GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE

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
❖ For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering

MULTIPLE AWARD SCHEDULE (MAS)
Federal Supply Group: Professional Services

Business Size: 8(a), HUBZone, Women Owned Small Business

CONTRACT ADMINISTRATOR:
SARIMA GRACIA Founder + CCO  us@AplusIdeas.com  1-833-427-5877

TO LEARN MORE ABOUT OUR FIRM PLEASE REFER TO OUR CAPABILITY STATEMENT OR VISIT: APLUSIDEAS.COM/GOVERNMENT-SERVICES/
CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>RECOVERY</th>
<th>SIN DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>541511RC</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for each SIN.

<table>
<thead>
<tr>
<th>SIN</th>
<th>HOURLY RATE</th>
<th>LABOR CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>$88.87</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>541511</td>
<td>$88.87</td>
<td>Graphic Designer</td>
</tr>
</tbody>
</table>

1c. Hourly Rates: See the price schedule on page 6 for hourly rates.

2. Maximum Order: 541430 & 541511 $1,000,000. OLM $250,000.

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Worldwide

5. Point(s) of production: N/A

6. Discount from list prices or statement of net price: Government net prices

7. Volume discounts: 1% discount for orders between $50,000 and $99,999.99 and 2% for orders exceeding $100,000.

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.a Government Purchase Card: Accepted for sales at or below the micro-purchase threshold

9.b Government Purchase Card: Accepted above the micro-purchase threshold

10. Foreign items: None

11a. Time of Delivery: Negotiated at the Task Order Level with the Ordering Activity
11b. Expedited Delivery: Contact Contractor

11c. Overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements: Contact Contractor

12. F.O.B Points(s): Destination

13a. Ordering Address(es): Same as Contractor

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(es): Same as Contractor

15. Warranty provision: Contractor’s standard commercial warranty

16. Export Packing Charges: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): None

18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): 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. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

24b. Section 508 Compliance for Electronic and Information Technology: N/A

25. Data Universal Numbering System (DUNS) number: 079105546

26. Notification Regarding Registration in System for Award Management (SAM) Database: Contractor has an Active Registration in the SAM database
<table>
<thead>
<tr>
<th>LABOR CATEGORY</th>
<th>JOB DESCRIPTIONS</th>
<th>MINIMUM EDUCATION</th>
<th>MINIMUM EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Supervisor</td>
<td>Account Supervisor oversees the planning and execution of traditional and digital communications programs to meet a client’s business objectives. They manage key accounts with little supervision; communicate daily with staff regarding our clients’ business. They provide ideas, concepts and designs proactively to clients to maximize results and anticipate issues while ensuring client objectives are met.</td>
<td>Bachelors</td>
<td>4</td>
</tr>
<tr>
<td>Senior Graphic Designer</td>
<td>The Senior Graphic Designer oversees the work of the other graphic designers and is responsible for the layout, design and graphic elements that make up an ad, TV, website, banner or outdoor)</td>
<td>Bachelors</td>
<td>3</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>Design and create graphic and artistic materials for projects using the latest graphic design software programs. They ensure their work is designed to meet specific standards.</td>
<td>Bachelors</td>
<td>1</td>
</tr>
<tr>
<td>Creative Director</td>
<td>The Creative Director provides conceptual creative design and development for marketing, advertising, Web, public outreach campaigns and other graphic design projects. They are responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and messaging. The Creative Director also oversees the production implementation of the campaigns.</td>
<td>Bachelors</td>
<td>5</td>
</tr>
<tr>
<td>Senior Art Director</td>
<td>A Senior Art Director supervises the work of other designers and interns. They are tasked with creating the design and visuals for internal and external communications for a variety of media and participates heavily in the creative concepting process for various campaigns.</td>
<td>Bachelors</td>
<td>3</td>
</tr>
<tr>
<td>Role</td>
<td>Description</td>
<td>Degree</td>
<td>Experience</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
<td>------------</td>
</tr>
<tr>
<td>Senior Copywriter</td>
<td>A Senior Copywriter supervises the work of other copywriters and interns. They are tasked with creating the copy for internal and external communications for a variety of media and participates heavily in the creative concepting process for various campaigns.</td>
<td>Bachelors</td>
<td>3</td>
</tr>
<tr>
<td>Digital Producer</td>
<td>The Digital Producer is responsible for overseeing the planning, management and delivery of web/interactive projects from concept through completion.</td>
<td>Bachelors</td>
<td>2</td>
</tr>
<tr>
<td>Information Architect</td>
<td>The Information Architect applies user-centric insight in order to organize website and application content. This can include the development of site map, navigation, labeling and search system architecture.</td>
<td>Bachelors</td>
<td>2</td>
</tr>
<tr>
<td>Senior Webmaster</td>
<td>The Senior Webmaster supervises the work of other webmasters and is responsible for the highest level of information and data integrity and security services, as well as the negotiation and procurement of Web hosting and other digital products and services.</td>
<td>Bachelors</td>
<td>5</td>
</tr>
<tr>
<td>Webmaster</td>
<td>The Webmaster performs ongoing Web hosting configuration and management, as well as data integrity and security, and application performance related tasks, including software updates, back-ups, and troubleshooting.</td>
<td>Bachelors</td>
<td>2</td>
</tr>
<tr>
<td>Senior Research Analyst</td>
<td>The Senior Research Analyst supervises the work of other research analysts and is responsible for conducting analysis of raw data from multiple sources, and authoring research reports based on said analysis.</td>
<td>Bachelors</td>
<td>3</td>
</tr>
<tr>
<td>SIN(S)</td>
<td>LABOR CATEGORY</td>
<td>YEAR 1 PRICE (W/IFF)</td>
<td>YEAR 2 PRICE (W/IFF)</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------</td>
<td>----------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Account Supervisor</td>
<td>$148.11</td>
<td>$151.67</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Senior Graphic Designer</td>
<td>$118.49</td>
<td>$121.33</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Graphic Designer</td>
<td>$88.87</td>
<td>$91.00</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Creative Director</td>
<td>$227.10</td>
<td>$232.55</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Senior Art Director</td>
<td>$148.11</td>
<td>$151.67</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Senior Copywriter</td>
<td>$148.11</td>
<td>$151.67</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Digital Producer</td>
<td>$148.11</td>
<td>$151.67</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Information Architect</td>
<td>$134.00</td>
<td>$137.22</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Senior Webmaster</td>
<td>$227.10</td>
<td>$232.55</td>
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<tr>
<td>541511 &amp; 541430</td>
<td>Webmaster</td>
<td>$178.00</td>
<td>$182.27</td>
</tr>
<tr>
<td>541511 &amp; 541430</td>
<td>Senior Research Analyst</td>
<td>$148.11</td>
<td>$151.67</td>
</tr>
</tbody>
</table>
ABOUT A+S

A+S IDEAS STUDIO, INC. is an award-winning Hispanic-Woman Owned full-scope advertising, branding and digital design agency headquartered in Miami, FL, whose partners have a combined 30+ year track record of success working with US Hispanic, general market and international clients across a multitude of private and public sectors. Whether it be web, print, email or video, A+S IDEAS STUDIO, INC. has the experience and capabilities to put your business or executive government agency in the best position to stand out and accomplish its mission. The firm’s federal socio-economic certifications include: SBA 8(a), Economically Disadvantaged Woman-Owned Small Business (EDWOSB), Federally-certified HUBZone government contractor and NMSDC and WBENC Certified.

★★★★★ We have a 5 star / A+ Record with the Better Business Bureau (BBB), Google and a 97/100 Dun & Bradstreet Past Performance Score.

MISSION

To continue proving our track record designing and developing Branding and successful, results-driven all-inclusive Marketing Campaigns for clients in multiple industries in the private sector, as well as the public sector, in the United States and abroad. Expand on our commitment to volunteerism and community service and evolving the work and relationships with philanthropic foundations for which we have done contracted as well as pro-bono work.
A+S IDEAS STUDIO, Inc.
36 NE 42 Street Miami, FL 33137
www.aplussideas.com
PHONE + FAX: 1-833-4-APLUSS (1-833-427-5877)

Headquartered in Miami, FL, whose partners have a combined 30+ year track record of success working with US Hispanic, general market and international clients across a multitude of private and public sectors. Whether it be web, print, email or video, A+S IDEAS STUDIO, INC. has the experience and capabilities to put your business or executive government agency in the best position to stand out and accomplish its mission.

AN AWARD-WINNING, MINORITY, WOMAN-OWNED, 8(a), HUBZONE, NMSDC AND WBENC CERTIFIED FULL SCOPE DIGITAL ADVERTISING, MARKETING + BRANDING AGENCY.

core competencies

GRAPHIC DESIGN
IDEA + CONCEPT
PHOTOGRAPHY

PROMOTION
WEB DEVELOPMENT
ANALYTICS

COMMUNITY OUTREACH
BRANDING
SOCIAL MEDIA

+ BILINGUAL + MULTICULTURAL

primary naics codes

<table>
<thead>
<tr>
<th>NAICS</th>
<th>PSC</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>R701</td>
<td>Advertising Agencies</td>
</tr>
<tr>
<td>541430</td>
<td>T001</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>D308</td>
<td>Custom Computer Programming</td>
</tr>
<tr>
<td>541613</td>
<td>R409</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541820</td>
<td>R708</td>
<td>Public Relations Agencies</td>
</tr>
<tr>
<td>541990</td>
<td>N/A</td>
<td>All Other Professional Scientific and Technical Services</td>
</tr>
<tr>
<td>519130</td>
<td>D316</td>
<td>Internet Publishing and Broadcasting and Web Search Portals</td>
</tr>
</tbody>
</table>

SOC CODE 7311 Advertising Agencies

30 YEARS OF COMBINED EXPERIENCE

FULL SCOPE AGENCY

- Creative Consulting
- Project Management
- Big + Small Challenges turned into simple good looking ideas that work

EXCELLENT TRACK RECORD + REFERENCES

SOCIO-ECONOMIC CERTIFICATIONS

SBA 8(a) Certified
HUBZone Certified
SBA WOSB Woman Owned Small Business
SBA MBE Certified
NMSDC Certified
WOMEN OWNED
GSA

clients

FIU
Florida International University

FLORIDA CENTER
For Allergy & Asthma Care

DOMINICAN REPUBLIC
Has it all
GonSantoDomingo.com

bvk

Key Contacts

SARIMA GRACIA
FOUNDER + CCO
Phone: 1 833 4 APLUSS
Fax: 1 833 427 5877
E-mail: s@aplussideas.com

ANDRES FERNANDEZ
PARTNER + CSO
Phone: 1 833 4 APLUSS
Fax: 1 833 427 5877
E-mail: a@aplussideas.com
DOMINICAN REPUBLIC MINISTRY of TOURISM

**SCOPE**
Website Development + Maintenance in 7 languages | Analytics

**RESULTS**
Created award-winning multilingual website that has played key role in record tourism numbers, year over year.

**AWARDS**
Gold W3 and Best in Show (worldwide)

**LENGTH OF CONTRACT:** 10 Years, Ongoing

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FLORIDA INTERNATIONAL UNIVERSITY (FIU)

**SCOPE**
Website Development | Capital Campaign Case Statement

**RESULTS**
Delivered website that has become central to fundraising efforts at South Florida’s largest public university.

**AWARDS**
CASE Special Merit Award

**LENGTH OF CONTRACT:** 5 Years

---

WYNWOOD BREWING COMPANY

**SCOPE**
Branding | Website Development | Social Media | Consulting

**RESULTS**
Created brand and all marketing elements for Florida’s first craft brewery, blazing the trail for an entire industry that employs thousands in the region.

**AWARDS**
Silver W3, Gold and Silver ADDY’s, Davey Awards

**LENGTH OF CONTRACT:** 5 Years

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HISPANIC NATIONAL BAR FOUNDATION (HNBF)

**SCOPE**
Branding | Website Redesign | Marketing | Consulting

**RESULTS**
Modernized the look & feel of the HNBF marketing materials, and created new responsive website to maximize impact and reach of the non-profit's efforts and mission

**PRO BONO**
Provided portion of services on a pro bono basis

**LENGTH OF CONTRACT:** 2 Years, Ongoing

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U.S.-CHINA ECONOMIC AND SECURITY REVIEW COMMISSION

**SCOPE**
Design a 40-page Executive Summary of Annual Report

**RESULTS**
An array of topics including U.S.-China trade tensions, U.S. reliance on Chinese pharmaceuticals, China’s global military ambitions, and U.S.-China competition in critical emerging technologies.

**HIGHLIGHTS**
Short turn-around | Optimal organization + communication

**LENGTH OF CONTRACT:** 2 Years, Ongoing

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APLUSSIDEAS.COM/GOVERNMENT-SERVICES/