



Federal Supply Services
Authorized Federal Supply Schedule Price List

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: <http://www.gsaadvantage.gov>.

Advertising and Integrated Marketing Solutions (AIMS)

Federal Supply Schedule 541
FSC Class 541

Contract Number: GS-07F-0077U

Contract Period: November 1, 2007 – October 31, 2012

For more information regarding ordering from Federal Supply Schedules, visit <http://www.gsa.gov/schedules>.

For more information, please contact:

Brad Phillips
202-776-0640
Brad@PhillipsMediaRelations.com

Phillips Media Relations, LLC
www.PhillipsMediaRelations.com

Washington, DC
1050 17th Street, NW, Suite 600
Washington, DC 20036

New York City
757 Third Avenue, 20th Floor
New York, NY 10017

Business Size: Small

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Customer Information

1a. Awarded Special Item Numbers:

541-1 Advertising Services

541-2 Public Relations Services

1b. Please see Appendix A for Price List.

2. Maximum Order: \$1,000,000 (All SINs)

If the “best value” selection places your order over the Maximum Order identified in this catalog/price list, 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: offer a new price for this requirement; offer the lowest price available under this contract; or 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: \$100

4. Geographic Coverage: 50 United States, Washington, D.C., Puerto Rico, and U.S. Territories

5. Points of Production: The primary point of production is Phillips Media Relations’ headquarters, located in Washington, D.C.

6. Basic Discounts: Phillips Media Relations’ commercial price list, less a basic discount of 10%. All prices are net prices; basic discounts have been deducted.

7. Quantity/Volume Discount: \$50,000 - \$100,000 (11%)
\$100,001+ (12%)

8. Prompt Payment Terms: 0 percent, net 30 days

9. Type of Government Purchase Card(s) Accepted: Visa

10. Foreign Items: No

11a. Time of Delivery After Receipt of Order (ARO): To be negotiated with ordering agency for each task order.

11b. Expedited Delivery: Will be specified in the task order proposal, if applicable.

- 11c. Overnight and 2-Day Delivery:** The customer may contact Phillips Media Relations for overnight and 2-day delivery rates.
- 11d. Urgent Requirement:** Agencies can contact contractor's representative to possibly affect a faster delivery. Clause I-FSS-140-B of the contract applies.
- 12. FOB Point:** Destination
- 13. Ordering Address:**
- Phillips Media Relations, LLC
1050 17th Street, NW, Suite 600
Washington, DC 20036
202-776-0640 (phone)
212-504-8275 (fax)
Brad@PhillipsMediaRelations.com
- 14. Payment Address:** Same
- 15. Warranty Provision:** Standard Commercial Warranty Applies
- 16 - 24 N/A
- 25. DUNS Number:** 790201532
- 26. Central Contractor Registration (CCR) Database:** Phillips Media Relations is registered with the CCR Database.

Why Choose Phillips Media Relations

There are a lot of media relations and media training firms. So why choose Phillips Media Relations?

Results

We have placed stories with every major television and radio network, newspaper, and website in the United States. More than *one billion people* in over 100 countries have seen the stories we've placed.

Senior Staff Does The Work

Many of our larger competitors send their senior staff out to book new clients – and then hand off the work to kids fresh out of college. Not us. You will benefit from the experienced hand of a trial-tested media pro personally doing your work.

Highly Personalized Service

We don't have a standard "spiel." Instead, we listen to your needs, learn your concerns, and work with you in advance of any work to create a strategy that achieves your goals.

We Have Real Journalism Experience

Our years of experience in broadcast journalism have taught us that most reporters can spot "public relations spin" from miles away. That's why we don't use it. Instead, we use real-life, practical, and proven strategies to help you maximize the quantity and quality of your press coverage.

Passion

This is our chosen profession. We believe in the power of the media and want to help you maximize your media potential. We are deeply committed, highly qualified, energetic, and determined to leave you feeling prepared.

Integrity

Exaggeration and hyperbole may help get stories in the short-term, but will ultimately doom your media efforts. We want your agency to earn successful and substantive media coverage through honest, long-term relationships with reporters.

Pre-Planning and Follow-Up

We don't just drop into your life for a day or two and disappear. We will work with your agency extensively in advance of any work, and follow-up afterwards to make any necessary adjustments to your media plan.

Phillips Media Relations Advertising and Integrated Marketing Solutions Service Offerings

Phillips Media Relations' team is expert in media relations, media training, media consulting, and crisis communications. Our firm is results-driven, customer service focused, and committed to providing fully customized services to our clients. In a crowded marketplace of media relations professionals and media trainers, we understand that our success is tied to consistently beating your expectations.

Advertising Services (SIN 541-1)

- Developing Strategies for Public Service Announcement (PSA) Campaigns
- Creating Messages and Creative Approaches
- Employing Public Service Announcement (PSA) Production and Distribution Services

Public Relations Services (SIN 541-2)

- Media Training
- Presentation Training
- Crisis Communications
- Developing Media Strategies
- Creating Messages
- Writing Press Materials, Including Press Releases and Fact Sheets
- Building Customized Contact Lists
- Proactively Pitching Reporters
- Conducting Press Conferences
- Facilitating Satellite Tours
- Measuring Results in Customized Reports
- Providing Story Clips or Arranging Reprints
- Producing and Editing Audio and Video Podcasts
- Creating "Multi-Media" Press Releases Containing Audio, Video, and Images

Appendix A: Labor Rates

Item No.	AIMS Labor Categories	<u>Year One</u> 11/1/07 10/31/08	<u>Year Two</u> 11/1/08 10/31/09	<u>Year Three</u> 11/1/09 10/31/10	<u>Year Four</u> 11/1/10 10/31/11	<u>Year Five</u> 11/1/11 10/31/12
	MEDIA RELATIONS	Hourly Rate				
1.	President	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
2.	Managing Director	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
3.	Senior Corporate Consultant	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
4.	Principal Analyst	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
5.	Senior Writer	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
6.	Media Relations Specialist	\$157.50	\$163.01	\$168.72	\$174.62	\$180.73
7.	Crisis Communications Specialist	\$180.00	\$186.30	\$192.82	\$199.57	\$206.55
	MEDIA TRAINING (Customized, Includes On-Camera)	Per Session				
8.	Half-Day Session	\$4,000.00	\$4,140.00	\$4,284.90	\$4,434.87	\$4,590.09
9.	Full-Day Session	\$4,500.00	\$4,657.50	\$4,820.51	\$4,989.23	\$5,163.85
	SPEECHES (Customized, two hour maximum length)	Per Speech				
10.	Media Training (Unlimited attendees)	\$6,000.00	\$6,210.00	\$6,427.35	\$6,652.31	\$6,885.14
11.	Presentation Training (Unlimited attendees)	\$6,000.00	\$6,210.00	\$6,427.35	\$6,652.31	\$6,885.14

Appendix B: Labor Category Descriptions

Phillips Media Relations is a boutique media relations, media training, media consulting, and crisis communications firm. Our firm is results-driven, customer service focused, and committed to providing fully customized services to our clients.

Because we are a small business, the firm's president, Brad Phillips, is able to maintain personal contact with every client. Mr. Phillips participates in virtually every project and client experience at some level. For many clients, Mr. Phillips is the primary point of contact.

Position	Description	Education	Experience
President	Provides overall direction and decision-making. Primary resource for client engagements.	Bachelor Degree min., Masters Degree preferred	10 years
Managing Director	Provides direction and decision-making. Resource for client engagements	Bachelor Degree minimum, Masters Degree preferred	10 years
Senior Corporate Consultant	Senior strategist. Provides specific technical or operational support, guidance, and direction. Supports internal and external clients.	Masters Degree	15-20 years
Principal Analyst	Technical expert in specific field. Provides research, data, and information trends. Supports internal and external clients.	Bachelors Degree	10 years
Senior Writer / Editor	Provides copy content development and review.	Bachelors Degree	10 years
Media Relations Specialist	Develops media strategies and story angles, researches and identifies proper reporters, writes media materials (e.g. press releases, fact sheets), pitches reporters, arranges interviews, acts as spokesperson, provides clips and reports to client, etc.	Bachelors Degree	10 years
Crisis Communications Specialist	Works with clients to develop crisis communications plans prior to a crisis occurring, or to minimize the effects of a crisis once a crisis has already occurred, most typically the effects of which are felt in the media.	Bachelors Degree, Masters Degree preferred	15-20 years

