



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

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 & Integrated Marketing Solutions (AIMS)

FSC Group 541

Contract Number: GS-07F-0285U & GS-07F-0286U

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

Contract Period: April 1, 2008 through March 31, 2013

CONTRACTOR:

Remedy Chicago, Inc

DBA Remedy

**121 West Wacker Drive, Suite 2250
Chicago, IL 60601
Phone: 312-377-3410
Fax: 312-377-3420**

<http://www.remedychicago.com>

Business Size: Small

CUSTOMER INFORMATION:

1a. Awarded special item numbers:

Contract # GS-07F-0285U (small business set-aside SINs)

<u>SIN</u>	<u>Service Category</u>
541-3/541-3RC	Web Based Marketing Services
541-4F/541-4FRC	Commercial Art and Graphic Design Services

Contract # GS-07F-0286U

<u>SIN</u>	<u>Service Category</u>
541-1/541-1RC	Advertising Services
541-4A/541-4ARC	Market Research and Analysis
541-5/541-5RC	Integrated marketing Services

1b. Lowest Priced Item:

Administrative / Support \$98.74

1c. Hourly Labor Rates: **See page 9 for prices. Labor category descriptions are provided below.**

PRESIDENT/CEO

General summary:

Responsible for managing overall vision, direction, and financial performance of Agency.

Principal duties and responsibilities:

Provide strategic oversight to all Agency service departments including account management, creative, media, production, direct marketing, public relations, digital and administration. Sets goals for Agency and assists in development of qualitative and financial goals on departmental basis. Serves as lead contact in new business development and directs overall new business program. Involved with all Agency clients from overall policy standpoint and top-to-top contact with clients to ensure proper direction and Agency performance.

Job specifications:

Minimum 15 years experience in Agency marketing communications and previous experience as senior executive. Ability to manage, motivate and direct diverse team of talented, energetic and creative individuals. Strong sales abilities and business management skills critical.

CHIEF CREATIVE OFFICER

General summary:

Responsible for setting Agency's overall creative vision and overseeing creative work across Agency portfolio.

Principal duties and responsibilities:

Executive member of Agency leadership. Responsibilities include consultation with executive-level client contacts, development of brand and creative strategy across Agency clients, and

creative direction for high-visibility client campaigns. Serves as key contact in new business development and co-leads Agency's annual strategic planning and implementation process.

Job specifications:

Minimum 15 years experience leading creative function in Agency setting

Vice President of Marketing

General summary:

Responsible for overseeing Agency's overall marketing operations and overseeing overall strategy across Agency portfolio.

Principal duties and responsibilities:

Executive member of Agency leadership. Responsibilities include consultation with executive-level client contacts, development of brand and marketing strategy across Agency clients, and marketing direction for high-visibility client campaigns. Serves as key contact in new business development and co-leads Agency's annual strategic planning and implementation process.

Job specifications:

Minimum 15 years experience leading marketing function in Agency setting

MARKETING DIRECTOR

General summary:

Primary responsibility for strategic marketing planning and implementation across all clients.

Principal duties and responsibilities:

Responsible for leading Agency marketing discipline and staff. Includes senior-level client consultation, and oversight of marketing strategy, planning, and tactical implementation for client projects. Contributes to Agency new business development and annual strategic plan initiatives.

Job specifications:

Bachelor's degree and minimum 10 years Agency experience

DESIGN DIRECTOR

General summary:

Primary responsibility for design strategy and implementation across all clients.

Principal duties and responsibilities:

Responsible for leading Agency's design function and staff. Includes overall development and implementation of design strategy for clients, senior-level client consultation, brand strategy development, and design direction from concept through final production. Contributes to Agency new business development and annual strategic plan initiatives.

Job specifications:

Bachelor's degree and minimum 10 years design experience

CREATIVE DIRECTOR

General summary:

Primary responsibility for creative strategy and implementation across all clients.

Principal duties and responsibilities:

Responsible for leading the overall development and implementation of brand and creative strategy for clients. Includes senior-level client consultation, brand and creative strategy development, and creative direction from concept through final production. Contributes to Agency new business development and annual strategic plan initiatives.

Job specifications:

Bachelor's degree and minimum 10 years copywriting or design experience

ACCOUNT SUPERVISOR

General summary:

Primary responsibility for account management for designated clients.

Principal duties and responsibilities:

Responsibilities include contribution to strategic marketing plan development, team workload management, mid- to senior-level client communication, and budget management. Primary account service liaison with the client.

Job specifications:

Bachelor's degree and minimum 5 years Agency experience

ASSOCIATE CREATIVE DIRECTOR

General summary:

Primary responsibility for implementation of creative projects for designated clients.

Principal duties and responsibilities:

Responsibilities include contribution to brand and creative strategy development, team workload management, mid- to senior-level client communication, and copywriting or design. Manages all aspects of projects from concept through final art production.

Job specifications:

Bachelor's degree and minimum 7 years Agency experience

SENIOR DESIGNER

General summary:

Primary responsibility for design development for designated clients.

Principal duties and responsibilities:

Responsible for visual conceptualization and design execution for client projects. Includes conceptualization, design, art direction for photographers or illustrators, coordination with production manager, and client communication specific to design development.

Job specifications:

Bachelor's degree and minimum 5 years Agency experience

SENIOR COPYWRITER

General summary:

Primary responsibility for concepting and copywriting development for designated clients.

Principal duties and responsibilities:

Responsible for conceptualization and copywriting for client projects. Includes creative strategy development, conceptualization, copywriting, and client communication specific to copy development.

Job specifications:

Bachelor's degree and minimum 5 years Agency experience

SENIOR ART DIRECTOR

General summary:

Primary responsibility for concept and artwork development for designated clients.

Principal duties and responsibilities:

Responsible for conceptualization and visual development for client projects. Includes creative strategy development, conceptualization, photography or illustration development, and client communication specific to visual development.

Job specifications:

Bachelor's degree and minimum 5 years Agency experience

ACCOUNT EXECUTIVE

General summary:

Primary responsibility for supporting marketing and account service activities for designated clients.

Principal duties and responsibilities:

Responsible for assisting with implementation of client marketing projects. Includes understanding marketing research, media planning, and budget development and management.

Job specifications:

Bachelor's degree and 1-4 years Agency experience

ART DIRECTOR

General summary:

Primary responsibility for concept and artwork development for designated clients.

Principal duties and responsibilities:

Responsible for conceptualization and visual development for client projects. Includes conceptualization, photography or illustration development, and client communication specific to visual development.

Job specifications:

Bachelor's degree and minimum 3 years Agency experience

DESIGNER

General Summary:

Responsible for visual conceptualization and design execution of client work.

Principal duties and responsibilities:

Responsible for conceptualization, design, exploration of production specs with team, and some client communication pertaining to project parameters and design development.

Job specifications:

Bachelor's degree and 1-3 years agency experience

COPYWRITER

General summary:

Primary responsibility for concepting and copywriting development for designated clients.

Principal duties and responsibilities:

Responsible for conceptualization and copywriting for client projects. Includes conceptualization, copywriting, and client communication specific to copy development.

Job specifications:

Bachelor's degree and minimum 3 years Agency experience

PROJECT MANAGER

General summary:

Primary responsibility for planning and managing project workload across all Agency clients.

Principal duties and responsibilities:

Responsible for communication with creative, production, and account service departments in order to manage team workload and develop project schedules. Assists team directors in assigning jobs to appropriate personnel. Oversees Agency resources and recommends freelance assistance when necessary.

Job specifications:

Minimum 5 years experience in traffic management in Agency setting

PRODUCTION ARTIST

General summary:

Responsible for supporting creative team by providing art production services and basic design assistance.

Principle duties and responsibilities:

Supports creative staff by providing production services, including but not limited to scanning, mock-ups, ad resizes, researching stock photos, design edits and small internal projects, and providing pdfs to both clients and vendors as needed.

Job specifications:

Bachelor's degree in production, art or graphic design and proficient with InDesign, Quark, Illustrator and Photoshop software, with knowledge of Flash and Microsoft Word.

ACCOUNT COORDINATOR

General summary:

Primary responsibility for providing administrative support to marketing and account service activities for designated clients.

Principal duties and responsibilities:

Responsible for monitoring and assessment of client's competitors, project research, internal coordination with relevant departments, project management support, budget management (estimating and budget reconciliation), and results tracking and measurement.

Job specifications:

Entry-level position; Bachelor's degree preferred

ADMINISTRATIVE / SUPPORT (includes Executive Assistant and Administrative Assistant)

General summary:

Primary responsibility to relieve other staff of administrative type functions in order to increase the time they have available for their responsibilities and to provide for the maintenance and smooth running of the office.

Principal duties and responsibilities:

Works closely with senior management and other staff in support of the President's initiatives and plans, prepares materials, and assists with reports, new business proposals, staff presentations and meeting preparation. Answers the phone, greeting and directing clients to the appropriate parties and maintains supplies, petty cash, and other materials vital to office operations.

Job specifications:

Bachelor's degree preferred

2. Maximum order: **\$1,000,000.00 per SIN or per order**

If the "best value" selection places your order over this Maximum order, 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 this contract or 93) 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: **\$100.00**
4. Geographic coverage: **Domestic, 50 states, Washington, DC.**
5. Point(s) of production:

Remedy Chicago, Inc

121 West Wacker Drive, Suite 2250
Chicago, IL 60601
Phone: 312-377-3410
Fax: 312-377-3420
Email:eshelton@remedychicago.com

6. Discount from List Price: **2% from accepted price list. Prices shown are NET (Discount Deducted)**
7. Quantity discounts: **1% on orders over \$500,000.00 or more**
8. Prompt payment terms: **1% 10 Days Net 30**
- 9a. Government credit cards must be accepted below micro-purchase threshold.
- 9b. Government credit cards are accepted above micro-purchase threshold.
10. Foreign items (list items by country of origin): **None**
- 11a. Time of delivery: **As specified on agency task order and mutually agreed.**
- 11b. Expedited Delivery: **Contact contractor**
- 11c. Overnight and 2-day delivery: **Contact contractor**
- 11d. Urgent Requirements: **Contact Contractor**
12. F.O.B. point: **Destination**
- 13a. Ordering address:

Remedy Chicago, Inc
121 West Wacker Drive, Suite 2250
Chicago, IL 60601
Phone: 312-377-3410
Fax: 312-377-3420
Email:eshelton@remedychicago.com
- 13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.**
14. Payment address: **Same as contractor**
15. Warranty provision: **Standard commercial warranty. Customer should contact contractor for a copy of the warranty.**
16. Export packing charges: **Not applicable to this contract.**
17. Terms and conditions of Government purchase card acceptance above the micro-purchase level: **Remedy Chicago will accept government purchase cards (VISA AND MASTERCARD) up to the amount authorized for that individual at time of order.**

18. Rental, maintenance, and repair: **Not applicable to this contract.**
19. Terms and conditions of installation: **Not applicable to this contract.**
20. Repair parts: **Not provided in this contract..**
- 20a. Any other services: **Not applicable to this contract.**
21. Service and distribution point: **Not applicable to this contract.**
22. Participating dealers: **None**
23. Preventive maintenance: **Not applicable to this contract..**
- 24a. Special attributes such as environmental attributes: **None.**
- 24b. The items on this contract are not required to comply with Electronic and Information Technology (EIT) standards.
25. Data Universal Number System (DUNS) number: **603019886**
26. Central Contractor Registration: **Remedy Chicago, Inc. is registered in the Central Contractor Registration (CCR) database. The company's CCR record is valid until July 10, 2008.**

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DBA Remedy
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Business Size: Small

GSA Prices are net (Discount Deducted).

Labor/Task Category	Net GSA Price
President	\$370.26
Chief Creative Officer/VP	\$286.33
VP of Marketing	\$286.33
Director of Marketing	\$236.96
Director of Design	\$236.96
Creative Director	\$236.96
Account Supervisor	\$182.66
Associate Creative Director	\$182.66
Senior Designer	\$182.66
Senior Copywriter	\$182.66
Senior Art Director	\$182.66
Account Executive	\$148.10
Art Director	\$148.10
Designer	\$148.10
Copywriter	\$148.10
Project Manager	\$148.10
Production Artist	\$98.74
Account Coordinator	\$98.74
Administrative /Support	\$98.74