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 GSA 
Advantage!® is: GSAAdvantage.gov.

MAS – Multiple Award Services
Professional Services – Marketing and Public Relations

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

**CONTRACT NUMBER:** GS-07F-0059U

**CONTRACT PERIOD:** November 1, 2017 – October 31, 2022

**MODIFICATION NUMBER:** PS-A812

**EFFECTIVE DATE:** 02/07/2020

**CONTRACTOR**
Brashe Advertising, Inc.
12662 Torbay Drive
Boca Raton, FL. 33428
Phone number (516) 935-5544
Fax number (516) 932-7264
E-Mail: Jeff@brashe.com

**CONTRACTOR'S ADMINISTRATION SOURCE:**
Jeffrey Cherkis, President
471 N. Broadway, # 399
Phone number: (516) 935-5544
E-Mail: Jeff@brashe.com

**BUSINESS SIZE:** Small
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs):

- 541810 Advertising Services
- 541810RC Advertising Services Recovery SIN
- 541810ODC Other Direct Costs for Marketing and Public Relations Services
- 541810ODCRC Other Direct Cost for Marketing and Public Relations Services Recovery SIN
- OLM Order Level Materials

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: n/a

1c. HOURLY RATES:

SIN 541810: Advertising Services

- Account Supervision $104.00 per hour
- Creative / Concepting $104.00 per hour
- Design/Art Direction $92.00 per hour
- Copywriting $92.00 per hour
- Graphic Design (Layout) $72.00 per hour
- Print Production $72.00 per hour
- Media Buying $72.00 per hour
- Admin Assistant / Acct Coordination $52.00 per hour
- Public Relations $76.00 per hour

Ad Preparation and Placement Services: 13% Service Fee - Applied to the publications Net placement fee for publishing the advertisement (net reflects deduction of Brashe Advertising’s 15% commission).

All labor/task per hour rates will be invoiced in minimum 15-minute increments. Rates are net and inclusive of the Industrial Funding Fee.

The labor rates provided on our price list are net and represent our lowest pricing offered to government agencies and public authorities. Labor rates are single hour units and are exclusive of any volume, prompt payment, or any other concessions affecting price.
SIN 541810ODC: Other Direct Costs for Marketing and Public Relations Services

Affidavit of Publication $80.63
Overnight Delivery $26.11 per delivery

DESCRIPTION OF LABOR CATEGORIES:

Account Supervision  Overall direction/responsibility for client services.
Creative/Concepting  The formulation/creative strategies to meet client marketing objectives.
Design/Art Direction  Combines conceptual creative thinking with exceptional design skills. Experienced in developing a range of graphic deliverables.
Copywriting  Scripting of advertisements, marketing materials, broadcast commercials, brochures.
Graphic Design (Layout)  The visual creation / design / layout of advertisements, collateral material, i.e. log’s, packaging, catalogs, brochures, flyers, newsletters, etc.
Print Production  Management and implementation of graphic production to ensure quality control and timely completion.
Media Buying  Placement and negotiation of price for all advertisements, both online and print.
Admin Assistant/Acct Coordination  Responsible for administrative direction of a specific task.
Public Relations  Media community contact and persuasion for creating favorable opinion of services/products or events, dissemination of public awareness.
### DESCRIPTION OF OTHER DIRECT COSTS:

**Affidavit of Publication**
- In cases where a legal document is needed to prove that a particular ad was inserted in a specific media on specific date(s).
- This is typically associated with legal ads.

**Overnight Delivery**
- Via UPS/FedEx or another designated carrier on an as needed basis.

### 2. MAXIMUM ORDER*: $1,000,000 – 541810 & 541810ODC
   - $250,000 - OLM

### 3. MINIMUM ORDER:
- $100

### 4. GEOGRAPHIC COVERAGE:
- Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

### 5. POINT(S) OF PRODUCTION:
- Palm Beach County, Florida

### 6. DISCOUNT FROM LIST PRICES:
- Government Net prices (discounts already deducted)

### 7. QUANTITY DISCOUNT(S):
- 1%/$500,000-$1M
- 2%/$1,000,000-$2M
- 2.75%/greater than $2M

### 8. PROMPT PAYMENT TERMS:
- 1%-10, Net 30. Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

### 9. GOVERNMENT CARDS:
- Government Purchase Cards are accepted at or below the micro-purchase threshold.
- Government Purchase Cards are accepted above the micro purchase threshold.

### 10. FOREIGN ITEMS:
- None

### 11. TIME OF DELIVERY:
   - a. EXPEDITED DELIVERY: Contact the Contractor
   - b. OVERNIGHT AND 2-DAY Contact the Contractor.
   - c. URGENT REQUIREMENTS Contact the Contractor
12. FOB POINT: Destination

13. ORDERING MAILING ADDRESS: Brashe Advertising, Inc.
471 N. Broadway, Suite 399
Jericho. New York 11753-1319

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: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Contract 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 AVAILABLE): N/A

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

25. DUNS NUMBER: 06-032-1551

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Registered.
SERVICE CONTRACT ACT (SCA)

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Awards Schedule (MAS) Schedule 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.

INTRODUCTION:

Founded in 1977, Brashe Advertising is recognized prominently as a leader among Long Island, New York based agencies.

We pride ourselves in providing detailed, personalized service, from initial client contact to the creation of the final product and post analysis (ROI: Return On Investment). It is this service based philosophy coupled with award winning creatives, that has helped to perpetuate our long record of success.

As a "full-service" agency, Brashe has consistently been ranked among Long Island’s top agencies (Long Island Business Review Annual Surveys). As a small business, our staff all contribute to the efficient/effective implementation of all advertising solutions.

Our longstanding partnerships with many government agencies reflect our commitment to providing comprehensive, quality services, as well as our ability to adhere to the principles and standards of the U.S. Government.

EXPERTISE:

Our services are endless, including media planning and purchasing.

Brashe Advertising areas of expertise include the placements of legal advertisements (forfeitures, seizures, auctions, etc.) and recruitment/employment advertising.

Our knowledge, understanding, commitment to attention and detail and our quick responsiveness has enabled Brashe to serve many governmental agencies.