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Federal Supply Service
Authorized Federal Supply Schedule Price List

Advertising & Integrated Marketing Solutions (AIMS)

GS-07F-0007U
SIN 541-5, Integrated Marketing Services

GS-07F-0008U
SIN 541-4F (Small Business Set-Aside),
Commercial Art & Graphic Design Services

Contact Period: October 2007 — October 2012
Business Size: Small

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: www.GSAAvantage.gov.

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at www.fss.gsa.gov.

Robert K Wilson, President
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www.blankblank.com

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Who We Are

BLANK, Inc is a Washington, DC-based strategic design communications firm offering a multi-disciplinary approach to print, Web and marketing services. Founded in 1996, BLANK is a full-service creative firm with extensive experience in the corporate, commercial, non-profit and government industries with clients varying from large international corporations to neighborhood shops. Directed by industry veteran Robert Kent Wilson, our highly qualified staff and consultants allow us to offer comprehensive services that include: graphic design, web development, marketing, project management, photography, illustration, copywriting, printing and fabrication.

What We Do

At BLANK we believe good design means building and maintaining great relationships with our clients, and in turn helping them do the same with theirs. This approach allows us to better understand both individual goals and industry insights. We have an award-winning creative process that was founded on how best to combine diligent project management, personal attention and creative, results-oriented solutions. We strive to exceed our client's goals and expectations and work hard so your organization can succeed. We're BLANK because you shouldn't be.

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Customer Information

page 3

- 1a Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).
GS-07F-0007U
541-5, Integrated Marketing Services
GS-07F-0008U (Small Business Set-Aside)
541-4F, Commercial Art and Graphic Design
- 1b Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.
Not Applicable
- 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.
Refer to Labor Category Descriptions & Pricing on page 7
- 2 Maximum order
\$1,000,000.00
- 3 Minimum order
\$100.00
- 4 Geographic coverage (delivery area)
Domestic Only
- 5 Point of production
Washington, DC
- 6 Discount from list prices
4.75%, also refer to Labor Category Descriptions & Pricing on page 7

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Customer Information (continued)

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- 7 Quantity discounts
1.25% on orders over \$150,000
- 8 Prompt payment terms
1% on payment within 10 days of invoice
- 9a Notification that Government purchase cards are accepted at or below the micro-purchase threshold
Yes
- 9b Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold
Yes
- 10 Foreign items (list items by country of origin)
None
- 11a Time of delivery
Negotiated between Contractor and Ordering Agency for all SINs
- 11b Expedited Delivery
Items available for expedited delivery are noted in this price list.
- 11c Overnight and 2-day delivery
Negotiated between Contractor and Ordering Agency for all SINs. The Ordering Agency may contact the Contractor for rates.
- 11d Urgent Requirements
Services are available for expedited delivery. Expedited delivery time is negotiated between Contractor and Ordering Agency.
- 12 F.O.B. point(s)
Destination

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Customer Information (continued)

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13a Ordering address

BLANK, Inc.
1878 Monroe Street NW
Washington, DC 20010

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

BLANK, Inc.
1878 Monroe Street NW
Washington, DC 20010

15 Warranty provision

Not Applicable

16 Export packing charges

Not Applicable

17 Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)

Not Applicable

18 Terms and conditions of rental, maintenance, and repair

Not Applicable

19 Terms and conditions of installation

Not Applicable

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Customer Information (continued)

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- 20 Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices
Not Applicable
- 20a Terms and conditions for any other services
Negotiated between Contractor and Ordering Agency for all SINs.
- 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
Not Applicable
- 24b Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services at www.Section508.gov/.
- 25 Data Universal Number System (DUNS) number.
95-769-7824
- 26 BLANK, Inc is registered in the Central Contractor Registration (CCR) database.
CAGE Code: 3WWE6

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Labor Category Descriptions and Pricing

page 7

Marketing Strategist

\$133.35 / hour

Responsibilities:

- Define and research target audiences and determine appropriate messaging, strategy plans and graphic development
- Meet with creative team to ensure messaging in on target
- Track and analyze outcome of all marketing efforts
- Develop marketing strategies and plans with strategic partners
- Suggests and initiates researched strategies and enhancements
- Analyzes current market loyalties and recommends new market opportunities

Qualifications:

- Minimum of 5 years experience in successful marketing position
- Minimum of 3 years of supervisory experience preferred
- Superior and demonstrated strategic thinker with a results oriented philosophy
- Superior communication, analysis and client relation skills
- Demonstrated experience in developing and maintaining client objectives, strategies and marketing plans
- Solid skills in brand building
- Knowledge of Microsoft Office products

Education:

- BA in marketing, communications or related field required, graduate degree preferred

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Creative Director

\$133.35 / hour

Responsibilities:

- Supervise creative staff including ensuring overall quality of work and translating client's big picture goals into successful design solutions
- Manage day-to-day business operations including proposals, client relations and accounting
- Lead potential client meetings and business development team
- Organize, train and mentor creative team for each project
- Determine internal marketing efforts with Marketing Strategist
- Ensure design staff efficiency and budget adherence

Qualifications:

- Minimum of 12 years experience in design-related positions with at least 2 as a creative director in a high-performing design communications environment
- Minimum of 5 years of supervisory and office management experience
- Superior and demonstrated strategic thinker
- Demonstrated ability to maintain and develop new work relationships and motivate design staff to produce high-quality work
- Superior written, verbal, organizational and visual communication skills
- Superior knowledge of communications trends
- Knowledge of design, multimedia and Web systems and software

Education:

- BFA in graphic design or related field required
graduate degree in graphic design or related field preferred

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Art Director

\$119.06 / hour

Responsibilities:

- Lead projects for key clients including concept and design for various print and multimedia collateral materials
- Work with design staff on development of graphic design projects
- Facilitate the selection of vendors as required by each project
- Translate complex concepts and information into visually compelling and creative graphic solutions
- Oversee and train designers and junior designers
- Manage projects from concept through delivery
- Assist in client presentation meetings
- Review and proof all client materials
- Ensure adherence to budget, schedule and client needs

Qualifications:

- Minimum of 7 years experience as a designer or art director with increasingly challenging responsibilities
- Minimum of 3 years of supervisory and office management experience
- Possess strong design, conceptual and written/verbal communications skills in print and multimedia projects
- Demonstrated strategic thinker and team leader
- Demonstrated ability to handle multiple accounts and meet tight deadlines
- Macintosh and IBM-platform literacy
- Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop
- Knowledge of multimedia and Web systems

Education:

- BFA in graphic design or related field required

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Senior Designer

\$119.06 / hour

Responsibilities:

- Lead projects for key clients including concept and design for various print and multimedia collateral materials
- Aid the creative director and art director in leading design staff on the development of graphic design projects
- Translate complex concepts and information into visually compelling and creative graphic solutions
- Manage vendors as required by each project
- Review and proof all client materials
- Manage projects from concept through delivery
- Assist in client presentation meetings
- Ensure adherence to budget, schedule and client needs

Qualifications:

- Minimum of 5 years experience as a designer or senior designer with increasingly challenging responsibilities
- Minimum of 1 year of supervisory and office management experience
- Advanced conceptual, design and written/verbal communication skills and the ability to follow art direction and collaborate on design
- Superior knowledge of printing and fabrication processes and on-site vendor inspections
- Demonstrated ability to handle multiple projects and tight deadlines
- Demonstrated ability to work in a team environment
- Macintosh and IBM-platform literacy
- Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop
- Knowledge of multimedia and Web systems

Education:

- BFA in graphic design or related field required

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Designer

\$109.54 / hour

Responsibilities:

- Conceptualize, design and produce various print and multimedia collateral materials
- Demonstrated efficiency, attention to detail and professional attitude
- Assist with computer maintenance and office management
- Review and proof all client materials
- Assist with junior staff and interns
- Coordinate design and print schedules

Qualifications:

- 3-5 years experience as a designer with increasingly challenging responsibilities
- Advanced conceptual, design and communication skills
- Good knowledge of printing processes
- Good written and verbal communication skills
- Ability to follow design direction and collaborate on design
- Demonstrated ability to handle multiple projects and tight deadlines
- Demonstrated ability to work in a team environment
- Macintosh and IBM-platform literacy
- Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop
- Knowledge of multimedia and Web systems

Education:

- BFA in graphic design or related field required

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Junior Designer

\$109.54 / hour

Responsibilities:

- Execute and contribute to concepts for print and multimedia collateral materials
- Support upper-level designers as well as work independently on his/her own projects
- Review and proof all client materials
- Responsible for maintaining and cataloging creative assets
- Help develop and maintain digital file library
- Assist in coordinating all aspects of a design project

Qualifications:

- 1-2 years experience as a junior designer, agency or studio experience preferred
- Strong typography and conceptualization skills
- Ability to multi-task in a fast-paced environment
- Willingness to learn and take direction
- Demonstrated production skills with an acute attention to detail
- Ability to communicate with other designers
- Good written and verbal communication skills
- Macintosh and IBM-platform literacy
- Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop
- Knowledge of multimedia and Web systems helpful

Education:

- BFA in graphic design or related field preferred

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Account Manager

\$109.54 / hour

Responsibilities:

- Determine and maintain project schedules
- Responsible for project time-tracking, budget negotiation and billing
- Build and maintain positive relationships and interface with clients and vendors on multiple levels
- Assist marketing strategist with developing new business relationships
- Manage and support creative team in all aspects of a design project
- Prepare administrative and client reports as required
- Manage studio staffing and office supply needs
- Maintain an ongoing relationship with vendors and contractors

Qualifications:

- Minimum of 5 years of business and project management experience, preferably in a creative environment
- Strong team management, analytical problem solving and budget management skills
- Ability to gracefully handle multiple accounts in a fast-paced environment
- Superior written and verbal communication skills
- Creative problem solver
- Knowledge of Microsoft Office products

Education:

- BA in business, communications or other related field required

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Web Designer

\$119.06 / hour

Responsibilities:

- Strategize and develop user interface elements supporting visual, branding navigational and stylistic needs
- Work with supervisors and Web developer to ensure feasibility of design
- Manage project from concept through to launch
- Work directly with Web developer to implement design

Qualifications:

- 3-5 years experience as a designer, at least 2 years focused on Web and multimedia design
- Minimum of 1 year of supervisory and office management experience
- Strategic conceptual, design and written/verbal communication skills and the ability to follow art direction and collaborate on design
- Excellent user-centered design implementation skills
- Ability to communicate ideas intelligently with client
- Strong understanding of up-to-date multimedia and Internet technology and trends
- Macintosh and IBM-platform literacy
- Expert in Adobe Photoshop, Illustrator and Image Ready
- Knowledge of HTML, CCS and Dreamweaver helpful

Education:

- BFA in graphic design, multimedia or other related field required

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Web Developer

\$119.06 / hour

Responsibilities:

- Work with designer to translate concepts to Web sites, email campaigns, banner ads and CD-ROM presentations
- Test sites to ensure quality and usability on all main browsers
- Conduct usability tests and ensure all requirements are met
- Maintains site upkeep as needed
- Select and supervise outside vendors including Web hosts, database management services and ecommerce solutions
- Provide application support to clients on a case-by-case basis including training sessions

Qualifications:

- Knowledge of functionality from technical and end-user perspectives
- Motivated team player to interpret design into creative end products
- Demonstrated efficiency and productivity in meeting tight deadlines
- Familiarity with cross-platform programming issues
- Ability to problem solve and prioritize multiple tasks
- Demonstrated experience in creating section 508-compliant Web sites
- Expert in HTML, CSS, XHTML, PHP, CMS, JavaScript, Dreamweaver, Flash, Image Ready, Adobe Photoshop, Illustrator and Fireworks

Education:

- BA or BFA in graphic design, multimedia or related field preferred

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Production Artist

\$109.54 / hour

Responsibilities:

- Tactically execute designer's concepts and troubleshoots possible problems for a variety of print collateral materials
- Run preflight of digital design files and prepare jobs for delivery to printer
- Maintain quality control
- Scan and retouch photos
- Review and proof all client materials
- Create mock-ups for presentations
- Manage and maintain studio archiving and backup of files

Qualifications:

- Minimum of 1 year of experience in a related position, agency or studio experience preferred
- Knowledge of printing and production techniques
- Demonstrated attention to detail and ability to proof own work
- Focus on company and client goals and efficiency
- Ability to listen and take direction
- Good craftsmanship skills
- Macintosh and IBM-platform literacy
- Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop

Education:

- BA or BFA in graphic design or related field preferred

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Other Direct Costs

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	Cost Ceiling
Photography/Illustration	
Original Illustration	\$8,450.00
Original photography	\$4,500.00
Stock photography/illustration	\$8,650.00
Chart design	\$8,025.00
Map design	\$4,800.00
Printing	
Pocket folder	\$12,850.00
Tri-fold brochure	\$4,800.00
Stationery set (letterhead, business card & envelope) . . .	\$17,640.00
Postcard	\$2,367.00
Exhibit fabrication	\$8,500.00
Report	\$17,475.00
Materials & Deliverables	
Materials*	\$326.50
*(color prints, storage media, presentation materials & art materials)	
Courier Deliveries	\$460.00
Express Shipping	\$469.28
Freight Shipping	\$675.00
Advertising	
Ad placement	\$14,287.00
Marketing	
Copywriting	\$3,687.00
Copyediting	\$2,650.00
Strategic Plan	\$11,500.00

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