



General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: 541

SIN 541-1—Advertising Services

SIN 541-4F—Commercial Art & Graphic Design

Contract Numbers:

GS-07F-0064W

GS-07F-0065W

Contract Period:

November 1, 2009 – October 31, 2014

Business Size:

Woman-Owned Small Business



KOGAN 

A Government Solutions Provider

Advertising & Integrated Marketing Services
Graphic Design | Printing | Promotional Products

Administrative Address: 9506 Stone Oak Road | Baltimore, MD 21236

Mailing Address: 5004 Honeygo Center Drive | Ste. 102, #295 | Perry Hall, MD 21128

Phone: 443-495-1211 | **Fax:** 443-703-2341

www.koganllc.com

Contract Administrators:

Christine Hagan (Hagan@koganllc.com)

Laura Kozak (Kozak@koganllc.com)

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 GSA Advantage!™ is: GSAAdvantage.gov.

Free training on the use of the GSA Schedules program can be accessed through various links on the gsa.gov/schedules information page or directly at <https://cae.gsa.gov/>

Customer Information

1a. Table of Awarded Special Item Numbers (SINs)

- 541-1: Advertising Services
- 541-4F: Commercial Art & Graphic Design

1b. Lowest Priced Model Number and Price for Each SIN

Prices shown in pricelist are government net price based on unit of issue, all discounts deducted, inclusive of the IFF.

1c. Hourly Rates and Labor Categories SIN(s) 541-1 and 541-4F

Labor Hour Category	Year 1 Effective 11/1/09	Year 2 Effective 11/1/10	Year 3 Effective 11/1/11	Year 4 Effective 11/1/12	Year 5 Effective 11/1/13
Director of Marketing Communications/ Public Relations	\$116.70	\$119.85	\$123.09	\$126.41	\$129.83
Creative Services Director	\$116.70	\$119.85	\$123.09	\$126.41	\$129.83
Account Supervisor	\$107.72	\$110.63	\$113.62	\$116.69	\$119.84
Graphic/Web Designer	\$89.77	\$92.19	\$94.68	\$97.24	\$99.86
Copywriter	\$89.77	\$92.19	\$94.68	\$97.24	\$99.86
Public Relations Specialist	\$89.77	\$92.19	\$94.68	\$97.24	\$99.86
Advertising & Promotions Manager	\$69.82	\$71.70	\$73.64	\$75.63	\$77.67
Administrative Assistant	\$42.64	\$43.79	\$44.97	\$46.19	\$47.43

Pricing includes .75% IFF. Escalation is based on a negotiated fixed rate of 2.7% in accordance with clause I-FSS-969.

Descriptions

Two years of work experience is interchangeable for one year of formal education in these Labor Hour Categories.

Director of Marketing Communications and Public Relations

Education: Master's degree

Work Experience: 15+ years of experience.

Duties: The Director of Marketing Communications and Public Relations oversees all strategic communication and marketing activities for an organization's products and/or services. He/she develops strategies for media relations, community relations, internal communications and external advertising.

Creative Services Director

Education: Master's degree

Work Experience: 15+ years of experience.

Duties: The Creative Services Director oversees the creative team to help develop the agency's creative products for clients. The Creative Services Director also works with account executives to make sure the client's needs are being met and the creative goals are on track. The Creative Services Director develops every aspect of an ad campaign based on the client's marketing plan, conceptualizes those ideas for clients, assigns projects to staff, and verifies the client's deadlines are met.

Account Supervisor

Education: Bachelor's degree

Work Experience: 7 years of experience

Duties: The Account Supervisor plans, develops and directs the marketing efforts for a particular brand or product. The Account Supervisor is responsible for coordinating activities of specialists in production, advertising, promotion, research and development, purchasing, and distribution. The Account Supervisor coordinates scheduling and promotions to ensure client satisfaction and project completion.

Graphic/Web Designer

Education: Bachelor's degree and knowledge of design and presentation software packages to include Adobe PhotoShop and Illustrator, PowerPoint, InDesign, Quark Xpress, and Web site design programs. Familiarity with digital file formats and the strength and weaknesses of each. Comprehensive knowledge of graphic design principles, and a wide variety of media and production methods. Basic knowledge of black and white and color photographic processes and conventional and digital print processes.

Work Experience: 7 years of experience

Duties: The Graphic/Web Designer provides graphic and web design support to customers based on client's strategies/objectives. He/she performs a wide range of routine to complex duties and responsibilities including the design of publications, brochures, posters, logos, displays, e-newsletters and Web sites.

Copywriter

Education: Bachelor's degree.

Work Experience: 5 years of experience

Duties: The Copywriter writes text for various advertising mediums including print ads, brochures, Web sites, commercials and other communication and advertising materials.

Public Relations Specialist

Education: Bachelor's degree

Work Experience: 3+ years of experience

Duties: The Public Relations Specialist prepares and disseminates information regarding an organization through newspapers, periodicals, television and radio and other forms of media. The PR Specialist's responsibilities include writing press releases, speeches, op-ed pieces, as well as planning special events, and representing clients at press conferences and trade shows. The PR Specialist looks for opportunities for media coverage, writing and sending out press releases and media advisories and in other ways working with the media.

Advertising & Promotions Manager

Education: Bachelor's degree

Work Experience: 3+ years of experience

Duties: The Advertising and Promotions Manager plans and directs advertising policies and programs and produces collateral materials to create interest in a product or service. He/she inspects layouts and advertising copy and edits scripts, and other promotional material. The Advertising and Promotions Manager prepares and negotiates advertising and sales contracts, coordinating with the media to disseminate advertising. He/she analyzes statistic models to determine the best media plan for the client, based on maximum media effectiveness for the client. The Advertising and Promotions Manager determines where to place ads based on the client's objectives and budget.

Administrative Assistant

Education: Associate's degree

Work Experience: 1 year of experience

Duties: The Administrative Assistant performs a variety of administrative and clerical duties including the scheduling of meetings and appointments, and the organization and maintenance of files. The Administrative Assistant manages projects, conducts research and disseminates information by using the telephone, mail services, Web sites and e-mail.

2. **Maximum Order:** \$1,000,000.00 per SIN/per order.
If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under the contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.
3. **Minimum Order:** \$300.00
4. **Geographic Coverage:** 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **Point(s) of Production:** Baltimore County, Maryland
6. **Discount From List Prices:** Prices shown are net, all discounts deducted, and inclusive of the IFF.
7. **Quantity/Volume Discounts:** None
8. **Prompt Payment Terms:** Net 30 days.
- 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:** None
- 11a. **Time of Delivery:** Negotiated at the task level.
- 11b. **Expedited Delivery:** Negotiated at the task level.
- 11c. **Overnight and 2-day Delivery:** Negotiated at the task level.
- 11d. **Urgent Requirements:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB Point:** Destination

13a. **Ordering Address:**

Kogan, LLC
5004 Honeygo Center Drive
Ste. 102, #295
Perry Hall, MD 21128

14. **Payment Address:**

Kogan, LLC
5004 Honeygo Center Drive
Ste. 102, #295
Perry Hall, MD 21128

15. **Warranty Provision:** Standard Commercial Warranty.

16. **Export Packing Charges:** 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 List/Rate Cards 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. **Special Attributes Such As Environmental Attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A

24b. **Section 508 Compliance for EIT:** N/A

25. **DUNS Number:** 829853824

26. **Notification Regarding Registration in Central Contractor Registration (CCR) Database:**
CCR registration is active and current.



A Government Solutions Provider

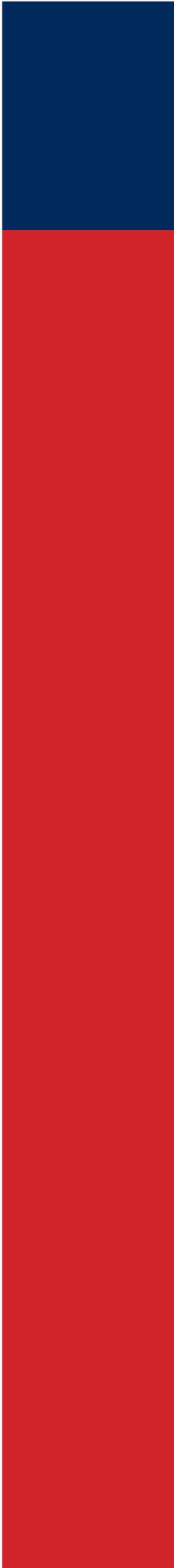
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About Kogan, LLC

Kogan, LLC is a 100 percent woman-owned small business founded on March 29, 2005 and organized under the laws of the State of Maryland. The firm is owned by Laura Kozak and Christine Hagan, whose names combine to create the firm name. Together Ms. Kozak and Ms. Hagan have more than 40 years of combined experience in the areas of marketing communication and graphic design. Ms. Kozak, who holds a Master's degree in publication design, has held several director level creative services positions in the corporate sector overseeing the production of print and audiovisual communication media. Ms. Hagan, who has a Master's degree in mass communication, has directed the public relations and marketing communications initiatives of several large organizations planning and overseeing a variety of campaigns utilizing all types of media. Most of Kogan, LLC's clients to date have been in the private sector, many of them non-profit organizations. Together Ms. Kozak and Ms. Hagan have assembled a team with expertise in project management, copywriting, branding, and graphic design—the areas needed to communicate effectively.

The firm is based out of Perry Hall, Maryland, a suburb of Baltimore. Its staff utilizes modern personal computers, black and white and color laser printers, scanning capabilities, and data and fax communications. The staff has expertise in all major graphics software programs including Quark Xpress and all of the Adobe Creative Suite programs including In Design, Illustrator and Photo Shop. The staff is experienced with a variety of Web site building programs and e-newsletter packages, and is proficient with Microsoft Power Point, Word and Excel software programs. All play a role in various marketing initiatives in one way or another. Kogan, LLC utilizes both Macintosh and PC computers.

Kogan, LLC throughout its years of existence has been fortunate to have a variety of clients, a few for long periods of time and with very diverse marketing communication, advertising and graphic design needs. Following is a list of some of the services that Kogan, LLC has provided its clients that are consistent with those described by SINS 541-1 and 541-4F.



Advertising & Marketing

- Strategic Planning
- Ad writing, design and placement.
- Brand development including graphic identity standards.
- Event planning and promotion.
- Mailing list selection, acquisition and direct mail management.

Creative Services

- Graphic Design
- Collateral material development (brochures, flyers, newsletters, postcards, etc.)
- Copywriting
- Corporate identity packages
- Display and sign design
- E-Newsletters
- Exhibit graphics
- Logo creation
- Typesetting/Desktop Publishing
- Web site design and maintenance
- Pre-production services