



*General Services Administration, Federal Supply Service*

# Authorized Federal Supply Schedule Price List

Online 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 [www.GSAAdvantage.gov](http://www.GSAAdvantage.gov).

**Schedule Title and FSC SIN:** 76 Publication Media, 760 3 Editorial, Publishing, and Library Media Services

**Contract number:** GS-02F-0016X

**Contract Period:** October 21, 2010 to October 21, 2015

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

**Contractor**

Bravo Zulu Consulting LLC  
P.O. Box 221, Arnold, MD 21012-0221  
[www.bravozuluconsulting.com](http://www.bravozuluconsulting.com)

**Business Size**

woman/veteran-owned small business

**Contact**

Kevin Zachery  
Principal and Co-founder  
443-814-9088 (o)  
443-694-8696 (m)  
443-694-8695 (m)  
[kzachery@bravozuluconsulting.com](mailto:kzachery@bravozuluconsulting.com)



## CUSTOMER INFORMATION

- 1a. **Awarded special item number:** 760 3 Editorial, Publishing, and Library Media Services
- 1b. **Identification of the lowest unit price:** Bravo Zulu charges an hourly rate for the services shown in the table below.

<u>Services</u>	<u>GSA Price (including IFF)</u>
Managing Editor	\$175.71
Substantive Editor	\$149.11
Executive Writer	\$201.50
Technical Writer	\$113.65
Document Technician	\$95.11
Copyeditor	\$76.57

- 1c. **Labor categories:** Bravo Zulu Consulting LLC provides the following professional services:

<u>Title</u>	<u>Description</u>
Managing Editor	<p>Leads the communications vision as well as the people who write, design, and produce documents. Provides strategic communications consulting, instructs writers, performs substantive editing services, and establishes publication standards to guide presentation of copy. Assists Director of Publications and Project Manager to coordinate publication activities from start to press, managing writer assignments, document-management processes, editorial functions, design layout stages, and final proof. Attends executive reviews and provides process-improvement consulting to streamline efficiency and effectiveness throughout production.</p> <p><b>Education:</b> bachelor's degree (advanced degree preferred) <b>Experience:</b> minimum 10 years</p>
Substantive Editor	<p>Blends the inputs of multiple writers into a finished product with one consistent voice, appropriate to the organization it represents, and organized for best effect. Establishes and enforces publication standards and coordinates with writers and copyeditors/proofers to ensure consistent quality control, as well as organizing version-control and review processes.</p> <p><b>Education:</b> bachelor's degree (advanced degree preferred) <b>Experience:</b> minimum 7 years</p>
Executive Writer	<p>Attends executive review events and consults with leaders to write and edit high-visibility communications pieces, including white papers, executive summaries, and scientific abstracts for commercial marketing, government reports,</p>



congressional inquiries, and other high-profile efforts. Translates strategic vision into functioning documents that are ready for publication.

**Education:** bachelor's degree (advanced degree preferred)

**Experience:** minimum 10 years

## Technical Writer

Designs, writes, creates, maintains, and updates technical documentation—including online help, user guides, white papers, design specifications, system manuals, government reports, and other documents. Applies publication standards and coordinates with editorial team to meet production deadlines. Writes to present a clear, consistent style that readers find most accessible. Writers specialize in post-conflict stabilization, science, technology, finance, audit, procurement, military, logistics, education, training, and other subject matter.

**Education:** bachelor's degree (advanced degree preferred)

**Experience:** minimum 3 years

## Document Technician

Consults with Director of Publications, Managing Editor, and other leaders to create, apply, and troubleshoot customized Word templates to produce final layout for desktop publishing deliverables. Produces MS Office documents and presentations and coordinates with design teams to facilitate smooth publication of copy in Adobe publishing products.

**Education:** bachelor's degree

**Experience:** minimum 3 years

## Copyeditor

Improves the formatting, style, and accuracy of text in electronic or hardcopy files. Corrects spelling, punctuation, grammar, terminology and jargon, timelines, and semantics. Coordinates with the Managing Editor to ensure consistency of style and enforce publication standards.

**Education:** bachelor's degree

**Experience:** minimum 3 years

2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$1,500 (negotiable)
4. **Geographic coverage:** worldwide
5. **Point of production:** Arnold, MD, is the primary point of production for Bravo Zulu services, but we often perform our services at client sites.
6. **Discount from list prices:** Bravo Zulu provides the government a 20% discount on our commercial price list for all services we provide.
7. **Quantity discounts:** not applicable
8. **Prompt payment terms:** not applicable
- 9a. **Government purchase cards are accepted at or below the micro-purchase threshold.**
- 9b. **Government purchase cards are accepted above the micro-purchase threshold.**



10. **Foreign items:** not applicable
- 11a. **Time of delivery:** per contract specifications
- 11b. **Expedited delivery:** per contract specifications
- 11c. **Overnight and 2-day delivery:** per contract specifications
- 11d. **Urgent requirements:** contact Bravo Zulu for urgent delivery availability
12. **F.O.B. points:** destination
- 13a. **Ordering address:** P.O. Box 221, Arnold, MD 21012-0221
- 13b. **Ordering procedures:** Federal Acquisition Regulation (FAR) Subpart 8.405 addresses ordering procedures for Federal Supply Schedules—specifically 8.405-2 for services requiring a statement of work or services priced at an hourly rate and 8.405-3 for establishing Blanket Purchase Agreements (BPAs) to fill repetitive needs for supplies or services. (For a sample BPA: [www.gsa.gov/bpaformat](http://www.gsa.gov/bpaformat).)
14. **Payment address:** P.O. Box 221, Arnold, MD 21012-0221
15. **Warranty provision:**
16. **Export packing charges:** not applicable
17. **Terms and conditions of Government purchase card acceptance:** no conditions
18. **Terms and conditions of rental, maintenance, and repair:** not applicable
19. **Terms and conditions of installation:** not applicable
20. **Terms and conditions of repair parts:** not applicable
- 20a. **Terms and conditions for any other service:** Based on terms and conditions of order
21. **List of service and distribution points:** not applicable
22. **List of participating dealers:** not applicable
23. **Preventive maintenance:** not applicable
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Bravo Zulu has recycling programs in place at its offices and strives for energy efficiency through the normal course of its business.
- 24b. **Section 508 compliance:** not applicable
25. **Data Universal System (DUNS) number:** 788278831
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Bravo Zulu Consulting LLC is registered in the CCR database.



## COMPANY OVERVIEW

Bravo Zulu Consulting LLC is a woman/veteran-owned business, serving as leaders of people and processes since 2006—for the military, for government agencies, in academia, and in the private sector. We help companies determine strategic direction and produce communications products to powerfully demonstrate their objectives and their unique value to a range of audiences, from industry to the United States Congress. Our clients call on us to produce high-visibility, high-impact documents and events, including government reports, technical training programs, multimillion-dollar marketing initiatives, writing curriculum for higher education, professional engineering products, and beyond.

Team members have 15–35 years of experience working for U.S. government and military organizations.

## WHAT MAKES US DIFFERENT

First and foremost, Bravo Zulu communications professionals are leaders. We have a history of leading large teams and serving as project managers, and now we specialize in producing comprehensive communications efforts under the most demanding deadlines in government.

We built this company around a group of experienced naval officers who earned undergraduate degrees at the United States Naval Academy, went on to successful military careers, and pursued graduate education as they forged civilian careers for the private and public sectors. Our professionals have written and delivered technical reports and speeches at local, regional, and national levels and produced public affairs events for all sizes of audiences. Many of our team members have developed and delivered writing curriculum and other communications-related courses as instructors at the United States Naval Academy and for the commercial sector.

On an average communications effort, we provide two to six professionals with entire careers of experience behind their work. The people who work with us hold advanced degrees in their fields and have worked flexibly as researchers, writers, editors, and Word publishers—and all have served as a team lead or managing editor. Importantly, we maintain contractual relationships with subject matter experts to review and write on topics such as finance, procurement, and the sciences.

Most of our projects require us to consult with and guide data teams to produce graphics, tables, and other design elements as part of the deliverable. Our substantive and managing editors are well versed in coordinating the efforts of everyone involved in the production process—all the way through to design and layout to ensure the effective translation of the messaging into the visual presentation.