
541870 - Coupon Direct Distribution Services  
541870 - Directory, Telephone, Distribution On A Contract Basis  
541870 - Door-To-Door Distribution Of Advertising Materials  
541870 - Flyer Direct Distribution (Except Direct Mail) Services  
541870 - Handbill Direct Distribution Services  
541870 - Sample Direct Distribution Services  
541870 - Telephone Directory Distribution Services, Door-To-Door  
541890 - Advertising Specialty Distribution Services  
541890 - Demonstration Services, Merchandise  
541890 - Display Lettering Services  
541890 - Mannequin Decorating Services  
541890 - Sign Lettering And Painting Services  
541890 - Welcoming Services  
541890 - Window Dressing Or Trimming Services, Store  
541910 - Broadcast Media Rating Services  
541910 - Marketing Analysis Services  
541910 - Marketing Research Services  
541910 - Opinion Research Services  
541910 - Political Opinion Polling Services  
541910 - Public Opinion Polling Services  
541910 - Public Opinion Research Services  
541613 - Marketing Consulting Services  
541810 - Advertising Agencies  
711510 - Writers Of Advertising Copy  
561410 - Desktop Publishing  
512110 - Motion Picture And Video Production  
512191 - Motion Picture  
512199 - Booking Agencies