

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 is available through GSA Advantage!™, a menu-driven database system. The internet address for GSA Advantage!™ is: **<http://www.GSAAdvantage.gov>**.

SCHEDULE FOR: A. Bright Idea, LLC

SCHEDULE TITLE: The Multiple Award Schedule

FEDERAL SUPPLY GROUP: MAS

CONTRACT NUMBER: GS-07F-0324W

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

CONTRACT PERIOD: April 7, 2020–April 6, 2030

CONTRACTOR: A. Bright Idea, LLC

210 Archer St.

Bel Air, MD 21014

BUSINESS SIZE: Small Business, WOSB, SBA Certified Disadvantaged Business

Telephone: 410-836-7180

FAX Number: 410-836-0186

Website: www.abrightideaonline.com

E-mail: anita@abrightideaonline.com

Contract Administration: Anita Brightman



CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541430	541430 RC	Graphic Design Services
541511	541511 RC	Web Based Marketing Services
541810	541810 RC	Advertising Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
541820	541820 RC	Public Relations Services
541850	541850 RC	Exhibit Design and Implementation Services
541922	541922 RC	Commercial Photography Services
561920	561920 RC	Conference, Meeting, Event and Trade Show Planning Services
OLM	OLMRC	Order Level Materials

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. **N/A**
- 1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. **SEE LABOR CATEGORY DESCRIPTIONS ON PAGE 4.**
2. Maximum Order: **\$1,000,000.00**
 3. Minimum Order: **\$100.00**
 4. Geographic Coverage (delivery Area): **Domestic delivery within the 48 contiguous states**
 5. Point(s) of production (city, county, and state or foreign country): **Same as company address**
 6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). **See Attachment.**
 7. Quantity discounts: **None Offered**
 8. Prompt payment terms: **Net 30 days Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.**
 - 9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: **Yes**
 - 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Will accept**
 10. Foreign items (list items by country of origin): **None**
 - 11a. Time of Delivery (Contractor insert number of days): **Specified on the Task Order**
 - 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: **Contact Contractor**
 - 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: **Contact Contractor**
 - 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: **Contact Contractor**



CUSTOMER INFORMATION

- 12. F.O.B Points(s): **Destination**
- 13a. Ordering Address(es): **Same as Contractor**
- 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(es): **Same as company address**
- 15. Warranty provision: **Contractor's standard commercial warranty.**
- 16. Export Packing Charges (if applicable): **N/A**
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **Contact Contractor**
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): **N/A**
- 19. Terms and conditions of installation (if applicable): **N/A**
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **N/A**
- 20a. Terms and conditions for any other services (if applicable): **N/A**
- 21. List of service and distribution points (if applicable): **N/A**
- 22. List of participating dealers (if applicable): **N/A**
- 23. Preventive maintenance (if applicable): **N/A**
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: **N/A**
- 24b. If applicable, indicate that 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: **www.Section508.gov/.**
- 25. Data Universal Numbering System (DUNS) number: **002833684**
- 26. Notification regarding registration in System for Award Management (SAM) database: **Registered**
- 27. Final Pricing: **The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.**

ITEM	VENDOR LABOR CATEGORY	SITE	4/7/2020 - 4/6/2021	4/7/2021 - 4/6/2022	4/7/2022 - 4/6/2023	4/7/2023 - 4/6/2024	4/7/2024 - 4/6/2025
1	Administrative Assistant**	Both	\$54.90	\$56.01	\$57.15	\$58.31	\$59.49
2	Junior Communication Specialist	Both	\$77.77	\$79.35	\$80.96	\$82.60	\$84.28
3	Communication Specialist	Both	\$114.36	\$116.68	\$119.05	\$121.46	\$123.93
4	Senior Communication Specialist	Both	\$141.80	\$144.68	\$147.62	\$150.61	\$153.67
5	Communications Manager	Both	\$169.25	\$172.68	\$176.19	\$179.77	\$183.41
6	Senior Communications Manager	Both	\$196.70	\$200.70	\$204.77	\$208.93	\$213.17
7	Junior Designer/Illustrator	Both	\$77.77	\$79.35	\$80.96	\$82.60	\$84.28
8	Designer/Illustrator	Both	\$114.36	\$116.68	\$119.05	\$121.46	\$123.93
9	Senior Designer/Illustrator	Both	\$123.51	\$126.01	\$128.57	\$131.18	\$133.85
10	Creative Manager	Both	\$137.23	\$140.02	\$142.86	\$145.76	\$148.72
11	Subject Matter Expert	Both	\$279.23	\$284.89	\$290.68	\$296.58	\$302.60

**** SERVICE CONTRACT LABOR STANDARDS**

Wage Determination No: 2015-4266 | Revision 11 | Date of Revision: 9-16-19

The Service Contract Labor Standards, formerly the Service Contract Act (SCA) apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (worldwide).

SCA Eligible Labor Category	Administrative Assistant
SCA Equivalent Code/Title	01020 Administrative Assistant
Wage Determination Number	2015-4266



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LABOR CATEGORY DESCRIPTIONS

LABOR CATEGORIES

Administrative Assistant

Responsibilities: Provide general office and operational support to all business functions, including answering telephones, filing, copying, errands and data entry.

Education/General Experience: High School diploma and three years experience with good computer and problem solving skills.

Jr. Communication Specialist

Responsibilities: Assists with corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, assists in production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) in public relations or related field, one year related experience.

Communication Specialist

Responsibilities: Works with corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, oversees production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) in public relations or related field, five years related experience.

Sr. Communication Specialist

Responsibilities: Provides integrated public relations and marketing services to clients, customizes PR strategies to meet the client's business objectives, ensures timely turnaround of products while increasing media visibility for businesses and their products. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, and oversees production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) or equivalent in public relations/marketing, seven years related experience in public relations and media strategy.

Communication Manager

Responsibilities: Reports to a Director or Operations Manager. Has overall project management responsibility. Develops, supervises and guides staff to complete client projects on time and on budget. Sets and implements operating policies and procedures. Responsible for client communications, task conceptualization, assignment, planning, team coordination, quality assurance, job tracking and cost control.

Education/General Experience: Bachelor's degree (BA/BS) with 10 years experience.

Sr. Communication Manager

Responsibilities: Decision-maker for the company. Guides the company and client projects by providing both long and short term planning. Develops and directs integrated technical information services programs. Helps support program and project managers with their job functions. Excellent verbal and written skills that provide leadership and inspire quality.

Education/General Experience: Master's degree (MA/MS) with 20 years experience.



LABOR CATEGORY DESCRIPTIONS

LABOR CATEGORIES (continued)

Jr. Designer/Illustrator

Responsibilities: Assists in the design, layout, and production of brochures, pamphlets, briefings, displays and other materials; assists in the creation of overhead presentations, including graphics, charts, photos, and clip-art and displays to represent certain accomplishments to be highlighted. Creates other graphic materials at client request, including scanned documents, photography or signs. May use various computer graphics software programs; may work from rough sketches, engineering drawings or other documentation; may prepare layouts for printing.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art or related field with one year related experience.

Designer/Illustrator

Responsibilities: Performs a wide variety of graphics/illustration activities to produce brochures, briefings, displays, and other materials; involved in all aspects of graphics/illustration projects from conceptualization and development to final presentation. May act as a technical consultant on matters of design, composition and methods of presenting technical data. Uses a broad range of graphics production software and equipment. Exercises creative judgment and originality by translating needs into graphics capabilities; may participate in website design. May provide guidance to lower-level graphics personnel.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art or related field with five years related experience.

Sr. Designer/Illustrator

Responsibilities: Performs high-level computer graphic design activities to produce brochures, briefings, displays, and other materials; involved in all aspects of graphics/illustration projects from conceptualization and development to final presentation. May act as a technical consultant on matters of design, composition and methods of presenting technical data; uses a broad range of graphics production software and equipment. Exercises creative judgment and originality by translating needs into graphics capabilities; may participate in website design; provides supervision and technical training and guidance to lower-level graphics personnel. May act as a team or task lead.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art, or related field with seven years related experience.

Creative Manager

Responsibilities: Provides leadership and guidance for design concepts in electronic media and documentation development, including layout, design and production.

Education/General Experience: Bachelor's degree (BA/BS) with 10 years related experience.

Subject Matter Expert

Responsibilities: Provides strategic guidance and technical advice on complex or controversial programs. Provides high level analysis, evaluation and recommendations. Leverages industry knowledge and contacts to navigate obstacles and overcome challenges.

Education/General Experience: No specific education requirement. Unique expertise; recognized as an industry leader

OTHER DIRECT COSTS

Media Placement: Media placement includes the negotiation and placement of advertisements in traditional and nontraditional channels including print, radio, television, digital, broadcast and outdoor.

Promotional Products: Promotional products/merchandise/items/giveaways are articles of merchandise branded with a logo to support marketing and communication programs.



ABOUT A. BRIGHT IDEA

A. Bright Idea is a certified small business (SB) and woman-owned small business (WOSB). As a full-service advertising, public relations, multimedia and graphic design agency, we are recognized as one of the Top 100 MBEs in the State of Maryland and bring strong past performance as prime contractors for the federal government. Founded in 1996, our award-winning team of creative professionals coupled with strong strategic alliances allows us to excel at identifying opportunities, generating ideas and executing customized solutions that deliver results for our government, commercial and nonprofit clients.

Our services include integrated branding and graphic design, media relations and media buying/placement, corporate sponsorship, creative and technical writing, strategic communications planning, community outreach strategies, audio and video production, web development and design, multimedia, social media tactics and design, sports marketing, and meeting and special event planning.





A. Bright Idea is pleased to offer an expanded range of relevant services through our Federal Supply Schedule Contract for Professional Services Schedule 00 CORP. This Federal Supply Schedule is a flexible, easy-to-use task order contract available to all Federal agencies and government-owned corporations. This catalog describes our services available through the Professional Services contract mechanism and provides all of the necessary details concerning prices and the ordering of services.

WE'RE SYSTEMATIC

Our four-step process elicits an in-depth understanding of our client goals and objectives to develop strong strategic plans that deliver results.



1. Research – We pride ourselves on scrupulous research to uncover industry and market trends, competitors and target audiences to best understand your business, identify appropriate messaging and develop a strong communication plan complete with evaluation metrics.



2. Planning – An essential piece of our process, we first develop objectives based on your identified goals. Once objectives are outlined, a strategic plan details specific tactics designed to garner intended results.



3. Implementation – Execution and persistent follow-up of your well-developed plan is the key to its success. We ensure milestones are met and provide you with status updates throughout the project.



4. Evaluation – A critical step, we evaluate the success of the plan at multiple intervals to ensure that objectives are being met or if improvements are necessary.

Each year our work garners awards from regional and national organizations including:

Harford Award 2007

Susquehanna Workforce Network

Workforce Leadership Award 2006

American Communication Professionals

Spotlight Award 2002, 2003

Governor's Office of Minority Affairs

Top 100 Minority Business Enterprises, State of Maryland
2006, 2008, 2010, 2012

Better Business Bureau

Torch Award 2007

PRSA Maryland Chapter Awards

Best in Maryland Award 2006, 2007, 2009,
2010, 2011, 2013, 2014, 2015, 2018
Award of Excellence 2017
Best in Show 2016

American Web Design Awards

Wireheadz website 2010
Remote Controlz website 2009

American In-House Design Awards

U.S. Army Chemical Materials Agency Programmatic Brochure 2005–2006
Pine Bluff Chemical Agent Disposal Facility Pop-Up Display 2004–2005

The Communicator Awards

2000, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2011

American Graphic Design Awards

Watt Watchers of Maryland logo 2009
Motive Robotics rack card and display 2010
The John Carroll School annual report 2010
Williams Creekside Cottage branding 2010
RoarITech logo 2011
SomethingAboutSonoma.com marketing material 2011

Graphic Design USA Magazine

U.S. Army Non-Stockpile Chemical Materiel Project brochure series 2004
Baltimore City Public Schools Early Learning Program booklet 2014
Smithsonian National Museum of American History Object Project
poster/handout 2015
Baltimore City Public Schools - PreK-Kindergarten Registration Guide 2015

League of American Communications Professionals

Silver Award 2003–2004: Non-Stockpile Chemical Materiel Project 20' exhibit

Telly Awards

U.S. Drug Enforcement Administration Take Back Day commercial,
Bronze 2018
Stella Maris "Simply Loving Life" TV commercial, Bronze 2016
Yountville "Taste Life Here" travel video, Bronze 2016
Something About Sonoma Promo Video, Silver 2013

The Videographer Awards—Award of Distinction

U.S. Army Non-Stockpile Chemical Materiel Project
Explosive Destruction System video 2005

International Academy of the Visual Arts

Silver Davey Award 2006

American Marketing Association, Baltimore Chapter

Marketing Excellence Award Finalist 2006, 2007

MarCom/Hermes Creative Award

2004, 2005, 2006, 2007

Gold Award, Print Creativity, Brochure 2017

Platinum Award, Print Creativity, Poster (Burbank Nightmares) 2018

Gold Award, Print Creativity, Cartoon (AACDPW) 2018

Honorable Mention, Print Creativity, Poster (Imaginary Invalid) 2018

Gold Award, Marketing Campaign, Promotion Materials (AACDPW) 2019

Platinum Award, Video/Audio, TV, PSA Take Back Day (DEA) 2019

Gold Award, Video/Audio, TV, Campaign (Orioles) 2019

Summit Creative Award

2001, 2003, 2005

AMCP Audio-Visual Arts

Gold Award 2012

Travel/Destination website, website design, website travel video

Platinum Award 2013

Battle of Bladensburg 1812 website

Gold Award 2013

The Red Grape website

Honorable Mention Award 2013

Upper Chesapeake Health – Cancer Center Campaign video

AVA Digital Awards

Gold Award, Sweetwater Spectrum Website Redesign, 2019

Honorable Mention, Sonoma Valley Community Health Center

for NonProfit Website, 2019

PRSA National Capital Chapter

Thoth Award 2012

Integrated Communications, U.S. Drug Enforcement Administration

Thoth Award 2016

Integrated Communications, Army National Guard, High School Recruitment

The Greater Baltimore Committee

Bridging the Gap Award 2012

National Association of Government Communicators

Defense Logistics Agency wall project, 2014 Blue Pencil Award, 2nd Place

U.S. Drug Enforcement Administration, Take Back Day,

Blue Pencil Award, 2nd Place

MRMC Wall project, 2015 Blue Pencil Award, 2nd Place

SmartCEO Brava! Award

Anita Brightman, 2009

Maryland Daily Record Top Influencers

Anita Brightman, 2015

PRSA New Professional of the Year

Katie MacNichol, 2009

PRSA College of Fellows

Anita Brightman



Please contact us or visit our website for more information on how A. Bright Idea can meet your needs and complement your team:

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Anita Brightman, APR, Fellow PRSA
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