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

Contract Number: 47QRAA20D005C

Contract Period: March 25, 2020 through March 24, 2025

Contractor:
Susan Collida
President/CEO
Nostrum, Inc.
555 East Ocean Blvd. Ste 468
Long Beach, CA, 90802
www.nostruminc.com

Business Size: Small Business

Business Types: 27 - Small Disadvantaged Business,
2X - For-Profit Organization,
A2 - Women Owned Business

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov
Customer Information
1a. Awarded Special Item Numbers: 541810 - Advertising Services, 541430 - Graphic Design Services
1b. See Price List.
1c. See Price List.
2. Maximum order: $1,000,000
3. Minimum order: $100
4. Geographic coverage: 541810 – 48 States, DC; 541430 – 50 States, DC
5. Points of Production: Same as Company Address
6. Discount from list prices: Prices shown are Net Prices; Basic discounts have been deducted.
7. Quantity Discounts: 2% for task orders over $500,000
8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. Foreign items: None
10a. Time of Delivery: To be negotiated at the task order level.
10b. Expedited Delivery: Contact contractor for expedited delivery.
10c. Overnight & Two-day Delivery: Overnight delivery is available.
10d. Urgent Requirements: contact contractor for faster delivery or rush requirements.
11. FOB Points: Destination
12a. Ordering Address: Same as Company Address.
12b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3
13. Payment Address: Same as Company Address
14. Warranty provision: Standard Commercial Warranty Terms & Conditions
15. Export packing charges, if applicable: Not applicable
16. Terms and conditions of rental, maintenance, and repair (if applicable): Not applicable
17. Terms and conditions of installation (if applicable): Not applicable
18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not applicable.
18b. Terms and conditions for any other services (if applicable): Not applicable
Customer Information

19. List of service and distribution points (if applicable): Not applicable

20. List of participating dealers (if applicable): Not applicable

21. Preventive maintenance (if applicable): Not applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficient, and/or reduced pollutants). Not applicable

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/. Not applicable

23. Data Universal Number System (DUNS) number: 801566795

24. System for Award Management (SAM): Contractor registered and active in SAM.

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), Formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (AS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contract adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
<table>
<thead>
<tr>
<th>Job Title</th>
<th>Detailed Position Description and functional responsibilities</th>
<th>Minimum Education Level</th>
<th>Minimum Years of Experience</th>
<th>Hourly Rate Offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal/CEO</td>
<td>Provides strategic and corporate leadership and serves as key decision-maker for campaigns and related contract management. Ensures adherence to master plans and schedules and develops solutions to program problems. Relies on extensive experience and judgment to plan and accomplish goals.</td>
<td>Bachelor’s Degree</td>
<td>15</td>
<td>$172.80</td>
</tr>
<tr>
<td>Account Manager</td>
<td>Oversees client accounts, serving as overall relationship manager. Responsible for overseeing all aspects of coordination between the client and internal responsibilities from marketing strategies, media, and creative across all agency disciplines and tactical services.</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$114.54</td>
</tr>
<tr>
<td>Copywriter</td>
<td>Responsible for developing content strategies and writing copy across a wide variety of media and project types.</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$123.43</td>
</tr>
<tr>
<td>Creative Director</td>
<td>Responsible for managing and directing the creative department. Responsible for conceptualizing creative solutions that effectively communicate the strategic intent for each tactic within the assigned product(s). Interacts with Copywriters to develop creative concepts and executions. Participates in client presentations.</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$123.43</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>Provides overall vision and direction needed to bring the strategic marketing plan and creative brief to life through the development and production of creative materials, including print &amp; digital advertising, that resonates with target audiences.</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$98.74</td>
</tr>
<tr>
<td>Production Artist</td>
<td>Performs aspects of computer-based production preparing final art. Has the ability to produce layouts, create illustrations, retouch photos, and perform other necessary tasks in executing final designs. Preparing design files for print and web production. Provides support to the Creative Director on specific projects.</td>
<td>Bachelor’s Degree</td>
<td>4</td>
<td>$98.74</td>
</tr>
<tr>
<td>Media Manager</td>
<td>Manages the day-to-day process of all media planning efforts for clients. Evaluates public response and adjusts communication tactics accordingly.</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$108.61</td>
</tr>
<tr>
<td>Marketing Strategist</td>
<td>Responsible for developing and overseeing the execution of all strategic marketing campaigns including establishing message direction, target markets, target audiences, and media opportunities. Evaluates public response and makes recommendations to adjust communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$123.43</td>
</tr>
<tr>
<td>Quality Control - Traffic Manager</td>
<td>Manages projects from inception to completion. Serves as a point of contact to clients about project progress. Responsible for the internal coordination, expediting, and scheduling of various projects. Provides timely warning to various departments regarding problems in the scheduled work flow which could reduce the efficiency of operations. Directs quality control on all client projects.</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$98.74</td>
</tr>
</tbody>
</table>
Nostrum, Inc., a California corporation founded in 1981, is a full-service communications agency that’s work is best known for its inventiveness, actionable insights, quantifiable results, and across-the-board efficiencies. Small, responsive, tight-knit, and collaborative, Nostrum, Inc.’s creative and strategic professionals work seamlessly to achieve Client goals. Our structure allows our teams to respond quickly and nimbly to Client needs and requests. Unlike larger, more rigidly structured agencies, we can quickly adapt to fit any Client’s needs.

**How we help our clients succeed:**

- Strategic Thinking & Campaign Development
- Use creative skills to solve communications problems
- Pinpoint target audiences and deliver key messages in engaging ways
- Offer comprehensive marketing support that includes concept development, graphic design, copywriting, media planning and production
- Design and produce on-target deliverables to meet client needs

**Past & Present Clients include:**

- Document Systems
- Long Beach Airport
- Long Beach City College
- Long Beach Convention & Entertainment Center
- Long Beach Convention & Visitors Bureau
- Long Beach Transit
- Malaga Bank
- Museum of Latin American Art
- Port of Long Beach
- San Bernardino Airport
- Torrance Memorial Medical Center
- Toshiba America Information Solutions

**DUNS:** 801566795
**CAGE:** 5Q1F7
**Business Start Date:** 11/19/1981 GSA
**Contract Number:** 47QRAA20D005C
Core Competencies:
- Strategic marketing plans and marketing research
- Advertising Planning, Buying, & Evaluation
- Comprehensive Marketing Support including:
  - Creative Design
  - Print & Digital Advertising (newspaper, magazine, digital banner ads, animated GIFs, etc.)
  - Print & Digital Collateral (brochures, direct mail pieces, newsletters, eBlasts, etc.)
  - Brand Development, Rebranding, & Brand Management
- Public Relations

Differentiators:
As a small agency we are able to achieve big results for our clients. Our size and structure offer important advantages including:
- The entire agency is familiar with your project and your needs.
- There is no “red tape”. You work directly with the people who are working on your project.
- We build efficiencies, spending your dollars wisely.
- We build strong relationships with our clients, gaining a complete understanding of their needs.
- We are passionate about our work and it shows.

Certifications:
- Women Owned Business Enterprise
- LGBT Owned Business Enterprise
- Small Business Enterprise
- Micro Business Enterprise

NAICS Codes:
- 541430 Graphic Design Services
- 541810 Advertising Services

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