



ADVERTISING

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Contract Number : [GS00F011DA](#)



Contract Holder



GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service Authorized Federal Supply Schedule Price List

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>.

Schedule for - Professional Services Schedule (PSS)

Group: Industrial Group: 00CORP

Contract Number: GS00F011DA

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

Contract Period: October 7, 2015 through October 6, 2020

• Contractor: ETHNIC SOLUTIONS, INC
dba ES Advertising, Inc

6222 Wilshire Blvd., Ste 302, Los Angeles, CA 90048 - 5100

• Business Size: Small, Disadvantaged, Woman Owned Business

In accordance with 13 C.F.R. 121.404, the Contractor is ineligible to participate in any RFQ that is set aside for small business where the subject contract's awarded size status for the preponderance NAICS designated in the RFQ is "other than small".

• Telephone: (323) 964-9004 • Extension:

• FAX Number: (323) 964-9801

• Web Site: www.esadvertising.net

• E-mail: sandra@esadvertising.net

• Please also send to: sueann@esadvertising.net

• Contract Administration: Sandra Lee



CUSTOMER INFORMATION

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

SIN	Recovery	SIN Description
541-5	541-5RC	Integrated Marketing Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic only; 50 States DC, & Territories.

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See Attachment.

7. Quantity discounts: 3.0% for task orders over \$25K.

8. Prompt payment terms: 1.0% for payment within ten days Net 30 days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: will accept over \$3,000

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor



- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: 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), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. Payment address(es): Same as company address
15. Warranty provision.: Contractor's standard commercial warranty.
16. Export Packing Charges (if applicable): 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 (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. 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. contactor's website or other location.) The EIT standards can be found at: www.Section508.gov/.
25. Data Universal Numbering System (DUNS) number: 052376121
26. Notification regarding registration in Central Contractor Registration (CCR) database:



27. Final Pricing: The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

Item	SIN	Awarded Labor Category	Site	Awarded
1	541 - 5	Creative DirectorBoth	Both	\$125.95
2	541 - 5	Art Director	Both	\$125.95
3	541 - 5	Production Artist	Both	\$125.95
4	541 - 5	Production Coordinator	Both	\$125.95
5	541 - 5	Translator	Both	\$125.95
6	541 - 5	Copywriter	Both	\$125.95
7	541 - 5	Account Executive	Both	\$125.95
8	541 - 5	Account Manager	Both	\$125.95
9	541 - 5	Project Manager	Both	\$125.95
10	541 - 5	Account Director	Both	\$125.95
11	541 - 5	Media Director	Both	\$125.95
12	541 - 5	Media Manager	Both	\$125.95
13	541 - 5	Public Relations Director	Both	\$125.95
14	541 - 5	Strategic Planner/Researcher	Both	\$125.95

Service Contract Act:

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) and all services provided. While no specific labor categories have been identified as being subject to 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 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.



Job Title	Detailed Position Description and functional responsibilities	Min Years of Experience	Min Years of Education	Any Applicable Training
Creative Director	Develops basic presentation approaches and directs layout design and copy writing for promotional material, such as books, magazines, newspapers, television, posters, and packaging: Reviews materials and information presented by client and discusses various production factors to determine most desirable presentation concept. Confers with heads of art, copy writing, and production departments to discuss client requirements and scheduling, outline basic presentation concepts, and coordinate creative activities. Reviews and approves art and copy materials developed by staff and presents final layouts to client for approval.	8 years	Bachelor's Degree	Proficient in Mac with Photoshop, Illustrator and CS programs
Art Director	Formulates concepts and supervises workers engaged in executing layout designs for art work and copy to be presented by visual communications media, such as magazines, books, newspapers, television, posters, and packaging: Reviews illustrative material and confers with client or individual responsible for presentation regarding budget, background information, objectives, presentation approaches, styles, techniques, and related production factors. Formulates basic layout design concept and conducts research to select and secure suitable illustrative material, or conceives and assigns production of material and detail to artists and photographers. Assigns and directs staff members to develop design concepts into art layouts and prepare layouts for printing. Reviews, approves, and presents final layouts to client or department head for approval. May perform duties of Graphic Designer (profess. & kin.) to design art layouts. May mark up, paste up, and finish layouts to prepare layouts for printing. May draw illustrations. May prepare detailed story board showing sequence and timing of story development when producing material for television. May specialize in particular field, media, or type of layout.	5 years	Bachelor's Degree	Proficient in Mac with Photoshop, Illustrator and CS programs
Production Artist	Works on print layouts and resizes per medium distribution. Works closely with Graphic Designers, Art Directors and Creative Director	2 years	Associates Degree	Proficient in Mac with Photoshop, Illustrator and CS programs



<p>Production Coordinator</p>	<p>Plans and coordinates various aspects of radio, television, or cable television programs: Interviews and selects Screen Writers (motion picture; radio-tv broad.) 131.067-050 and cast principals from staff members or outside talent. Outlines program to be produced to Screen Writers (motion picture; radio-tv broad.) and evaluates finished script. Composes or edits program script to meet management or other requirements, using typewriter or computer terminal. Coordinates various aspects of production, such as audio work, scenes, music, timing, camera work, and script writing. Gives instructions to staff to schedule broadcast and to develop and coordinate details to obtain desired production. Reviews production to ensure objectives are attained. Views taped program to select scenes to be used for promotional purposes, using video equipment. Listens to audio tape recording to verify program, script, or sound effects conform to broadcast standards, using audio equipment. May obtain costumes, props, music, or other equipment or personnel to complete production. May represent television network, acting as liaison to independent producer of television series produced for network broadcast. May review budget and expenditures for programs or commercial productions for conformance to budgetary restrictions. May coordinate production details to produce live television programs from locations distant from station. May be designated according to level of responsibility and by type of show produced as Executive Producer (radio-tv broad.); or by type of media as Radio Producer (radio-tv broad.); Television Producer (radio-tv broad.).</p>	<p>3 years</p>	<p>Associates Degree</p>	<p>None</p>
<p>Translator</p>	<p>Translates documents and other material from one language to another: Reads material and rewrites material in specified language or languages, following established rules pertaining to factors, such as word meanings, sentence structure, grammar, punctuation, and mechanics.</p>	<p>5 years</p>	<p>Bachelor's Degree</p>	<p>Expertise in Chinese, Korean, Tagalog, Japanese, Vietnamese, Hindi or Spanish languages</p>
<p>Copywriter</p>	<p>Formulates concepts and develops copy for all of clients creative work. Responsible for overall quality by proofing and checking accuracy of client's brand, product/service representations.</p>	<p>3 years</p>	<p>Bachelor's Degree</p>	<p>None</p>



<p>Account Executive</p>	<p>Plans, coordinates, and directs advertising campaign for clients of advertising agency: Confers with client to determine advertising requirements and budgetary limitations, utilizing knowledge of product or service to be advertised, media capabilities, and audience characteristics. Confers with agency artists, copywriters, photographers, and other media-production specialists to select media to be used and to estimate costs. Submits proposed program and estimated budget to client for approval. Coordinates activities of workers engaged in marketing research, writing copy, laying out artwork, purchasing media time and space, developing special displays and promotional items, and performing other media-production activities, in order to carry out approved campaign.</p>	<p>5 years</p>	<p>Bachelor's Degree</p>	<p>None</p>
<p>Account Manager</p>	<p>Plans, coordinates, and directs advertising campaign for clients of advertising agency: Confers with client to determine advertising requirements and budgetary limitations, utilizing knowledge of product or service to be advertised, media capabilities, and audience characteristics. Confers with agency artists, copywriters, photographers, and other media-production specialists to select media to be used and to estimate costs. Submits proposed program and estimated budget to client for approval. Coordinates activities of workers engaged in marketing research, writing copy, laying out artwork, purchasing media time and space, developing special displays and promotional items, and performing other media-production activities, in order to carry out approved campaign.</p>	<p>7 years</p>	<p>Bachelor's Degree</p>	<p>None</p>
<p>Project Manager</p>	<p>Project Manager is responsible for delivering projects of high quality, on time and to budget through the effective management of timelines, people and resources. The Marketing Project Manager is the agency's control tower, managing workload and resources with precision. Work with Client Partners to analyze project needs ensuring that they fit with resourcing, project objectives and quality standards. Know the questions to ask to onboard each project smoothly. Maintain detailed timelines, project plans, and hours budgeted for project deliverables and key milestones. Have the flexibility to work within an ever-changing workload while still managing workload by effectively setting, observing and re-evaluating project priorities often. Manage day-to-day operational aspects of projects, including communication of client needs to internal teams.</p>	<p>5 years</p>	<p>Bachelor's Degree</p>	<p>None</p>



Project Manager	<p>Lead internal project status meetings and ongoing project schedule updates.</p> <p>Manage multiple projects simultaneously and understand project priorities in the context of agency and client expectations.</p> <p>Be the focal point for production, timeline and resourcing issues.</p> <p>Assist in managing internal resources, ensuring existing and internal projects are appropriately staffed.</p>	5 years	Bachelor's Degree	None
Account Director	<p>Plans, coordinates, and directs advertising campaign for clients of advertising agency: Confers with client to determine advertising requirements and budgetary limitations, utilizing knowledge of product or service to be advertised, media capabilities, and audience characteristics. Confers with agency artists, copywriters, photographers, and other media-production specialists to select media to be used and to estimate costs. Submits proposed program and estimated budget to client for approval. Coordinates activities of workers engaged in marketing research, writing copy, laying out artwork, purchasing media time and space, developing special displays and promotional items, and performing other media-production activities, in order to carry out approved campaign.</p>	9 years	Bachelor's Degree	None
Media Director	<p>Plans and administers media programs to establish media goals, objectives, and strategies within corporate advertising budget. Confers with advertising agents or media representatives to select specific programs and negotiate advertising to ensure optimum use of budgeted funds and long-term contracts. Adjusts broadcasting schedules due to program cancellations. Studies demographic data and consumer profiles to identify target audiences of media advertising. Reads trade journals and professional literature to stay informed of trends, innovations, and changes that affect media planning.</p>	5 years	Bachelor's Degree	None
Media Manager	<p>Plans and administers media programs to establish media goals, objectives, and strategies within corporate advertising budget. Confers with advertising agents or media representatives to select specific programs and negotiate advertising to ensure optimum use of budgeted funds and long-term contracts. Adjusts broadcasting schedules due to program cancellations. Studies demographic data and consumer profiles to identify target audiences of media advertising. Reads trade journals and professional literature to stay informed of trends, innovations, and changes that affect media planning.</p>	3 years	Bachelor's Degree	None



<p>Public Relations Director</p>	<p>Oversees all of agency client's events, promotions, and below the line programs. From planning, execution to results measuring, ensures quality and makes sure that all of the program's meet client's goals and objectives. develops and implements their company's overall strategic public relations programs. Programs may often include media relations, community relations, internal communications and investor relations. Directors usually report to a vice president and/or executive, and often have fiscal planning and budget management responsibilities.</p>	<p>5 years</p>	<p>Bachelor's Degree</p>	<p>None</p>
<p>Strategic Planner / Researcher</p>	<p>Responsible for strategy planning, overseeing all research projects, and devising marketing plans for all of agency's clients. Main person to develop S.W.O.T analysis for clients against competition.</p>	<p>5 years</p>	<p>Bachelor's Degree</p>	<p>None</p>