

CAPABILITY STATEMENT

Empowering Federal Agencies with Precision Advertising Solutions



MCA 
My Classified Ads

COMPANY OVERVIEW

My Classified Ads, LLC (MCA) specializes in turnkey advertising solutions designed to simplify compliance and amplify impact. With over two decades of experience, MCA integrates its expertise in print, digital, and broadcast advertising to create scalable, results-driven campaigns.

As a certified Women-Owned Small Business (WOSB) and trusted government vendor, MCA delivers precision, transparency, and measurable results. From legal and public notices to Public Service Announcements (PSA), MCA allows clients to focus on their core missions while we manage the complexities of advertising.

CORE COMPETENCIES



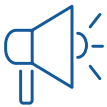
INTEGRATED MEDIA STRATEGIES – Comprehensive advertising campaigns combining radio, print, digital, and streaming platforms for maximum outreach and cost-effectiveness.



RADIO AND BROADCAST MEDIA – Expert in crafting and placing targeted radio campaigns, including streaming radio, podcast advertising, and Public Service Announcements (PSAs).



PRINT MEDIA SERVICES – Specializing in newspapers, trade journals, public service announcements, display ads, and legal/public notices. Expertise in both national and local media placements ensures coverage tailored to audience demographics.



PUBLIC SERVICE ANNOUNCEMENTS (PSAs) – Development, execution, and placement of impactful PSA campaigns to amplify critical messaging for disaster response, public health, and other initiatives.



LEGAL & PUBLIC NOTICES – End-to-end solutions for legal notices, simplifying compliance while meeting all federal and state requirements.



CLASSIFIED ADVERTISING – Custom ad campaigns tailored for scalability across print, radio, and digital platforms.

MY CLASSIFIED ADS, LLC

17110 Gunn Hwy. Odessa, FL 33556
myclassifiedads.net

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Federal Contracting

UEI: DUJKLMZDSDY7

NAICS: 541810, 541850, 541890, 561410

CAGE: 7AWN4

Business Type:

National Women Business Owners 
Corporation WOSB Certified

DIFFERENTIATORS

SPECIALIZED EXPERTISE – Leader in radio and print Public Service Announcement (PSA) placements, legal/public notice advertising, Recruitment and Labor Certification Advertising.

COMPREHENSIVE MEDIA SOLUTIONS – Integrated campaigns combining print, radio, and digital platforms tailored to client objectives.

NATIONWIDE & LOCAL REACH – Strong partnerships with media outlets nationwide, leveraging 60 years of media buying power and direct publisher representation of USA TODAY, trade journals, daily and weekly newspapers, territorial radio, and streaming platforms.

CUSTOM ANALYTICS – Real-time tracking and demographic insights to maximize campaign effectiveness.

TAILORED SOLUTIONS – Flexible and customized solutions, including full-service management of media planning, ad creation, and placement.

PAST PERFORMANCE

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) – Delivered successful PSAs for Hurricane Helene across North Carolina newspapers, meeting FEMA's compliance and timeliness requirements. Reaches over 4.6 million people affected by the hurricanes.

LOCAL & STATE GOVERNMENT CONTRACTS – Extensive experience supporting government advertising campaigns through radio, print, and digital platforms.

SAMPLES