



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
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



WASHINGTON
CONVENTION CENTER

- 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

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
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

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