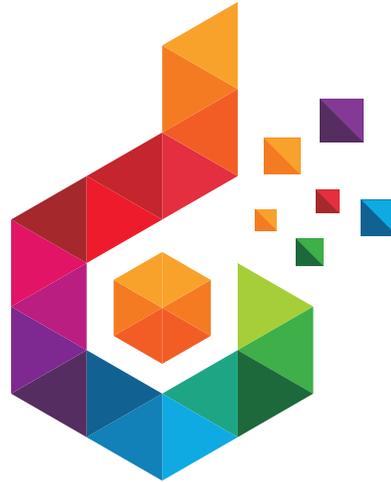


**General Services
Administration**
Professional Services Schedule (PSS)



Contract Holder
Contract 47QRAA19D005M

Federal Supply Schedule Price List:
Industrial Group: 00CORP
Contract No: 47QRAA19D005M



designs by Stacey
▶ SMART Graphic Communications



CONTRACTOR:
designs by Stacey, Inc.
855 Morning Creek Lane
Suwanee, GA 30024
www.designsbystaceyinc.com



**CONTACT FOR CONTRACT
ADMINISTRATION:**
Stacey Neal, CEO
678-772-2543,
info@designsbystaceyinc.com



BUSINESS SIZE/CLASSIFICATION:
Small, Disadvantaged, 8(a),
Woman Owned, Minority-Owned

CONTRACT PERIOD:
March 7, 2019 through March 6, 2024





Federal Supply Schedule Price List:

Industrial Group: 00CORP

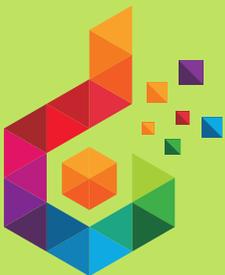
Contract No: 47QRAA19D005M

Customer Information	1
Introduction	3
Labor Category Hourly Rates	4
Labor Category Description & Rates	5
Description of Services	7
Past Performance	13
Our Clients	17

Customer Information

1A. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS):

CONTRACT #	SIN DESCRIPTION		
47QRAA19D005M	541 1	Advertising Services	
47QRAA19D005M	541 2	Public Relations Services	
47QRAA19D005M	541 3	Web Based Marketing Services	
47QRAA19D005M	541 4A	Market Research and Analysis -	
47QRAA19D005M	541 4C	Exhibit Design and Implementation Services	
47QRAA19D005M	541 4D	Conference, Events and Trade Show Planning Services	
47QRAA19D005M	541 4E	Commercial Photography Services	
47QRAA19D005M	541 4F	Commercial Art and Graphic Design Services	
47QRAA19D005M	541 5	Integrated Marketing Services	
Disaster and Recovery SINS			
47QRAA19D005M	541 1RC	541 4ARC	541 4ERC
47QRAA19D005M	541 2RC	541 4CRC	541 4FRC
47QRAA19D005M	541 3RC	541 4DRC	541 5RC



In addition to holding the GSA Professional Services Schedule (PSS), designs by Stacey, Inc. is an 8(a) and 100% woman owned, SBA WOSB and EDWOSB certified corporate graphic communications design firm. We are located in Suwanee, Georgia. DBS was established in 1991, to produce quality and effective print and multimedia collateral materials for colleges, corporations, foundations and government entities. designs by Stacey, Inc. is a strategic corporate communications Advertising & graphic design agency with big project experience.







1B. LOWEST-PRICED SERVICE AND PRICE FOR EACH SIN:

Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

2. MAXIMUM ORDER LIMIT: \$1,000,000

3. MINIMUM ORDER LIMIT: \$100

4. MINIMUM ORDER QUANTITIES: 100

5. GEOGRAPHIC COVERAGE: Domestic, 48 states, Washington, DC,

6. PROMPT PAYMENT DISCOUNTS: Prices listed are GSA net, discount deducted. Current IFF rate is 0.75%.

7.VOLUME DISCOUNT(S): 2% discount on all single orders exceeding \$300,000

8. PROMPT PAYMENT TERMS: Net 30 days

9(A). NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD: Yes

9(B). NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD: Will Accept

10. FOREIGN ITEMS: None

11A. TIME OF DELIVERY: Negotiated at the task level

11B. EXPEDITED DELIVERY: Negotiated at the task level

11C. OVERNIGHT/2-DAY DELIVERY: Negotiated at the task level

11D.URGENT REQUIREMENTS: Agencies can contact the contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. F.O.B. POINT: Destination

13A.ORDERING ADDRESS:

Designs by Stacey, Inc
Attn: Stacey M. Neal
855 Morning Creek Lane
Suwanee, GA 30024

13B.ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's) are found in federal acquisition regulation (far) 8.405-3

14. PAYMENT ADDRESS: Same as Ordering Address

15. WARRANTY PROVISION: Standard commercial warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Contact contractor

18. TERMS AND CONDITIONS OF RENTAL,MAINTENANCE, AND REPAIR: N/A

19. TERMS AND CONDITIONS OF INSTALLATION: N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES: N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS: N/A

22. LIST OF PARTICIPATING DEALERS: N/A

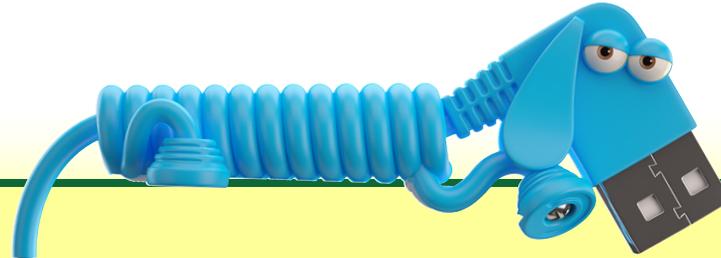
23. PREVENTIVE MAINTENANCE: N/A

24a. ENVIRONMENTAL ATTRIBUTES (E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS): N/A

24b. SECTION 508 COMPLIANCE: As applicable

25. DUNS Number: 61-002-7810

26. Notification regarding registration in central contractor registration (CCR) database: Currently Active



SMART Creative

Strategic, Multimedia, Advertising, Research, Tools

We create effective, quality, visual communications that elicit favorable reactions from targeted customers and drive billions of dollars in revenue for our clients.

With designs by Stacey, Inc. you will find a partner committed to providing sound counsel, fresh insights, award-caliber creative, and measurable results. The relationships we've forged over the past two decades have given us a thorough understanding of working with government agencies. We know your success depends upon hiring contractors you can trust to deliver within your parameters. We will bring value, experience, judgment, innovation, and credibility every step of the way, from procurement to project completion.

SMART Communication

designs by Stacey, Inc., delivers award-winning public education, public awareness, and public outreach campaigns and graphic design capabilities. Our out-of-the-box creative solutions – informed by market research and deep experience— are designed to meet our customers' operational needs.



On Time.
On Budget.
On Point.



Labor Category Hourly Rates

SINS

- 541-1 541-1 RC
Advertising Services
- 541-2 541-2 RC
Public Relations Services
- 541-3 541-3 RC
Web Based Marketing Services
- 541-4A 541-4A RC
Market Research and Analysis
- 541-4C 541-4C RC
Exhibit Design and
Implementation Services
- 541-4D 541-4C RC
Conference, Events
and Trade Show Planning Services
- 541-4E 541-4C RC
Commercial
Photography Services
- 541-4F 541-4F RC
Commercial Art and
Graphic Design Services
- 541-4C 541-4C RC
Exhibit Design and
Implementation Services
- 541-4D 541-4D RC
Conference, Events and
Trade Show Planning Services
- 541-4E 541-4E RC
Commercial Photography
Services
- 541-4F 541-4F RC
Commercial Art and
Graphic Design Services
- 541-5 541-5 RC
Integrated Marketing Services

Labor/Task Category	Hourly Rate
Creative Director	\$ 119.20
Senior Corporate Consultant	\$ 160.97
Art Director	\$ 105.12
Senior Designer	\$ 95.35
Graphic Designer	\$ 87.88
Media Planning	\$ 119.57
Media Buying	\$ 101.76
Account Director	\$ 112.27
Senior Writer	\$ 95.35
Writer	\$ 81.04
Senior Editor	\$ 95.35
Editor	\$ 81.04
Proof Reader	\$ 71.75
Project/Production Management	\$ 71.75
Market Research	\$ 87.30
Research Analysis	\$ 63.97
Photographer	\$ 108.05
Producer	\$ 123.69
Director	\$ 123.69
Cameraman	\$ 108.88
TV/Video Production	\$ 123.69
Senior Event Manager	\$ 108.65

Service Contract Act (SCA)

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories/services have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



Labor Category Descriptions and Rates

Senior Corporate Consultant

\$160.97

Strategy development (branding, PR marketing and awareness), message development, research and analysis, conduct focus groups, message workshops and other high-level meetings, contract management and client relationships, firm management and administration.

Bachelor 's Degree & 15 years related industry experience.

Creative Director

\$119.20

Supervises and directs agency creative product (design and copy), visual strategy development; supervises photo and video shoots. Works with principal/management supervisor and advertising strategist to facilitate focus groups, message workshops and other high-level meetings; client contact. Supervises all agency creative staff and works closely with account management staff.

Bachelor 's Degree & 10 years related industry experience.

Art Director

\$105.12

Develops visual and copy creative, including: graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production; client contact. Works closely with creative director, art director, writers and account management staff.

BFA Degree & 5 years related industry experience.

Senior Designer

\$95.35

Graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production.

BFA Degree & 2 years related industry experience.

Graphic Designer

\$87.88

Graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production.

BFA Degree & 2 years related industry experience.

Media Planning

\$119.57

Conducts media research and prepares media plans per budget and target audiences to maximize allocated advertising and media funds.

Bachelor's Degree & 7 years related industry experience.

Media Buying

\$101.76

Works with media planner to implement all media plans; negotiates advertising rates with all media outlets; collects tear sheets and coordinates vendor payments.

Bachelor's Degree & 5 years related industry experience.



Labor Category Descriptions and Rates

Account Director	\$112.27
<p>Under the supervision of the Account Director, the Account Manager leads traditional and interactive projects from initial concept to final delivery. Through careful analysis and research, the Account Manager formulates business strategies to achieve client objectives and translates those strategies into a creative challenge for the Creative Team. As the primary client contact, the Account Manager coordinates with and provides timely reports to the client.</p> <p><i>Bachelor's Degree & least 5 years of client management experience.</i></p>	
Senior Writer	\$95.35
<p>Works with creative staff and client to develop copy content for all print, web and multimedia deliverables. Experienced in technical writing as well as traditional advertising/marketing copywriting.</p> <p><i>Bachelor's Degree & 10 years related industry experience.</i></p>	
Writer	\$81.04
<p>Works with creative staff and client to develop copy content for all print, web and multimedia deliverables. Experienced in technical writing as well as traditional advertising/marketing copywriting.</p> <p><i>Bachelor's Degree & 5 years related industry experience.</i></p>	
Senior Editor	\$95.35
<p>Edits client and writer's text for grammar, style guidelines and publishing industry standards.</p> <p><i>Bachelor's Degree & 5 years related industry experience.</i></p>	
Editor	\$81.04
<p>Edits client and writer's text for grammar, style guidelines and publishing industry standards.</p> <p><i>Bachelor's Degree & 2 years related industry experience.</i></p>	
Proofreader	\$71.75
<p>Proofreads all materials to ensure that requested edits are made, all client-provided text is incorporated, and that correct style guides are used.</p> <p><i>Bachelor's Degree & 5 years related industry experience.</i></p>	
Project/Production Management	\$71.75
<p>Works with all DBS staff, outside vendors and clients to ensure that research, design and production proceeds smoothly per each product/campaign's strategic plan; drafts all production schedules; coordinates all reporting activities; and creates all client invoices.</p> <p><i>Bachelor's Degree & 5 years related industry experience.</i></p>	



Labor Category Descriptions and Rates

Market Research

\$87.30

In conjunction with all strategic planning activities, reviews client materials; develop research concepts per target audiences; develops questionnaires and other research tools to be utilized throughout campaign; conducts focus groups. Develops campaign effectiveness measurement tools.

Bachelor's Degree & 10 years related industry experience.

Research Analysis

\$63.97

Reviews and analyzes research (existing or new), drafts recommendations for use in strategic marketing and media plans based on data collected.

Bachelor's Degree & 10 years related industry experience.

Photographer

\$108.05

Shoots all on-site, location and studio photography per project specifications. Includes layout and styling per creative and art director instructions. Formats to include color and B&W and digital formats. Knowledgeable about lighting; set design, product styling, portraiture, advertising, marketing and event photography.

Associate Degree & 5 years related industry experience.

Producer

\$123.69

Manages the entire video/ Im design and production process from pre-through post-production, the producer works with writers and journalists, chooses talent, directs personnel, vendors and collaborates with the creative director and other creative staff to make the creative vision a tangible reality for any video, b-roll or Im end product.

Bachelor's Degree & 10 years related industry experience.

Director

\$123.69

Manages and directs the live shots, the Im, talent and production staff to create the raw footage for any video, b-roll or Im end product. Knowledgeable about Im, set design, lighting, cinematography, acting and special effects techniques to ensure a quality product. The director also works closely with the producer and creative director.

Bachelor's Degree & 7 years related industry experience.

Cameraman

\$108.88

Shoots all footage for any video, b-roll or Im end product per the requirements of each media. Knowledgeable about camera, Im, lighting, cinematography, and special effect techniques to shoot all imagery effectively and per creative direction. Works closely with producer, director and creative director.

Bachelor's Degree & 5 years related industry experience.

TV/Video Production

\$123.69

Handles all the pre-production, and post-production activities not handled by the producer, director, creative director, cameraman, editor, art director, senior designer, graphic designer, project/production management, senior writer, writer, senior account manager, account manager and clerical support.

Bachelor's Degree & 5 years related industry experience.

Senior Event Manager

\$108.65

A Senior Event Manager has 1-3 years of experience in the event management field, and is has oversight responsibilities. A senior event manager will review invoices, coordinate website development and updates, handle logistical planning (catering, on-site visits, etc.), and prepare registration materials and premiums.

Bachelor's Degree & 3 years related industry experience.

EXPERIENCE & DEGREE SUBSTITUTION/EQUIVALENCES

The Labor descriptions above describe the functional responsibilities, education and experience requirements for each labor category. These requirements are a guide to the types of experience and educational background of typical personnel in each labor category. Education and experience may be substituted for each other. Each year of relevant experience may be substituted for one year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education.

Degree	Experience Equivalence	Other Equivalence
Bachelors	Associate degree +2 years relevant experience, or 4 years relevant experience	Professional certification
Masters	Bachelors +2 years relevant experience, or Associated + 4 years relevant experience	Professional license
Doctorate	Masters + 2 years relevant experience, Bachelors + 4 years relevant experience	

** Successful completion of higher education which has not yet resulted in a degree may be counted as one year of experience for each year of college completed.*

ADVERTISING

At designs by Stacey, Inc, we believe that advertising is measured by results, not awards. Our expertise and past performance covers all media, from traditional print, broadcast, and out-of-home, to “new” media including Web advertising, podcasts, blogs, and social networking.



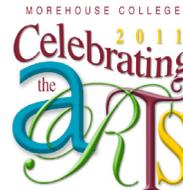
United States Postal Service:
Stamps and Philatelic Division



Office of Personnel Management:
Office Of Small and Disadvantaged Business

BRANDING AND IDENTITY

Nothing is more important to any enterprise than a well-defined brand. A brand is much more than a logo, so we recommend a thorough evaluation of your organization and what it represents, or wishes to represent, before developing a comprehensive brand identity. If you already have an established brand, we will integrate it into all new communications materials, ensuring a consistent communication of who you are, what you do, and what you stand for to all your audiences.



GRAPHIC DESIGN

Whether you need a whole new graphic identity, or the application of your existing look to a new communications piece, designs by Stacey, Inc. are up to the challenge. Our team works with the latest design tools to create award-winning brochures, folders, business cards and any other kind of print or collateral material as well as cutting-edge digital design.



Office of Personnel Management:
Office Of Small and Disadvantaged Business

Development Authority of Fulton County

DIRECT MAIL | DIRECT RESPONSE MARKETING

designs by Stacey understands the importance of targeted, strategic design and messaging in maximizing response rates to direct mail and Web-based solicitations. Our writers and designers have worked in a wide variety of direct mail formats, from simple postcards and other self-mailers to unique, custom packages as well as creating compelling, motivating online advertising.



United States Postal Service:
Stamps and Philatelic Division

EXHIBIT AND BOOTH DESIGN

Your exhibit booth has the potential to make or break your trade show or job fair presence. Whether you're competing with two or 2,000 other exhibitors, and if your available space is 1,000 square feet, or just the top of a table, designs by Stacey's event management and exhibit design specialists have unique insight into making your organization stand out in a lineup while still integrating seamlessly with the rest of your communications campaign.



National Contract Management Association (NCMA) Atlanta

MARKET RESEARCH

Market research can answer many questions, but often the hardest part is figuring out which questions to ask. designs by Stacey will help you create a research plan, develop the research tools, execute the plan, and evaluate the results. Primary or secondary. Quantitative or qualitative. Focus groups, mall intercepts, one-on-ones. Online and phone surveys. We've done it all and we can recommend and execute the right



Atlanta Housing

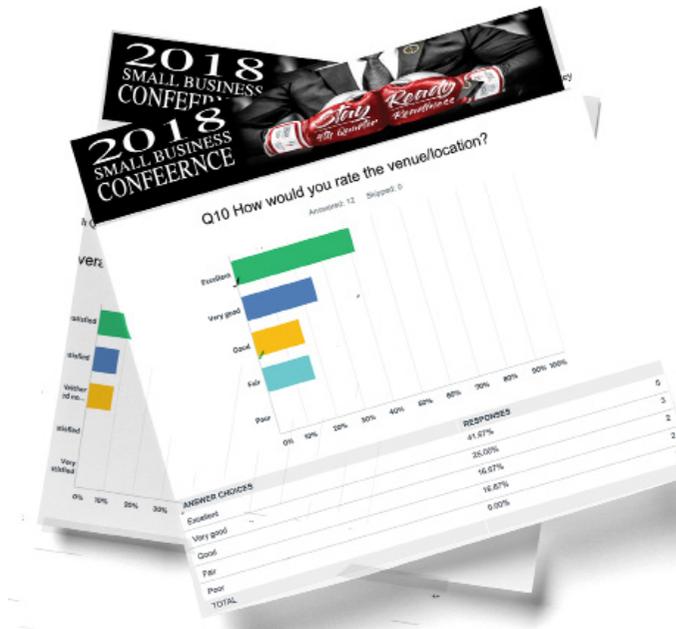


MEDIA PLANNING AND BUYING

Understanding the media consumption patterns of your target allows our team of planners and buyers to execute media campaigns that are timely and cost-effective, but also reach the audience at times and in environments which make them most receptive to your message.

MEETINGS AND EVENT MANAGEMENT

Understanding the media consumption patterns of your target allows our team of planners and buyers to execute media campaigns that are timely and cost-effective, but also reach the audience at times and in environments which make them most receptive to your message.



Office of Personnel Management:
Office Of Small and Disadvantaged Business



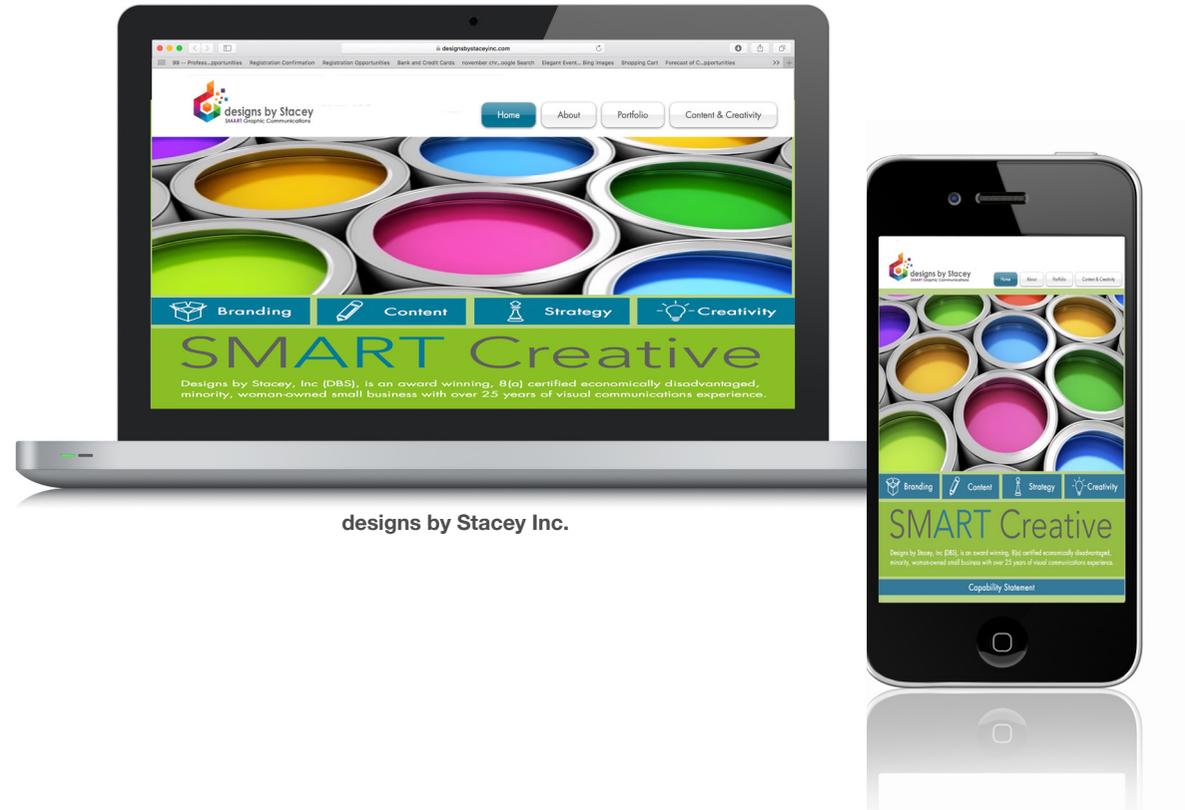
Office of Personnel Management:
2018 Stay Ready Conference, Atlanta, GA

PROMOTION AND PUBLIC RELATIONS

Some messages are best communicated via unpaid media, and some budgets don't allow for paid media. The use of unpaid or "earned" media is an important component of marketing. Our ability to get your message out there through the press, grass-roots activities, and public relations will extend your message beyond the limits of your budget.

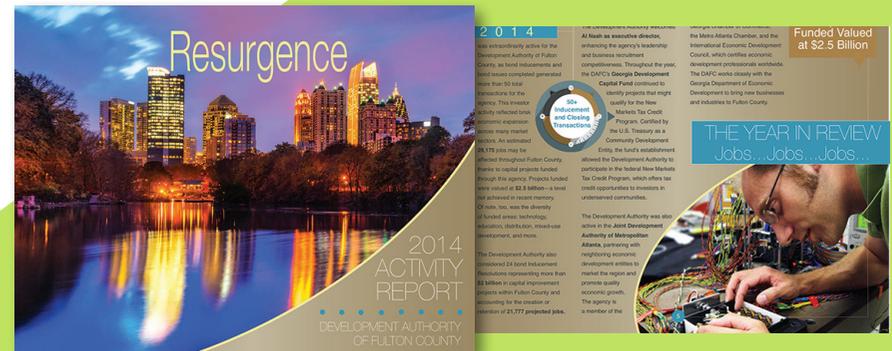
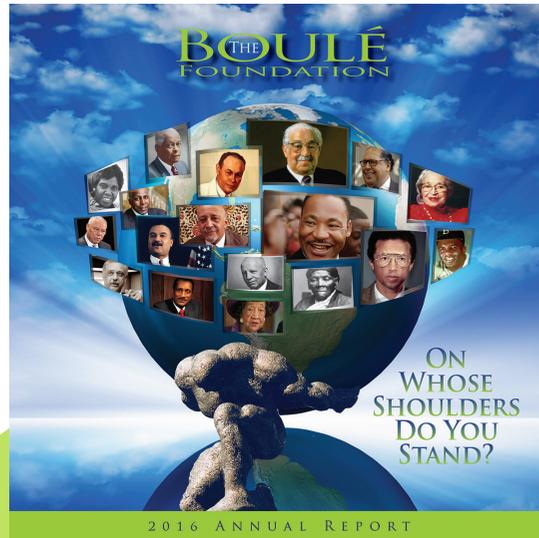
WEB DEVELOPMENT

At designs by Stacey, our staff provides real business solutions that will enhance your performance through the use of technology and the intellectual power of the people in your organization. Our approach, solutions, and methodologies are based on proven industry "best practices." Our experienced and multidisciplinary team will build upon your current infrastructure to provide an effective and sustainable solution tailored to your organization.



designs by Stacey Inc.

Over two decades of visual communications experience, creating effective, quality, visual communications, that have elicited favorable reactions from targeted customers and driven billions of dollars in revenue for our clients.



2018 USPS PSE Product Line:

United States Postal Service
Stamps and Philatelic Division

USA Philatelic is the official source of current stamps and stamp product from the U.S. Postal Service.

Scope of Work: Conceptualized, redesigned and produced 12 page brochure, 5 page online fillable application, Ad, and a movers guide.

Make An Impression

Personalized Stamped Envelopes and Cards
First Class Rate Forever®

Personalize Your Envelopes and Cards
Streamline your letter-writing with a touch of personalized class. Order envelopes that come pre-stamped as well as pre-printed with your name and address.

For just pennies more than the price of postage alone, you get both the convenience of pre-stamped envelopes and the impact of customized stationery. And since the denominations are Forever®, you'll never have to worry about needing additional postage!

Personalized stamped envelopes make a great gift for friends and family—providing them with everything they need right at their fingertips in order to craft a meaningful message.

Four Ways to Order

- 1 Visit: usps.com/pse
- 2 Fax order form to: 1-816-545-1201
- 3 Send orders to: Personalized Stamped Envelopes and Card Program, U.S. Postal Service, Stamp Fulfillment Services, P.O. Box 1241, Philadelphia, PA 19101-7103
- 4 Call 1-800-750-8774, Monday-Friday, 7:00am-5:00pm CDT

FOR ENVELOPES	Boxes of 50	Price
1 Box		\$5.39
2 Boxes		\$4.60
3 Boxes		\$ 7.80
4 Boxes		\$ 8.80
5 Boxes		\$10.00
6 Boxes		\$11.70
7 Boxes		\$13.00
8 Boxes		\$14.25
9+ Boxes		\$16.00

FOR CARDS	Boxes of 500	Price
1 Box		\$9.25
2 Boxes		\$16.00

Visit us online for more detailed rates, quantities, personalization options, and more envelope options. Also explore our beautiful personalized postcards!

ORDER ONLINE!
Visit usps.com/pse

UNITED STATES POSTAL SERVICE®

Make An Impression

PRE-STAMPED ENVELOPES & CARDS

ORDER ONLINE! VISIT USPS.COM/PSE

©2018 USPS Source Code: 19028

UNITED STATES POSTAL SERVICE®

Make An Impression

CONVENIENT AFFORDABLE DISTINCTIVE

Personalized Stamped Envelopes and Cards

ORDER ONLINE! VISIT USPS.COM/PSE

S ELECT ONE OF SIX ENVELOPE FORMATS, or choose a postcard format to personalize with your name, company name, address, email or URL, and even a short message or slogan. Pick from a variety of postage designs, fonts, colors, and sizes.

For just pennies more than the price of postage alone, you get both the convenience of pre-stamped envelopes or cards, and the impact of customized stationery. And since the denominations are Forever®, you'll never have to worry about needing additional postage!

CONVENIENT
No typing a return address or affixing postage

AFFORDABLE
Costs just pennies more than the price of postage alone

DISTINCTIVE
Choose the design, font, and color that sends a message about YOU

Delivered right to your door — ready to mail!

2018 Office of Personnel Management OSDBU/CAU Small Business Conference

Office of Personnel Management (OPM)

The United States Office of Personnel Management is an independent agency of the United States federal government that manages the government's civilian workforce

Scope of Work: Conceptualized, branded and designed 2018 OPM/CAU Conference Look, advertising and all marketing materials: Evenbrite website, sent PSA's to over 2,000 media organizations local, state and country wide. We designed all conference marketing materials, 24-page program, Flags, directional signage, advertising, coordinated special events and managed & coordinated registration and match making event. Managed and facilitated entire project from concept to finish. Worked with a committee of 5 members, including Desmond Brown Director of OPM OSDBU.



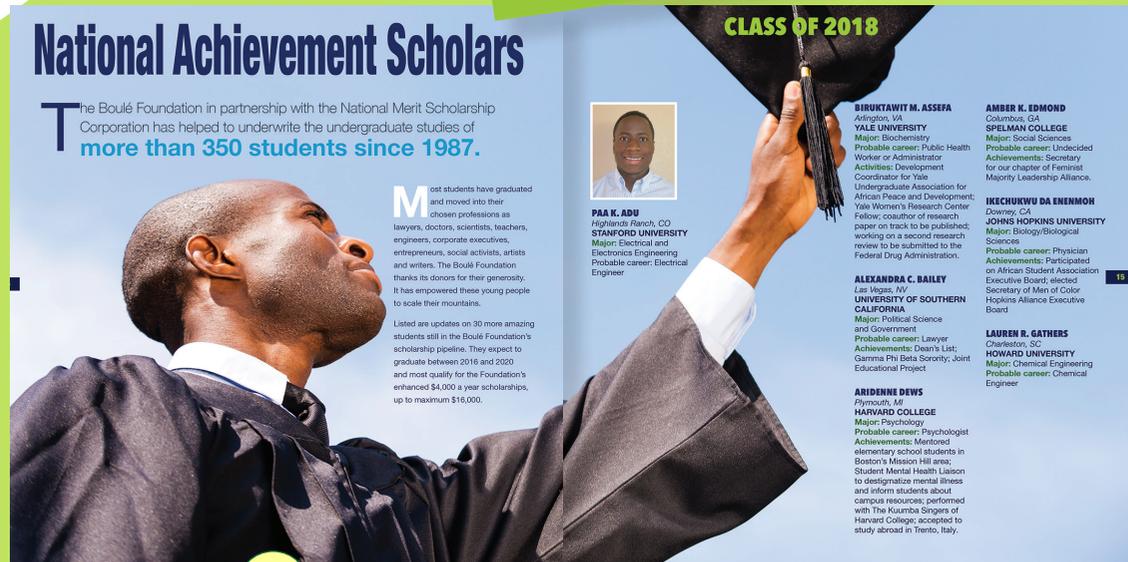
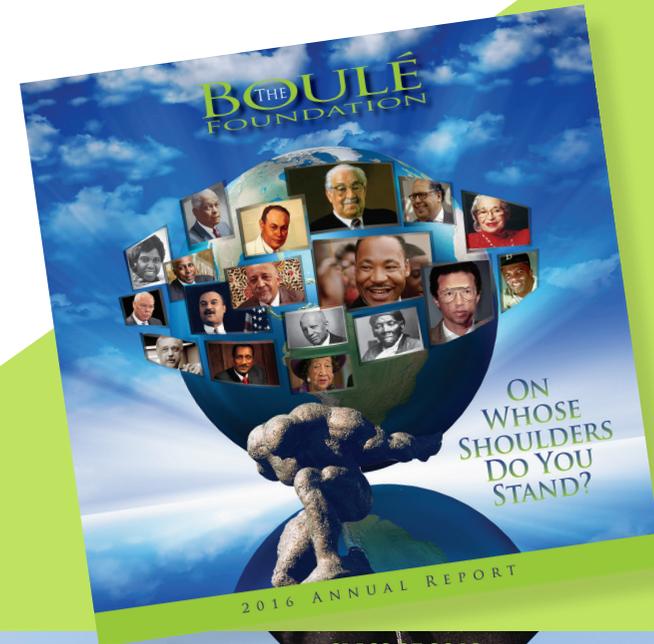
2016 Boulé Foundation Annual Report

The Boulé Foundation

The Boulé Foundation was established in 1980. This foundation promotes education and leadership development in the African American community.

Scope of Work: Conceptualized and designed 60 page annual report, created all artwork. Managed entire product from concept to finish. Provided proofs, responsible for print coordination, press checks as well as shipping and mailing coordination with mailing house to meet the clients finished product in-home timeline.

Design by Stacey Inc has designed and produced the Boulé Foundation annual report since 1996.



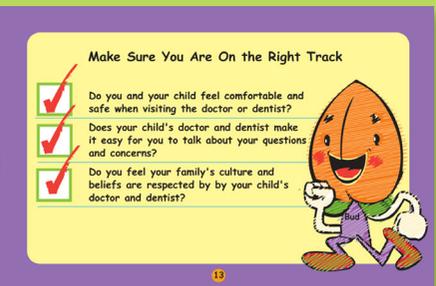
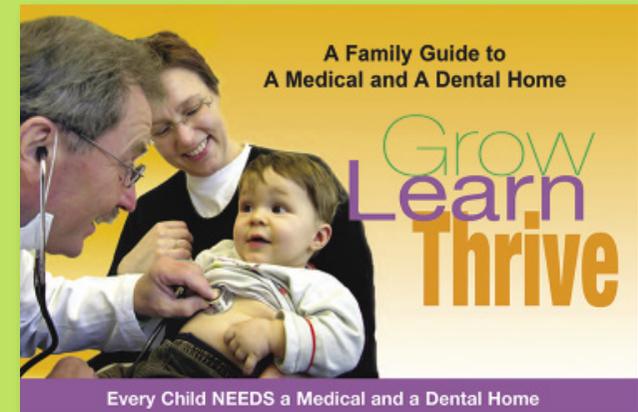
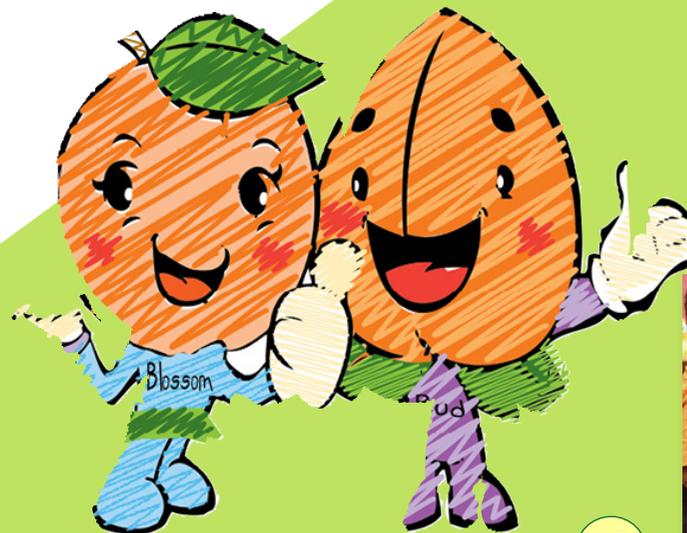
Peach Partners Branding Campaign

Georgia Department of Public Health

Early Childhood Comprehensive Systems Grant (ECCS)

Peach Partners brochure which was chosen by the Washington DC National ECCS Grant Conference as the guide all states should use for their Medical and Dental Home brochure template.

Scope of Work: Conceptualized, created and designed Peach Partners logo, Branding Campaign (Educational Materials) and Web look.



Education



Government

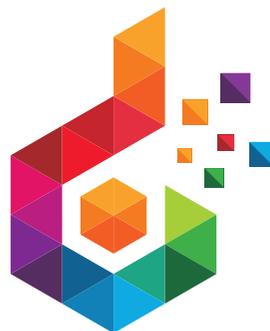


Corporate



NON PROFIT





designs by Stacey

▶ SMART Graphic Communications



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BUSINESS SIZE/CLASSIFICATION:
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Woman Owned, Minority-Owned

CONTRACT PERIOD:
March 7, 2019 through March 6, 2024