

FUSEIDEAS

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!, a menu driven database system. The Internet address for GSA Advantage! is GSAAdvantage.gov

SIN 541 Advertising and Integrated Marketing Solutions (AIMS)

SIN 541-1 Advertising Services

Contract Number: GS-07F-027BA

Contract Period: November 4th, 2013 through November 4th, 2018

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

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Business Size: Small

TABLE OF CONTENTS

INTRODUCTION..... 3

CUSTOMER INFORMATION..... 5

SERVICES 7

 PRICE LIST..... 7

 LABOR DESCRIPTIONS..... 8

 1. Account Coordinator..... 8

 2. Account Director..... 8

 3. Account Executive..... 8

 4. Art Director..... 8

 5. Art Producer..... 9

 6. Assistant Media Buyer..... 9

 7. Associate Creative Director..... 9

 8. CEO..... 9

 9. Creative Coordinator..... 9

 10. Creative Director..... 10

 11. Designer..... 10

 12. Executive Creative Director..... 10

 13. Information Architect..... 10

 14. Interactive Developer..... 10

 15. Media Director..... 11

 16. Media Planner..... 11

 17. Media Supervisor..... 11

 18. Public Relations Director..... 11

 19. Public Relations Manager..... 12

 20. Production Manager..... 12

 21. Project Director..... 12

 22. Project Manager..... 12

 23. Segmentation Analyst..... 13

 24. Senior Art Director..... 13

 25. Senior Art Producer..... 13

 26. Senior Designer..... 13

 27. Senior Media Buyer..... 14

 28. Senior Writer..... 14

 29. Social Media Coordinator..... 14

 30. Social Media Manager..... 14

 31. Traffic Manager..... 15

 32. Vice President Analytics/Segmentation..... 15

 33. Writer..... 15

INTRODUCTION

Companies that are seeking relevance, growth and sustainability in this constantly changing world look to Fuseideas. We are the definition of today's evolved, full-service agency, encompassing smart, strategic planning coupled with the integration of today's cutting edge technologies and traditional tools. Fuseideas' in-depth approach towards developing customer engagement infused with breakthrough creative, technology and analytics has proven to be the platform necessary for brand performance today. The breadth and depth of our client base ranges from Fortune 500 companies to innovative start-ups with expertise in a variety of B2B and B2C verticals.

Fuseideas Capabilities

Full Service Advertising & Creative , Advertising (TV, Radio, Print, Outdoor) Brochures, Direct Marketing, Logo Development, Collateral Systems, Tradeshow Environments, Multimedia, Kiosk & Video Development, Viral Marketing, Viral Identity Systems, Video Production

Media Planning & Buying

Strategic Brand Planning, Audience Profiling, All-inclusive Media Planning, Media Negotiations, Media Buying, Competitive Analysis, Budget Management

Interactive & New Media

Responsive Web Design/UI, Web Applications Development (.NET/Open Source), Content Management (Ektron, SharePoint, Kentico, Drupal, Joomla!, WordPress)HTML 5, Mobile Development (iOS, Droid), E-Commerce, Rich Media (Flash, Flex, Silverlight), Information Architecture Design, Usability Analysis and Testing, Web Strategy

Analytics and Segmentation

Customer Profiling & Segmentation, Statistical Model Development, Online/Offline Marketing, Dashboards, Lifetime Value, Campaign Analytics & ROI, Social Media

Social Media

Strategic Planning and Implementation, Social Platform Design/Optimization across all channels, Social Media Analysis/Audit Competitive, Analysis Marketing integration across all venues/platforms, Content planning and Execution, Blogging with SEO incorporation, Tab design and development, QR code strategy and design, Augmented reality, Contest/Sweepstakes design and development, Analytics/Monitoring, Social Media Advertising, Twitter, LinkedIn, Facebook, Foursquare, Instagram, Pinterest Development, integration

Public Relations

Digital Influencing Corporate Communications Strategy Company/Product Launches Crisis Mitigation Event Planning On-site Event Management Writing Services Press Release Writing Media Relations Media Pitching

Online Marketing

Paid Search (PPC) Search Engine Optimization (SEO) Banner & Display Advertising Re-Marketing Email Marketing

Branding & Strategy

Brand Positioning Brand Research Messaging Architecture Marketing Communications Planning

Awards

- 2006 Ad Age Top 10 Viewed Video (Decathlon)
- 2007 Bellringer Public Relations (Decathlon)
- 2007 Ektron Partner of the Month (June)
- 2007, 2010, 2011 NAMIC Award for Multicultural marketing (Comcast, Univision)
- 2008 Mark Awards Winner for Comcast and HBO
- 2011 Bell Ringer Massport Website
- 2011 Promax BDA Best Social Media Sports Website (NHL Beardathon)
- 2014 Promax BDA Best Social Media Fox Networks

CUSTOMER INFORMATION

- 1a. Table to awarded special item number (SIN): 541-1 Advertising Services
- 1b. Lowest Priced Model Number And Price For Each SIN:
- 1c. Hourly Rates
- 2. Maximum Order: \$1,000,000
- 3. Minimum Order: \$100
- 4. Geographic coverage: Domestic, 50 States, Puerto Rico, US Territories
- 5. Point of production: Winchester, MA
- 6. Discount from list prices: Discount deducted – Net prices
- 7. Quantity discounts: none
- 8. Prompt payment terms: Net 30 Days
- 9a. Government purchase cards at or below the micro-purchase threshold: Yes
- 9b. Government purchase cards at or above the micro-purchase threshold Yes
- 10. Foreign items: none
- 11a. Time of delivery: As specified on Task Order
- 11b. Expedited Delivery: As specified on Task Order
- 11c. Overnight And 2-Day Delivery: Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 12. F.O.B. point: Destination
- 13a. Ordering address:

Order By Mail	Fuseideas, LLC 8 Winchester Place, Suite 303 Winchester, MA 01890
Order Via E-Mail	For Internet security when placing your orders via e-mail: Dennis Franczak, dfranczak@fuseideas.com
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address: same as above
15. Warranty provision: n/a
16. Export packing charges, if applicable: 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. Preventative maintenance: n/a
- 24a. Special attributes such as environmental attributes: n/a
- 24b. Special attributes including Section 508 compliance information: n/a
25. Data Universal Number System (DUNS) number: 790969187
26. Notification regarding registration in Central Contractor Registration (CCR) database. Contractor is registered with the CCR.

SERVICES

PRICE LIST

	Labor Rate Per Hour	PRICE OFFERED TO GSA (including IFF)
1.	Account Coordinator	\$138.24
2.	Account Director	\$172.80
3.	Account Executive	\$140.55
4.	Art Director	\$128.46
5.	Art Producer	\$138.24
6.	Assistant Media Buyer	\$138.24
7.	Associate Creative Director	\$148.11
8.	CEO	\$172.80
9.	Creative Coordinator	\$138.24
10.	Creative Director	\$148.11
11.	Designer	\$119.90
12.	Executive Creative Director	\$172.80
13.	Information Architect	\$143.58
14.	Interactive Developer	\$140.55
15.	Media Director	\$149.87
16.	Media Planner	\$136.02
17.	Media Supervisor	\$143.58
18.	Public Relations Director	\$140.55
19.	Public Relations Manager	\$138.24
20.	Production Manager	\$128.46
21.	Project Director	\$162.22
22.	Project Manager	\$136.02
23.	Segmentation Analyst	\$143.58
24.	Senior Art Director	\$143.58
25.	Senior Art Producer	\$143.58
26.	Senior Designer	\$136.02
27.	Senior Media Buyer	\$136.02
28.	Senior Writer	\$149.87
29.	Social Media Coordinator	\$128.46
30.	Social Media Manager	\$158.69
31.	Traffic Manager	\$138.24
32.	Vice President Analytics/Segmentation	\$163.98
33.	Writer	\$133.00

LABOR DESCRIPTIONS

1. Account Coordinator

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Helps assist the account executive in the day to day tasks of the account.

Experience:

At least 5 years experience managing clients in an agency setting.

2. Account Director

Education:

Bachelor's degree (BA/BS) in graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages day-to-day art direction for each creative execution on the client account.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

3. Account Executive

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages the day to day relationship with the client and manages all client ongoing projects.

Experience:

At least 8 years experience managing clients in an agency setting.

4. Art Director

Education:

Bachelor's degree (BA/BS) in graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages day-to-day art direction for each creative execution on the client account.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

5. Art Producer

Education:

Bachelor's degree (BA/BS) in marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Assists in the day to day production needs of the account.

Experience:

At least 3 years experience in a marketing/advertising agency setting.

6. Assistant Media Buyer

Education:

Bachelor's degree (BA/BS) in marketing, business, or related field.

Roles & Responsibilities:

Assists in day to day buying activities for client.

Experience:

At least 3 years experience in a marketing/advertising agency setting managing, placing and buying media.

7. Associate Creative Director

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business or related field.

Roles & Responsibilities:

Assists in the day-to-day creative development and execution on the client account.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

8. CEO

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, or related field.

Roles & Responsibilities:

Oversee the relationship with the client and ensure account receives top visibility at the agency

Experience:

At least 10 years experience in a marketing/advertising agency setting in a management or leadership capacity.

9. Creative Coordinator

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business or related field.

Roles & Responsibilities:

Assists traffic manager in creative workflow to ensure quality and timely delivery.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

10. Creative Director

Education:

Bachelor’s degree (BA/BS) in public relations, communications, marketing, business or related field.

Roles & Responsibilities:

Oversees all creative teams and deliverables on the client account.

Experience:

At least 8 years experience in a marketing/advertising agency setting in a management or leadership capacity.

11. Designer

Education:

Bachelor’s degree (BA/BS) in graphic design, art, illustration, or related field.

Roles & Responsibilities:

Assists in development and execution of creative concepts for the client account.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

12. Executive Creative Director

Education:

Bachelor’s degree (BA/BS) in marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Oversees all creative activities for agency accounts.

Experience:

At least 10 years experience in a marketing/advertising agency setting in a management or leadership capacity.

13. Information Architect

Education:

Bachelor’s degree (BA/BS) in computer science, information science, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Provides information architecture services for client on interactive and web projects.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

14. Interactive Developer

Education:

Bachelor’s degree (BA/BS) in computer science, information science, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages all interactive technical programming for client.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

15. Media Director

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages entire media planning and buying team.

Experience:

At least 8 years experience in a marketing/advertising agency setting managing, placing and buying media.

16. Media Planner

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Works with the Media Director on specific Media Planning activities for the client account.

Experience:

At least 5 years experience in a marketing/advertising agency setting placing and buying media.

17. Media Supervisor

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages the actual media activities for client.

Experience:

At least 5 years experience in a marketing/advertising agency setting managing, placing and buying media.

18. Public Relations Director

Education:

Bachelor's degree (BA/BS) in public relations, communications, marketing, business or related field.

Roles & Responsibilities:

Manages public relations activities as requested on the account.

Experience:

At least 8 years experience in media, communications or in a public relations agency.

19. Public Relations Manager

Education:

Bachelor’s degree (BA/BS) in public relations, communications, marketing, business, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Executes and follows-up on all PR/Communications activities on the account.

Experience:

At least 5 years experience in media, communications or in a public relations agency.

20. Production Manager

Education:

Bachelor’s degree (BA/BS) in public relations, communications, marketing, business, or related field.

Roles & Responsibilities:

Manages production activities of all campaign assets for client.

Experience:

At least 3 years experience in a marketing/advertising agency setting.

21. Project Director

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages all interactive projects within the agency.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

22. Project Manager

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages client interactive projects.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

23. Segmentation Analyst

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Executes audience segmentation plans and develops the weekly campaign dashboard reports.

Experience:

A least 5 years experience in a marketing/advertising agency setting in a management or leadership capacity.

24. Senior Art Director

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Provides overall concept and guidance on Art Direction for client.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

25. Senior Art Producer

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages the day to day production needs on the account.

Experience:

At least 3 years experience in a marketing/advertising agency setting.

26. Senior Designer

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Leads a team of designers on creative executions for client project deliverables.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

27. Senior Media Buyer

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Handles the day-to-day buying activities for client.

Experience:

At least 5 years experience in a marketing/advertising agency setting placing and buying media.

28. Senior Writer

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Assists in lead copywriting tasks for the campaign.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

29. Social Media Coordinator

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Coordinates all social media campaigns for client.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

30. Social Media Manager

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Manages all social media campaigns within the agency.

Experience:

At least 5 years experience in a marketing/advertising agency setting.

31. Traffic Manager

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Ensures creative production assets are delivered to the proper media channels.

Experience:

At least 8 years experience in a marketing/advertising agency setting.

32. Vice President Analytics/Segmentation

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Performs audience segmentation and profiling for agency clients.

Experience:

A least 10 years experience in a marketing/advertising agency setting in a management or leadership capacity.

33. Writer

Education:

Bachelor’s degree (BA/BS) in management, business, public relations, communications, marketing, graphic design, art, illustration, or related field.

Roles & Responsibilities:

Assists in writing copy for all creative executions as part of the campaign.

Experience:

At least 5 years experience in a marketing/advertising agency setting.