

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

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

FSC Schedule: 541-4F

Contract Number: GS-07F-0254V

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

Contract Period: April 11, 2009 through April 10, 2014

Contractor: Tamada Brown & Associates

3738 N. Lawndale Ave., Flr. 1

Chicago, IL 60618

P 773.279.1111 F 773.279.1102 W www.tamadabrown.com

Business Size: Small (Woman-Owned)

Tamada Brown & Associates was formed in 1991. We are a design driven, strategically focused communications firm, specializing in integrated communications that help position, strengthen and achieve marketing goals. We believe that the brand is the heart and soul of an organization, program, or product, and with a strategy, all communications become extensions and reinforcements of the brand. Simply put, we're communicators who understand and support the power of strong visual communication combined with a strong message. We create effective communications for our client's needs and their goals with our combined skill, talent and experience. We not only make things *LOOK* better, we make them *WORK* better.

Customer Information

1a. Table of special item numbers:

SIN 541-4F Commercial Art and Graphic Design

Labor Categories	Price/hour
Creative Director	\$88.66
Marketing and Brand Strategist	\$88.66
Project Manager	\$80.60
Senior Graphic Designer	\$78.56
Junior Graphic Designer	\$50.36
Illustrator	\$75.53
Copy Writer/Editor	\$88.66

These are the maximum rates that can be charged. Lower rates may be quoted.

SIN 541-2000 Other Direct Costs

Stock Digital Photography:

High resolution (5x7, 15MB)	\$387.89
Medium resolution (8x10, 5 MB)	\$277.06
Low resolution (3x4, 1MB)	\$125.94

Professional Photo Shoot \$2,518.75 day rate

Stock Illustration:

5x7, low resolution	\$277.06
8.5x11, high resolution	\$377.81
Spot graphic (symbols, borders)	\$45.34

Proofing Per 8.5x11 page:

Black & white laser	\$0.25
Color ink jet or laser	\$2.02

Hi Resolution Color:

Epson \$45.34

Kodak Approval \$95.71

Ib. Identification of the lowest priced model number: N/A

Ic. Commercial job titles, experience, functional responsibility and education of employees

Creative Director (CD):

Bachelors Degree in Marketing Communications or Graphic Design and 10 years experience in graphic design, electronic communications, print management, project management, and personnel supervision. Skilled in use of hardware and software used to produce visual, and verbal marketing communications, and proven interpersonal communications ability. The CD is responsible for communications between the client and creative team. The CD interprets the goals and needs of the client, leads in the generation of strategic direction, presents graphic solutions, manages refinement and changes, and ensures results that exceed those of the client.

Marketing or Brand Strategist:

Bachelors Degree in Marketing Communications, and five years of experience. Provides guidance to keep project solutions in line with the strategic branding program. Uses marketing research and marketing experience to develop a cohesive marketing plan or project strategy in collaboration with the client.

Project Manager:

Bachelor's degree in Graphic Design or Communications and five years experience in managing print and electronic projects in an agency or design firm setting. Coordinates with the client and creative team to assure all objectives are met. Responsible for scheduling, tracking, and design integrity of the design solutions.

Senior Designer:

Bachelor's degree in Graphic Design and five years of print and electronic communications experience. Management skills needed to lead projects and communicate directly with assigned clients. Experience with professional hardware and software used in the design industry. Excellent verbal and written communications skills. Responsibilities include supervising designers, generating

communications concepts, presenting concepts to the client, art direction on photography and illustration, and final internal approval.

Junior Graphic Designer:

Bachelor's degree in Graphic Design and zero to two years of print and electronic communications experience. Practical knowledge of professional hardware and software used in the design industry. Good verbal and written communications skills. Responsibilities include assisting designers and senior designers in preparing design concepts for presentation and production, assisting in preparation of final graphic files for the printer, general organization and support of jobs.

Illustrator:

Minimum of Associates Degree in design or illustration, and more than three years experience producing illustrations for print and Internet. Responsible for taking direction from creative team, and interpreting concepts to meet the design direction of the project. Illustrator develops rough design concepts for presentation, and then final art for print or electronic use.

Copy Writer/Editor:

Bachelor's Degree in communications with 5 years of professional business writing experience in advertising agencies or design firms. Excellent verbal, written communications skills, and ability to manage relationship with client and designers assigned to a project.

2. Maximum order: \$1,000,000 per Special Item Number

3. Minimum order: \$100.00

4. Geographic coverage: Domestic

5. Point of production: Chicago, Cook County, Illinois

6. Statement of net price: Prices shown are net, all discounts deducted, and inclusive of the IFF.

7. Quantity discounts: 2% discount on orders of \$25,001+

8. Prompt payment terms: 1% 10 days, Net 30

9. Government purchase card: are accepted above the micro-purchase threshold.

10. Foreign items: N/A

11a. Time of Delivery: Will adhere to the delivery schedule specified in Agency RFP

11b. Expedited Delivery: Contact the contractor for expedited delivery

11c. Overnight and 2-day delivery: Contact the contractor for rates on overnight or 2-day delivery

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

13a. Ordering address:

Tamada Brown & Associates
3738 N. Lawndale Ave., Flr. 1
Chicago, IL 60618

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreement (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address:

Tamada Brown & Associates
3738 N. Lawndale Ave., Flr. 1
Chicago, IL 60618

15. Warranty provisions: The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in the contract.

16. Export packing charges: N/A

17. Terms and conditions of Government purchase card acceptance: 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

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

22. List of participating dealers: N/A

23. Preventive maintenance: N/A

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

24b. Section 508 compliance information: the contract is fully committed to provide services that adhere to the requirements of Section 508 of the Rehabilitation Act. Please contact the contract directly at 773-279-1111 for specific information regarding Section 508 compliance.

25. Data Universal Number System (DUNS) number: 798559878

26. Central Contractor Registration (CCR) database: The contractor is registered with the CCR Database. CAGE Code is 3EFQ3

Work Samples



Workforce Boards of Metropolitan Chicago – Industry Reports

Set of three reports, 16 to 28 pages, focusing on the Healthcare, Manufacturing, and TWL industries in the Chicago area, presenting the problems, some possible solutions tested through grant programs, and their results.

Work Samples



D.Kelly Restaurant - Identity, Materials and Website

The restaurant's identity aimed to position it as a friendly atmosphere featuring a top Chicago chef in a popular, upscale restaurant district. The calligraphic signature provided a personal touch while the deep, rich colors created a sophisticated atmosphere. The comprehensive identity program was applied to stationery, business cards, forms, label, lunch, dinner and desert menus, wine list, cocktail napkins, matches, and gift certificates. The Website extended the identity through photography of seating area and signature dishes while sections featured menus and history.

Work Samples



Illinois Liquor Control Commission – Industry Education Guide and Alcohol Poisoning Brochure

Design and production of the Industry Education Guide (above), a 24 page publication explaining rules and laws to liquor licensees, and the Alcohol Poisoning Brochure (below) targeted at teens and young adults about the dangers of excessive drinking.



Work Samples

ILCC News Volume 29 Spring 2009

ILCC News Volume 31 Summer 2010

ILCC News Volume 33 Summer 2010

2010 newly licensed Baset providers

JANUARY	MARCH	APRIL
• City of Highland Park Police Department	• Illinois St. Andrew Society	• The Cheesecake Factory
FEBRUARY	• Village of Addison Police Department	• La Barca
• Gibson's Steakhouse		• Rocky Ranch Productions
		MAY
		• Prevention Partnership
		• Village of Morton Grove

Social Hosting: A community effort to curb drunk-driving and underage drinking

By Lee J. Ruppel, ILC Baset Manager

Summer brings holiday celebrations, block parties, and other outdoor activities in different neighborhoods. Citizens of a community must be vigilant and do their part to prevent underage drinking and alcohol-related incidents. Consequences of overconsumption and underage drinking at these events can result in traffic accidents, accidental injuries, property damage, violence, and sexual assaults.

Recent underage drinking deaths have prompted more Illinois communities to push their elected officials to enact social hosting ordinances. These laws hold responsible those hosting a gathering when underage drinking, public intoxication, or illicit drug use occurred. Police officers also monitor locations such as hotels, banquet halls, vehicles, and warehouses.

Parents, in particular, should not be hosting underage drinking parties. What example is being set to their underage kids and their friends? They are teaching them to break and disregard the law. Are these the type of citizens we want kids to become?

Additionally, according to state law, any parent who knowingly allows underage drinking to occur in their home is subject to a felony (1-3 years in prison and up to a \$25,000 fine) if it leads to injury or death.

A social hosting ordinance can also offer protection to a host if a gathering gets out of control and the police are contacted. Here are some tips for hosting a social gathering:

- Make sure you know your guests
- Provide plenty of food, appetizers and high protein, fatty snacks
- Avoid serving from a keg or punch bowl
- Supply plenty of non-alcoholic beverages
- Comply with the law by not serving minors if a minor has an alcoholic beverage, confiscate the beverage
- Stop serving alcohol late at night or one hour before the party ends
- Discourage service to any guest visibly intoxicated
- Provide or coordinate alternative transportation
- Call the police if a gathering gets out of control or if drunk drivers are on the road

For more information on the consequences of underage drinking — and to order a variety of free educational materials — please visit www.ilc.state.il.us/baset

2nd Annual "Sticker Shock Day" Page 3

Illinois Liquor Control Commission – Newsletters

Design and implementation of quarterly newsletters highlighting new legislation, events, statistics, free publications, and tips for alcohol sellers and servers.

Work Samples



Japanese American Citizens League (JACL) – National Convention Identity and Materials

Design and implementation of 2010 National Convention materials, including convention identity, stationery, Website interface, advertising, registration materials, and event covers.

Work Samples

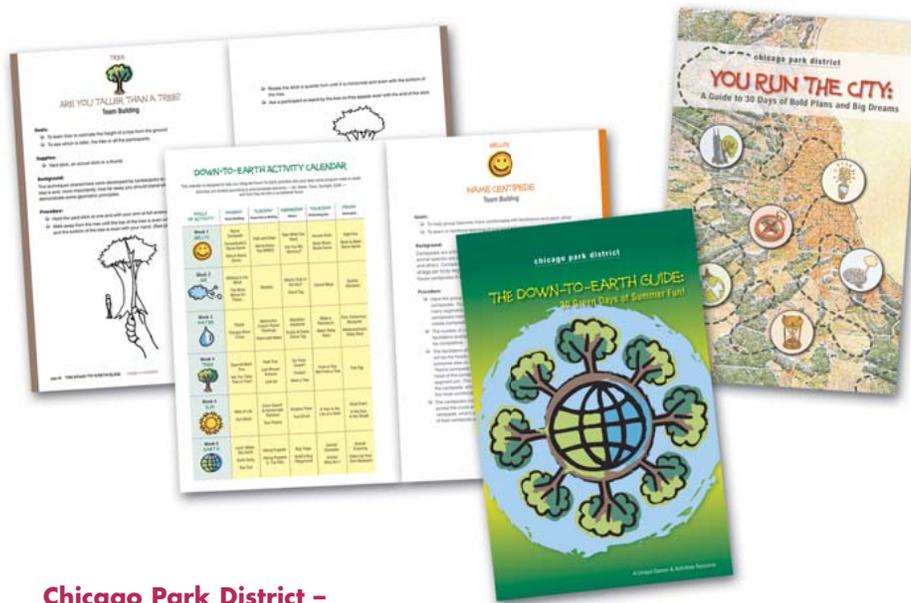


Illinois Tollway – Annual Report and Veteran’s Memorial Tollway Brochure

Illinois Tollway Annual Report (above) focused on the milestones accomplished and the next phases of planned improvements to the Tollway system, while the Veteran’s Memorial Tollway Brochure (below) commemorated the opening of the first new tollway in 15 years.



Work Samples



Chicago Park District – Summer Camp Activity Guides and Movies in the Parks

The Down-to-Earth Guide and You Run the City Guide (above) are 80 page summer activity guides used by Chicago Park District camp counselors. Each guide contained themed weeks of activities for 6-12 year old campers.

Movies & Concerts in the Parks (below) is an annual, multi-component program consisting of brochures, ads, banners, flyers and posters targeting all families.



Work Samples



Scott Foresman and Prentice Hall – Health Textbook and Realidades Covers

Internal design and production of a 136 page textbook (above) for high school Health classes for Scott Foresman Publishing, and program identity and series of textbook covers (below) for a Spanish language program for Prentice Hall Publishing.

