

**General Services Administration  
Federal Supply Service  
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!<sup>TM</sup>, a menu-driven database system. The Internet address for GSA-Advantage!<sup>TM</sup> is: <http://www.gsaadvantage.gov>*

**Advertising & Integrated Marketing Solutions**

**FSC Group: 541, Part I**

**Contract No.: GS-07F-0097T**

*For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at: <http://www.fss.gsa.gov>*

**Contract Period: 11/8/2006 - 11/7/2011**

**Contractor:**

**FATHOM CREATIVE, INC.**

**1606 20<sup>th</sup> Street**

**Washington, DC 20009**

**Telephone: (202) 588-1000**

**Fax: (202) 588-8396**

**[www.fathomcreative.com](http://www.fathomcreative.com)**

**Contract Administrator:**

**Monique Thompson**

**FATHOM CREATIVE, INC.**

**1606 20<sup>th</sup> Street**

**Washington, DC 20009**

**Telephone: (202) 588-1000**

**Fax: (202) 588-8396**

**[gsa@fathomcreative.com](mailto:gsa@fathomcreative.com)**

**Business Size/Status: Small**

**Prices shown herein are NET (discount deducted).**

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## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):  
(Please refer to page #4 for a more detailed description)

▶ 541-3, Web Based Marketing Services

▶ 541-4F, Commercial Art and Graphic Design

1b. Lowest Priced Model Number and Lowest Price:

Please refer to page #10

1c. Labor Category Descriptions:

Please refer to page #8

2. Maximum Order:

\$1,000,000.00

3. Minimum Order:

\$100.00

4. Geographic Coverage:3

Domestic Only

5. Point (s) of Production:

Not Applicable

6. Discount from List Price:

All Prices Herein are Net

7. Quantity Discounts:

Not Applicable

8. Prompt Payment Terms:

Net 30 days

9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.

9b. Government Purchase Card *is not* accepted above the micro – purchase threshold.

10. Foreign Items:

None

11a. Time of Delivery:

To Be Negotiated with Ordering Agency

11b. Expedited Delivery:

To Be Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery:

To Be Negotiated with Ordering Agency

11d. Urgent Requirement:

To Be Negotiated with Ordering Agency

12. F.O.B. Point(s):

Destination

13a. Ordering Address:

FATHOM CREATIVE, INC.  
Attn: Monique Thompson/GSA Orders  
1606 20<sup>th</sup> Street  
Washington, DC 20009

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address:

FATHOM CREATIVE, INC.  
Attn: Monique Thompson/Accounts Receivable  
1606 20<sup>th</sup> Street  
Washington, DC 20009

15. Warranty Provision:

Not Applicable

16. Export Packing Charges:

Not Applicable

- |                                                                                                                                                                                                                                                                                                                     |                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| 17. Terms & Conditions of Government Purchase Card Acceptance:                                                                                                                                                                                                                                                      | None                                                          |
| 18. Terms and conditions of rental, maintenance, and repair:                                                                                                                                                                                                                                                        | Not Applicable                                                |
| 19. Terms and conditions of installation (if applicable):                                                                                                                                                                                                                                                           | Not Applicable                                                |
| 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 (if applicable):                                                                                                                                                                                                                                                   | None                                                          |
| 21. List of service and distribution points (if applicable):                                                                                                                                                                                                                                                        | Not Applicable                                                |
| 22. List of participating dealers (if applicable):                                                                                                                                                                                                                                                                  | Not Applicable                                                |
| 23. Preventative maintenance (if applicable)                                                                                                                                                                                                                                                                        | Not Applicable                                                |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.):                                                                                                                                                                                   | Not Applicable                                                |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: <a href="http://www.Section508.gov/">www.Section508.gov/</a> : | Contact Contract Administrator for more information.          |
| 25. Data Universal Number System (DUNS) Number:                                                                                                                                                                                                                                                                     | 926116591                                                     |
| 26. FATHOM CREATIVE, INC. <i>is</i> registered in the Central Contractor Registration (CCR) database.                                                                                                                                                                                                               |                                                               |
| 27. Uncompensated Overtime:                                                                                                                                                                                                                                                                                         | FATHOM CREATIVE, INC. <i>practices</i> uncompensated overtime |

## **CONTRACT OVERVIEW**

GSA awarded FATHOM CREATIVE, INC. a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-07F-0097T. The current contract period is 11/8/2006 - 11/7/2011. GSA may exercise a total of up to three additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

## **CONTRACT ADMINISTRATOR**

Monique Thompson  
FATHOM CREATIVE, INC.  
1606 20<sup>th</sup> Street  
Washington, DC 20009  
Telephone: (202) 588-1000  
Fax: (202) 588-8396  
Email: [gsa@fathomcreative.com](mailto:gsa@fathomcreative.com)

## **MARKETING AND TECHNICAL POINT OF CONTACT**

Drew Mitchell  
FATHOM CREATIVE, INC.  
1606 20<sup>th</sup> Street  
Washington, DC 20009  
Telephone: (202) 588-1000  
Fax: (202) 588-8396  
Email: [gsa@fathomcreative.com](mailto:gsa@fathomcreative.com)

## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions, for domestic use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

## **CONTRACT SCOPE**

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. FATHOM CREATIVE, INC. has been awarded a contract by GSA to provide services under the following SINs:

- ▶ 541-3, Web Based Marketing Services
- ▶ 541-4F, Commercial Art and Graphic Design

A full description of each SIN definition and examples of the types of work covered by the SIN are provided below.

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

**541-3 Web Based Marketing Services:** Develop strategies for an agency to provide the maximum use of their internet capabilities. Typical tasks may involve the consultation, development and implementation of website design and maintenance, search engine development, e-mail marketing and web casting, video conferencing via the web, on-line media management, and other activities involving electronic marketing services.

*This SIN is set aside for only small business concerns.*

**541-4F Commercial Art and Graphic Design:** Services provided are commercial art, custom or stock, graphic design, and special effects that educate the consumer market about a product or service.

*This SIN is set aside for only small business concerns*

## **INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES**

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that FATHOM CREATIVE, INC. meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

### **Step 1. Develop a Statement of Work (SOW)**

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

### **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### **Step 3. Prepare a Request for Quote (RFQ)**

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

### **Step 4. Provide RFQ to at least Three Firms**

### **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

## **REQUIREMENTS EXCEEDING THE MAXIMUM ORDER**

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

## BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

## LABOR CATEGORY DESCRIPTIONS

### **Experience Substitutions:**

H.S. Diploma + 4 years additional experience	Equals	Bachelors Degrees
Bachelors Degree + 2 years additional experience	Equals	Masters Degree
Masters Degree + 3 years additional experience	Equals	Ph.D

### **Education Substitutions:**

A Ph.D. may be substituted for three years of required experience with a Masters Degree or four years with a Bachelors Degree.
A Masters Degree may be substituted for two years of required experience with a Bachelors Degree.
A Bachelors Degree may be substituted for four years of required experience with a H.S. Diploma.

<b>Job Title: Creative Director I</b>
<b>Minimum/General Experience:</b> 12 years experience
<b>Functional Responsibility:</b> The Creative Director I oversees all creative projects and staff. He or she is responsible for the overall quality of work produced by the Fathom. It's very much a people-oriented job, involving development of high-level concepts for design projects. It also involves pitching designs that are based on their understanding of client needs.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Creative Director II</b>
<b>Minimum/General Experience:</b> 10 years experience
<b>Functional Responsibility:</b> The Creative Director II oversees select projects and staff. He or she is responsible for the overall quality of work produced assigned project and staff. It's very much a people-oriented job, involving development of high-level concepts for design projects. It also involves pitching designs that are based on their understanding of client needs.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Art Director</b>
<b>Minimum/General Experience:</b> 8 years experience
<b>Functional Responsibility:</b> The Art Director must be both a competent designer and a manager, working closely with copywriters, designers, and other members of the creative team to develop concepts for individual printed pieces or entire campaigns. Because each part of a project must be of consistent quality and appear to have a cohesive relationship with every other part, the Art Director reviews the design project at every step, from rough layout to presentation through final, completed piece. In addition to overseeing the day-to-day production of projects designed by others, the Art Director often produces some projects as the need arises. The Art Director is also responsible for meeting budget parameters and schedule deadlines.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Senior Graphic Designer</b>
<b>Minimum/General Experience:</b> 5 years of experience
<b>Functional Responsibility:</b> The Senior Graphic Designer is tasked with deciding how best to portray the values — and support the branding efforts — of our Clients through the use of color and layout. He or she combines aesthetic judgment with management skills, while keeping up with technological advances that affect the design industry. The Senior Graphic Designer combines his or her technical knowledge and visual communications expertise to achieve our Clients' marketing or informational goals.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Graphic Designer</b>
<b>Minimum/General Experience:</b> 3-5 years of experience
<b>Functional Responsibility:</b> The Graphic Designer designs art and copies layouts for visual communication media. Studies graphic elements, determines size and arrangement of graphics and copy, selects type, arranges layout, makes samples, and prepares instructions for printers. Plan, develop, design, establish and maintain Internet sites for clients using technical knowledge and communications expertise to achieve marketing or informational goals.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Production Manager</b>
<b>Minimum/General Experience:</b> 5 years of experience
<b>Functional Responsibility:</b> The Production Manager's job is to keep a project moving smoothly and under budget, while maintaining the required level of quality through every step of the process. While the Production Manager performs the classic functions of management (planning, organizing, directing, and controlling), he or she also has to keep up with changing technology, monitor costs, and meet budgets. The Production Manager is at the center of every project, managing the concerns of the team. He or she is the link between the Company or the Client and the printer, cast in the major role of ensuring on-time delivery of the best-quality printing their dollars can buy.
<b>Minimum Education:</b> Bachelor's Degree

<b>Job Title: Administrative Assistant</b>
<b>Minimum/General Experience:</b> 2 years of experience
<b>Functional Responsibility:</b> The Administrative Assistant provides varied and complex administrative and clerical support services to management and the design staff, organizes office activities, and coordinates the flow of communications between departments. The Administrative Assistant is the first point of contact in greeting and assisting clients, vendors and other visitors, and plays a key role in the daily administrative functions of the Company.
<b>Minimum Education:</b> High School Degree

**HOURLY RATES FOR SERVICES  
SIN(s) 541-3, 541-4F**

<b>Labor Category</b>	<b>11/08/06 – 11/07/07</b>	<b>11/08/07 – 11/07/08</b>	<b>11/08/08 – 11/07/09</b>	<b>11/08/09 – 11/07/10</b>	<b>11/08/10 – 11/07/11</b>
Creative Director I	\$197.47	\$203.39	\$209.50	\$215.78	\$222.25
Creative Director II	\$172.79	\$177.97	\$183.31	\$188.81	\$194.47
Art Director	\$148.10	\$152.55	\$157.12	\$161.84	\$166.69
Senior Graphic Designer	\$133.29	\$137.29	\$141.41	\$145.65	\$150.02
Graphic Designer	\$123.42	\$127.12	\$130.93	\$134.86	\$138.91
Production Manager	\$98.74	\$101.70	\$104.75	\$107.89	\$111.13
Administrative Assistant	\$74.05	\$76.27	\$78.56	\$80.92	\$83.35

*All rates include .75% IFF*