



# Multiple Award Schedule

Federal Supply Group: MAS  
Authorized Federal Supply Schedule Price List

For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov)

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: <http://www.GSAAdvantage.gov>.

## Contract Number

47QRAA20D004D

## Contract Period

January 16, 2020 through  
January 15, 2025

## Business Type

2X For-Profit Organization  
LJ Limited Liability Company  
A2 Women Owned Business

## Business Size

Small Business

## Contract Administrator

Shari Nomady, *President*  
[snomady@xpromos.com](mailto:snomady@xpromos.com)  
888-699-0329 x502

*Price list current as of Modification  
#PS-A815 effective March 23, 2020*

# Contract Information

## Contract Number

47QRAA20D004D

## 1A. Table of Awarded Special Item Numbers (SINs)

### SIN Description

541430 Graphic Design Services

541613 Marketing Consulting Services

541810 Advertising Agencies

OLM Order-Level Materials

## 1B. Lowest Priced Model Number

*Please refer to our Labor Category Rates on PG 4*

## 1C. Labor Category Descriptions

*Please refer to our Job Descriptions on PG 5*

## 2. Maximum Order Limit

\$1,000,000

## 3. Minimum Order Limit

\$100

## 4. Geographic Coverage

### SIN Scope

541430 U - 50 St,DC,Territ.

541613 U - 50 St,DC,Territ.

541810 U - 50 St,DC,Territ.

## 5. Points of Production

Laguna Hills, Orange County, CA USA

## 6. Discount from list prices or statement of net price

Government Net Prices (discounts already deducted)

## 7. Quantity Discounts

1% for orders between \$25,000 and \$49,999;  
and 2% for orders exceeding \$50,000

## 8. Prompt Payment Terms

2%, 10 days. Net 30 days. Information for Ordering Offices:  
Prompt payment terms cannot be negotiated out of  
the contractual agreement in exchange for other concessions

## 9A. Notification that Government purchase cards are accepted at or below the micro-purchase threshold

Yes

## 9B. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold

Will Accept

**10. Foreign items (list items by country of origin)**

N/A

**11A. Time of Delivery**

*To be determined at time of Task Order*

**11B. Expedited Delivery**

*Contact Contractor's Representative*

**11C. Overnight and 2-day delivery**

*Available. Contact the Contractor for rates for overnight and 2-day delivery.*

**11D. Urgent Requirements**

*Contact the Contractor's representative to effect a faster delivery.*

**12. F.O.B point(s)**

Destination

**13A. Ordering address**

XPROMOS Marketing Mastery, LLC  
ATTN: Shari Nomady  
24781 Hendon St.  
Laguna Hills, CA 92653  
888-699-0329 x502  
snomady@xpromos.com

**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**

XPROMOS Marketing Mastery, LLC  
ATTN: Shari Nomady  
24781 Hendon St.  
Laguna Hills, CA 92653  
888-699-0329 x502  
snomady@xpromos.com

**15. Warranty provision**

N/A

**16. Export packing charges**

N/A

**17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)**

*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 (if applicable)**

N/A

**21. List of service and distribution points (if applicable)**

N/A

**22. List of participating dealers (if applicable)**

N/A

**23. Preventive maintenance (if applicable)**

N/A

**24A. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants)**

N/A

**24B. Section 508 Compliance for EIT**

Contact Contract Administrator,  
[www.xpromos.com](http://www.xpromos.com)

**25. Data Universal Number System (DUNS) number**

168088438

**26. Notification regarding registration in System for Award Management (SAM) database**

Registered and currently active

# Labor Pricing

Item	SIN	RC	Awarded Labor Category	Site	Year 1
1	541430, 541810	541430RC, 541810RC	Designer	Both	\$147.10
2	541613	541613RC	Account Director	Both	\$296.22
3	541613	541613RC	Account Coordinator	Both	\$120.91
4	541810, 541613	541810RC, 541613RC	Art Director	Both	\$172.80
5	541810, 541430, 541613	541810RC, 541430RC, 541613RC	Creative Director	Both	\$296.22
6	541810, 541430, 541613	541810RC, 541430RC, 541613RC	Copywriter	Both	\$110.83
7	541810, 541430, 541613	541810RC, 541430RC, 541613RC	Project/Program Manager	Both	\$149.12
8	541810, 541613	541810RC, 541613RC	Project/Program Coordinator	Both	\$172.80

# Job Descriptions

## Designer

Bachelors Degree  
3 years Experience

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate the desired audience. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports, all client projects. They select colors, images, text style and layout and work closely with the Creative Director to convey the message and strategy.

## Account Director

Bachelors Degree  
10 years Experience

This is the lead person for the project. They will develop the budget and schedule and work with all the teams to ensure that the client's vision is communicated to the creative department to ensure the greatest success.

## Account Coordinator

Bachelors Degree  
2 years Experience

The Account Coordinator is the entry level person in the account team that provides administration and customer service support to the Project Manager and senior level executives. They run all the details of the account to support the account team.

## Art Director

Bachelors Degree  
6 years Experience

Art Directors supervise the design staff, they determine which photographs, art, or other design elements to use. They develop the overall look or style and review and approve all the artwork before it is presented to the clients.

## Creative Director

Bachelors Degree  
10 years Experience

The Creative Director has the overall creative vision for all work at the agency. They invent new ideas for branding, advertising campaigns and marketing messages. They understand design and smart copy. They have analytical skills and are able to analyze trends and data to keep with the times. They make the final decisions on all copy and artwork before the client sees it. They manage all the creative staff at the agency.

## Copywriter

Bachelors Degree  
2 years Experience

The primary responsibility of a copywriter is to deliver the words and verbal content that accompanies the visual elements of all marketing and advertising programs at the agency.

## Project/Program Manager

Bachelors Degree  
5 years Experience

The Project Manager leads the team from overall project plans and initiatives to completion to the client. This includes day-to-day management and optimization of projects with scheduling tools and status meetings to keep the projects on time and on budget for the clients. They collaborate with all the departments at the agency and they are the primary point person for all the vendors to ensure the projects are completed.

## Project/Program Coordinator

Bachelors Degree  
2 years Experience

Project coordinators work to assist project managers teams with the coordination of resources, equipment, meetings, and information. They organize projects with the goal of getting them completed on time and within budget.

# Agency Overview

XPromos Marketing Mastery, LLC is a small, independent, women-owned marketing firm with a 30-year legacy of driving results for Fortune 500 companies and everyday name brands. Our proven model for success makes it easy for clients to exceed their goals at any point in the customer journey, from awareness to advocacy. Since 1989, the agency has consistently leveraged trends and seized opportunities to bring client value beyond their budget.

## Incentives to reward prospects who take action

Trade Incentives  
 Premiums/Giveaways  
 Gifts-with-purchase  
 Rewards  
 Loyalty rewards



## Direct response

Email  
 Nurture streams  
 Direct mail  
 Digital  
 Social



## Sponsorships and Partnerships to borrow and share interest



## Gamification to boost engagement

Sweepstakes  
 Games  
 Contests



## Experiential marketing

Events (retail, trade show, sponsorship)  
 Mobile marketing  
 Merchandising



## Specialized audience segmentation

Multicultural  
 ABM  
 B2B  
 B2C  
 Youth





Awareness/Discovery

Interest

Consideration/Trial

Purchase

Retention

Advocacy

**30 years of proven  
results at every  
step of the  
customer journey.**

# Client Testimonials

“

“The XPromos Marketing Mastery team kept providing successful results for us. Every program they developed was under my purview, and we would measure the end results to prove success or failure of the sell-through. They were always successful.” ”

VP/Marketing, Mattel

**MATTEL**

“

“They’re very diligent and made this project a lot easier. The team made the nitty-gritty details seamless and invisible to us, so we never had to worry about them. It provided me with a level of confidence that they were on task and abiding by the schedule. In most cases, they followed up with me before I thought to check in with them. The project management was second to none... It was a really well-executed, stress-free experience.” ”

Pro-Marketing Manager, Glidden

**Glidden**

“

“It’s difficult to nail down their work because they are able to do so many different things. We come to them with pretty much any issue we have, and they understand the challenge and create a full experience to support that. They’re amazing project managers. We’ve got regular meetings set up, as well as a running project sheet that helps us stay on top of everything. They’re super proactive about addressing problems —often even before they arise.” ”

Director of Field Marketing, Sage Software

**sage**

# Work Examples



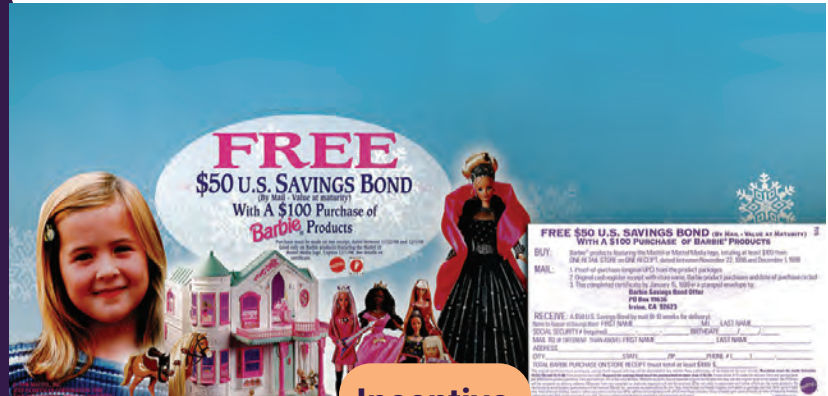
Partnership



Sponsorship, Experiential



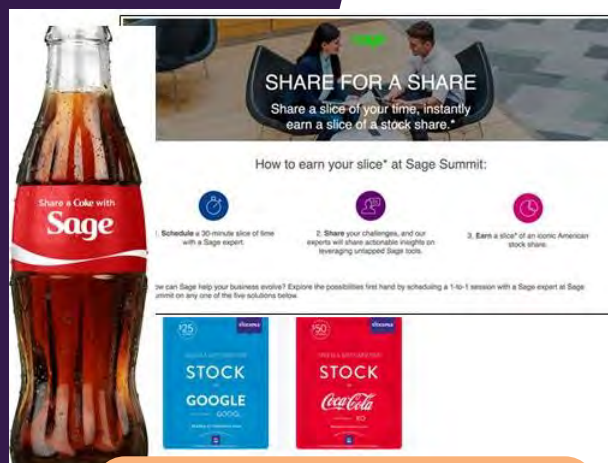
Incentive



Incentive



Gamification



Direct Response, Incentive



Multicultural, Incentive