Multiple Award Schedule

Federal Supply Group: MAS
Authorized Federal Supply Schedule Price List

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
888-699-0329 x502

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

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 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

Please refer to our Labor Category Rates on PG 4
Please refer to our Job Descriptions on PG 5

1B. Lowest Priced Model Number

1C. Labor Category Descriptions
Please refer to our Labor Category Rates on PG 4
Please refer to our Job Descriptions on PG 5

2. Maximum Order Limit
$1,000,000

3. Minimum Order Limit
$100

4. Geographic Coverage
541430 U - 50 St, DC, Territ.
541613 U - 50 St, DC, Territ.
541810 U - 50 St, DC, Territ.

Laguna Hills, Orange County, CA USA

Government Net Prices (discounts already deducted)

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

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

Yes

7. Quantity Discounts

8. Prompt Payment Terms

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

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.

Contact the Contractor’s representative to effect a faster delivery.

11D. Urgent Requirements

Destination

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

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

12. F.O.B point(s)

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

14. Payment address

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

20A. Terms and conditions for any other services (if applicable)

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

22. List of participating dealers (if applicable)

23. Preventive maintenance (if applicable)

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

24B. Section 508 Compliance for EIT

25. Data Universal Number System (DUNS) number

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

Contact Contract Administrator, www.xpromos.com

168088438

Registered and currently active

Labor Pricing

<table>
<thead>
<tr>
<th>Item</th>
<th>SIN</th>
<th>RC</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>Year 1</th>
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<tr>
<td>1</td>
<td>541430, 541810</td>
<td>541430RC, 541810RC</td>
<td>Designer</td>
<td>Both</td>
<td>$147.10</td>
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<tr>
<td>2</td>
<td>541613</td>
<td>541613RC</td>
<td>Account Director</td>
<td>Both</td>
<td>$296.22</td>
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<tr>
<td>3</td>
<td>541613</td>
<td>541613RC</td>
<td>Account Coordinator</td>
<td>Both</td>
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<td>4</td>
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<td>541810RC, 541613RC</td>
<td>Art Director</td>
<td>Both</td>
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<tr>
<td>5</td>
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<td>541810RC, 541430RC, 541613RC</td>
<td>Creative Director</td>
<td>Both</td>
<td>$296.22</td>
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<td>6</td>
<td>541810, 541430, 541613</td>
<td>541810RC, 541430RC, 541613RC</td>
<td>Copywriter</td>
<td>Both</td>
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<td>7</td>
<td>541810, 541430, 541613</td>
<td>541810RC, 541430RC, 541613RC</td>
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<td>Both</td>
<td>$149.12</td>
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<td>8</td>
<td>541810, 541613</td>
<td>541810RC, 541613RC</td>
<td>Project/Program Coordinator</td>
<td>Both</td>
<td>$172.80</td>
</tr>
</tbody>
</table>
Job Descriptions

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.

**Designer**
Bachelors Degree
3 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 Director**
Bachelors Degree
10 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.

**Account Coordinator**
Bachelors Degree
2 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.

**Art Director**
Bachelors Degree
6 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.

**Creative Director**
Bachelors Degree
10 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.

**Copywriter**
Bachelors Degree
2 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 Manager**
Bachelors Degree
5 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.

**Project/Program Coordinator**
Bachelors Degree
2 years Experience

Bachelors Degree
6 years Experience

Bachelors Degree
10 years Experience

Bachelors Degree
2 years Experience
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.
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

“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

“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
Work Examples

Partnership

The fire rings at this beach were purchased in part with a donation from Farmer John.

Sponsorship, Experiential

Be one of 45 to earn a Yeti when you sell Moen in Q4.

Incentive

Direct Response, Incentive

Share for a Share with Sage.

Gamification

Match, Watch, Collect, and win in the Star Trek Triple Treble Game.

Multicultural, Incentive

FREE Soccer Ball with Farmer John purchase.

FREE $50 U.S. Savings Bond with a $100 Purchase of Boston Market.

FREE Balón de Fútbol gratis con la compra de Farmer John!