

General Services Administration

Authorized Federal Supply Schedule Price List Federal Supply
Schedule Group 541

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: GSAAdvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: 541
Contractor: Dill and Company
Contract Numbers: GS-07F-0025U & GS-07F-0026U
Contract Period: October 17, 2008–October 17, 2013
Contractor Name: Dill and Company
Address: Dill and Company, 303 Hilltop Road,
Takoma Park, MD 20910-5402

Phone: (301) 760-7282
Fax: (815) 642-1456
Web site: <http://www.dillandcompany.org>
Contact for contract administration: Kristen Dill
Email: Kristen@dillandcompany.org
Business Size: Small, woman-owned

CUSTOMER INFORMATION

1a. Special Item Numbers Awarded

[SIN 541-4F](#) Commercial Art and Graphic Design

[SIN 541-1000](#) Other Direct Costs

1b. Pricing: Prices shown in price list are net, all discounts deducted, and valid for all domestic areas. See Item 6.

1c. Labor Category Descriptions: Labor categories are described in full—[SEE BELOW](#).

3. Minimum order: \$100.00
4. Geographic coverage (delivery area): Domestic delivery only.
5. Point(s) of production (city, county, and state or foreign country): 303 Hilltop Road, Takoma Park, MD 20910-5402 (Montgomery County) and various customer locations.
6. Discount from list prices or statement of net price: Prices shown in price lists are net; discounts already taken.
7. Quantity discounts: None.
8. Prompt payment terms: Payment terms are Net 30.
- 9a. Government purchase cards: Accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards: Accepted above the micro-purchase threshold.
10. Foreign items: N/A.
- 11a. Time of delivery: Determined on a task order by task order basis.
- 11b. Expedited delivery: Services available for expedited delivery are noted in the price lists.
- 11c. Overnight and 2-day delivery: Services available for expedited delivery are noted in the price lists.
- 11d. Urgent requirements: I-FSS-140-B Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bonafide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter

delivery time and in accordance with all other terms and conditions of the contract.

12. F.O.B. point(s): Destination within the United States.

13a. Ordering address: Dill and Company, 303 Hilltop Road, Takoma Park, MD 20910-5402.

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule.

14. Payment address: Dill and Company, 303 Hilltop Road, Takoma Park, MD 20910-5402.

15. Warranty provision: N/A.

16. Export packing charges: N/A.

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): N/A.

18. Terms and conditions of rental maintenance, and repair: N/A.

19. Terms and conditions of installation: N/A.

20. Terms and conditions of repair parts: N/A.

20a. Terms and conditions for any other services: N/A.

21. List of service and distribution points: N/A.

22. List of participating dealers: N/A.

23. Preventative maintenance: N/A.

24a. Special attributes such as environmental attributes: N/A.

24b. Section 508 Compliance: The EIT standards can be found at: www.Section508.gov. All Web sites, PDFs, and other electronic media developed and maintained by Dill and Company are compliant with Section 508 requirements.

25. Data Universal Number System (DUNS) number: 788832488

26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered.

QUICK LINKS:

- ∞ [About Dill and Company](#)
- ∞ [Services](#)
- ∞ [Pricing](#)
- ∞ [Labor Category Descriptions](#)

ABOUT DILL AND COMPANY

Dill and Company, is a woman-owned small business. We are a full service graphic design agency supplying marketing, graphic design, web design, copywriting, and project, print and mail house management.

Our low overhead provides a cost-effective team of talented professionals who have a combined 30 years experience in graphic design.

Our expertise has helped a broad array of government agencies to identify and achieve their graphics. As a small agency we feel we can connect with our client both at the national level and at the local and regional level because we've had experience in both. Our client lists includes:

Manufacturing Extension Partnership (MEP), National Institute of Standards and Technology (NIST), U.S. Department of Commerce (DOC)

The Integrative Cardiac Health Project (ICHP) at Walter Reed Army Medical Center

U.S. Commercial Service (USCS), International Trade Administration (ITA), U.S. Department of Commerce (DOC)

U.S. Department of Commerce (DOC)

International Trade Administration (ITA)

Kristen Dill, principal of Dill and Company, founded the company in 1998 to provide marketing, graphic design, and photography services. Kristen is an award-winning Art Director and Graphic Designer, with 13 years of experience. Maureen Berg, sub-contractor, is an award-winning Graphic Designer and Illustrator, with 20 years of experience. Dill and Company specializes in designing and developing innovative and on-target marketing materials for clients. Both Kristen and Maureen have over 20 years experience in fine art photography and portrait photography.

Dill and Company prides itself in maintaining close contact with clients during conceptual development and production phases by continuously seeking their input. Dill and Company works closely with creative and production teams to translate the goals of a concise creative brief into a successful design formula. Dill and Company is highly organized and always seeks to give clients the most detailed service.

SERVICES

[SIN 541-4F](#) Commercial Art and Graphic Design

Dill and Company services include design and development of branding campaigns, identities, logos, corporate materials (brochures, flyers, folders), direct mail, exhibit and conference collateral, newsletters, advertising, and websites. Dill and Company creates publications and other materials that support graphic design and marketing efforts. Types of services include but are not limited to: conceptualization, illustration, photography, design and development of annual reports, flyers, journals, publications, booklets, newsletters, brochures, catalogs, banners, signage and other environmental graphics. Conference exhibits, posters, banners, handouts, and premium giveaways.

The Dill and Company creative team is made up of fresh thinkers,

experienced in developing and designing unique and meaningful graphics and marketing collateral that support and fit strategically into the marketing objectives of our clients. A balance of ingenuity and strategic focus enables us to think out-of-the-box without being out of touch with the market. Our team is composed of graphic designers who think strategically to help you meet your objectives.

Versed in all media — both traditional and emerging — Dill and Company can shape imagery, typography and color into strategic design solutions that ensure continuity and consistency across all of your communication vehicles.

PRICING

Prices shown are net, all discounts deducted, inclusive of the IFF and valid for all domestic areas.

Dill and Company Labor Rates for SIN 541-4F

Labor/Task Category	Unit	GSA Rate
Art Director	Hour	\$75.56
Graphic Designer	Hour	\$75.56

Dill and Company Consultants' Rates for SIN 541-4F

Labor/Task Category	Unit	GSA Rate
Graphic Designer	Hour	\$75.56
Copywriter	Hour	\$75.56
Prepress Coordinator	Hour	\$75.56
Proofreader	Hour	\$11.56
Web Designer	Hour	\$75.56
Web Programmer	Hour	\$85.63

Other Direct Costs (SIN 541-1000)

GSA's IFF will be added to other ODCs charged that are in addition to those listed below. Prices shown are maximum per invoice. Size and complexity of project will determine actual cost/price.

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Other Direct Costs	Per Invoice Maximum
Courier/ Fedex	\$25.38
Out-of-house Photography (royalty-free)	\$251.90
In-house Photography (royalty-free)	\$100.75
CD	\$8.12

LABOR CATEGORY DESCRIPTIONS

Dill and Company Labor Category for SIN 541-4F

Art Director

Description

Coordinates with graphic designer in design and layout of marketing and graphic design collateral and web design.

Duties and Responsibilities

- Conceptual development
- Creative development
- Campaign design and production
- Corporate materials design and production
- Coordination and oversight of creative and web personnel
- Management of support services, contractors and budget
- Quality control for production projects

Minimum Requirements

- Bachelors degree in related discipline
- 5+ years graphic design experience
- Knowledge of design software such as Adobe Photoshop, InDesign, Illustrator, Acrobat

Graphic Designer

Description

Develops original designs and layout of marketing and graphic design collateral and web design. Coordinates with Copywriter, Proofreader, and Prepress Coordinator.

Duties and Responsibilities

- Conceptual development
- Creative development
- Illustration skills
- Corporate materials design and production
- Coordination and oversight of creative and web personnel
- Management of copywriter, proofreader, and prepress coordinator
- Quality control for production projects

Minimum Requirements

- Bachelors degree in related discipline
- 3-5 years graphic design experience
- Knowledge of design software such as Adobe Photoshop, InDesign, Illustrator, Acrobat

Copywriter

Description

Creates content for marketing collateral and web collateral. Massages copy to fit project brief.

Duties and Responsibilities

- Research, develop and write material
- Perform editing tasks, minor proofreading and copy editing
- Coordinate with proofreader to ensure accuracy in text

Minimum Requirements

- Bachelors degree in English
- 3-5 years writing experience
- Demonstrative experience in writing marketing and corporate collateral

Prepress Coordinator

Description

Coordinates with Art Director and Graphic Designer in corporate collateral.

Duties and Responsibilities

- Preflight according to guidelines
- Correct files according to requirements
- Prepare and submit final high resolution files

Minimum Requirements

- Bachelors degree in related graphics field
- 1-3 years support or experience in graphics field
- Knowledge of design software such as Adobe Photoshop, InDesign, Illustrator, Acrobat and pre-flight program

Proofreader

Description

Provide proofreading and quality control for corporate collateral.

Duties and Responsibilities

- Proofread copy according to style sheet

Minimum Requirements

- Bachelors degree in English
- 1-3 years support or experience in graphics field
- Knowledge of Microsoft Office and Adobe Acrobat PDF

Web Designer

Description

Develops original web collateral and web design.

Duties and Responsibilities

- Conceptual development
- Creative development
- Web design and production

Minimum Requirements

- Bachelors degree in related discipline
- 3-5 years web and or graphic design experience
- Knowledge of design software such as Dreamweaver, web editor, Adobe Photoshop, InDesign, Illustrator, Acrobat. HTML knowledge a plus.

Web Programmer

Description

Creates and implements web collateral.

Duties and Responsibilities

- Conceptual development
- Creative development
- Analyze functionality and site plan/map
- Design and implement web design

Minimum Requirements

- Bachelors degree in related discipline
- 5+ years programming related experience
- Knowledge of programming languages, HTML, JavaScript, Perl, Photoshop, FLASH.