

For Immediate Release

Streamline Federal Communications with Uply Media, Inc.'s Micro-Purchase Solutions

Atlanta, GA – June 1, 2024 – Uply Media, Inc., a leading provider of digital marketing and public relations services, proudly announces the launch of its specialized micro-purchase solutions designed for federal agencies. These services aim to streamline procurement processes, enabling agencies to acquire high-quality communication solutions quickly and efficiently.

Uply Media, Inc., a certified Federal Government Contractor, offers comprehensive digital marketing and public relations services tailored for federal government agencies. These services can be procured through micro-purchases, up to \$10,000, with increased thresholds for emergency responses.

Available immediately, these services are designed to meet the urgent and ongoing needs of federal agencies across the nation, including the Department of Defense (DoD), Department of Health and Human Services (HHS), Department of Homeland Security (DHS), Department of Veterans Affairs (VA), and the Environmental Protection Agency (EPA).

Key Features of Uply Media, Inc.'s Services:

- **Press Release Distribution:** From \$3,000 – \$5,000 per release
 - **Crafting and distributing press releases** to communicate important updates, policy changes, and public notices.
 - **Milestones:** Drafting and approval (Week 1), Distribution (Week 2), Media coverage tracking (Week 3).
- **Crisis Communication Management**
 - **Developing strategies** to manage and mitigate crises, ensuring clear and consistent messaging.
- **Media Monitoring and Analysis**
 - **Tracking media coverage** and analyzing the impact of communication efforts.
- **Social Media Management:** From \$4,500 – \$7,500 per month
 - **Creating and managing social media accounts**, developing content strategies, and monitoring engagement.
 - **Milestones:** Strategy development and account setup (Week 1-2), Content creation (Week 3-4), Ongoing management (Monthly).
- **Digital Advertising Campaigns:** From \$4,000 – \$6,000 per campaign
 - **Designing and implementing targeted digital ad campaigns** on platforms like Google Ads, Facebook, and LinkedIn.
 - **Milestones:** Campaign planning and setup (Week 1), Ad creation and launch

(Week 2), Performance monitoring (Weekly).

- **Content Creation and SEO**
 - **Producing high-quality content** that enhances your agency's online presence and improves search engine rankings.

Benefits of Choosing Uply Media, Inc.

- **Efficiency:** Reduce the time and administrative burden associated with traditional procurement processes.
- **Flexibility:** Quickly address specific communication needs with tailored solutions.
- **Cost-Effective:** Utilize budget-friendly options that maximize your agency's operational efficiency.

Understanding Micro-Purchases

Federal agencies can procure goods and services directly up to the micro-purchase threshold of \$10,000. In specific situations such as emergency responses or contingency operations, this threshold can be increased to \$20,000 within the U.S. and \$35,000 outside the U.S. ([Acquisition.gov](#)) (USDA Food and Nutrition Service). These micro-purchases can be made using Government Purchase Cards (GPCs), simplifying the payment and procurement process ([Acquisition.gov](#)) (USDA Food and Nutrition Service).

How FAR Encourages Micro-Purchases and Certification Benefits

The Federal Acquisition Regulation (FAR) encourages agencies to utilize micro-purchase authority to streamline the acquisition process. By simplifying procurement procedures, micro-purchases allow for faster and more efficient purchasing, reducing the administrative burden on both agencies and vendors. This flexibility is particularly beneficial in urgent or emergency situations where timely procurement is critical.

According to [FAR 13.201\(a\)](#), micro-purchases can be conducted without soliciting competitive quotations if the contracting officer or individual considers the price to be reasonable. The regulation also emphasizes the use of Government Purchase Cards (GPCs) for these transactions, simplifying the payment and procurement process. Additionally, the FAR promotes the inclusion of small businesses, including those with certifications such as Veteran-Owned, HUBZone-Owned, Women-Owned, and other socio-economic designations. This alignment supports federal initiatives to diversify their vendor base and promote small business participation in government contracts.

For detailed information, refer to:

- **FAR 13.201** – [General \(Micro-Purchases\)](#)
- **FAR 13.301** – [Governmentwide commercial purchase card](#)
- **Acquisition.gov** – [Part 13—Simplified Acquisition Procedures](#)

These sections provide comprehensive guidelines on managing micro-purchases and

highlight the benefits of simplified and efficient procurement, especially for small businesses with special certifications.

Contact Us Today

Uply Media, Inc. is committed to providing your federal government agency with the highest quality communication solutions in the most efficient manner possible. We invite you to leverage our services to enhance your communications seamlessly and cost-effectively.

Registered Federal Government Contractor

- **Unique Entity ID:** YPE4G8X18N67
- **CAGE Code:** 9WMV4

Contact Information:

- **Name:** Kyle Ransom
- **Title:** CEO, Uply Media, Inc.
- **Direct Contact:** (404) 914-3143
- **Email:** Kyle@UplyMedia.com
- **Company Contact:** (470) 231-7367
- **Company Email:** info@UplyMedia.com

We look forward to the opportunity to serve your agency and contribute to its success.

Media Contact:

CR Ransom
CMO, Uply Media, Inc.
Email: CR@UplyMedia.com
Phone: (404) 416-6009
Website: <https://uplymedia.com>