



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Catalog/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 www.gsaadvantage.gov.

Schedule Title: Federal Supply Schedule 541 – Advertising & Integrated Marketing Solutions, FSC Group: 541

Contract Number: GS-07F-0325T

Contract Period: April 15, 2007 through April 14, 2012

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

Contractor: **Marketing & Advertising Business Unlimited, Inc.**

Doing Business as: Agency MABU

Front Street Station
222 South 12th Street
Bismarck, ND 58504

Phone: (701) 250-0728

Toll free: (1-800) 568-9346

Fax: (701) 250-1788

Website: www.agencymabu.com

Contractor's Administration Source: **Michael J. Mabin, President**
222 South 12th Street
Bismarck, ND 58504
Phone: (701) 250-0728
E-mail: mmabin@agencymabu.com

Business Size: **Small Disadvantaged, SBA 8(a) Certified Firm**

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List

TABLE OF CONTENTS

CUSTOMER INFORMATION 3

FEDERAL SUPPLY SCHEDULE PRICE LIST 5

DESCRIPTION OF LABOR CATEGORIES 7

OTHER DIRECT COSTS 10

CAPABILITY STATEMENT 11

CUSTOMER INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):

541-5	Integrated Marketing Services
541-1000	Other Direct Costs

1b. Lowest Priced Model Number and Practice for each SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>PRICE</u>
541-5	See FSS price list which follows
541-1000	See FSS price list which follows

1c. Hourly Rates

<u>SIN</u>	<u>PRICE</u>
541-5	See FSS price list which follows
541-1000	See FSS price list which follows

2. Maximum Order: \$1,000,000 per SIN and \$1,000,000 per order

* If the best value selection places your order over the Maximum Order identified in this catalog/price list, 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 (3) decline the offer. 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
4. **Geographic Coverage:** Domestic, 50 States, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **Points of Production:** Burleigh County
6. **Discount from List Prices:** 10% from the accepted rate card. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.
7. **Quantity Discounts:** \$65/hour or less for 360+ hours/year or \$25,000/contract.
8. **Prompt Payment Terms:** Net 30
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List

- 9b. Government Purchase Cards are accepted above the micro-purchase threshold.**
- 10. Foreign Items:** None
- 11a. Time of Delivery:** 30 days after receipt of order or as specified by task order.
- 11b. Expedited Delivery:** Contact Contractor's Representative
- 11c. Overnight and 2-Day Delivery:** Overnight and 2-day delivery is available. Contact the Contractor for rates.
- 11d. Urgent Requirements:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.
- 12. FOB Point:** Destination
- 13a. Ordering Address:** Marketing & Advertising Business Unlimited, Inc.
222 South 12th Street
Bismarck, ND 58504
- 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 the Contractor for a copy of the warranty.
- 16. Export Packaging Charges:** Not applicable
- 17. Terms and Conditions of Government Purchase Card Acceptance:** (any thresholds above the micro-purchase level).
- 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. Special Attributes Such as Environmental Attributes:** N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. DUNS Number:** 101-88-8399
- 26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:** Registration is valid through February 15, 2008.

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List



FEDERAL SUPPLY SCHEDULE PRICE LIST

**Marketing & Advertising Business Unlimited, Inc.
(Doing Business As: Agency MABU)**

**(Price list approved 4-9-07 as the basis for the award under GSA contract GS-07F-0325T)
Prices Shown Herein Are Net (Discount Deducted)**

Government Discount from List Prices:

For the life of the contract, Marketing & Advertising Business Unlimited, Inc., doing business as Agency MABU, offers the government a 10% discount from its standard rate card. The prices which follow are net (government discount has been deducted).

<u>Labor Category</u>	<u>Service Description</u>	<u>GSA Rate</u>
Advertising Coordinator	Media Placement Research	\$72.60
Advertising Coordinator	Post-analysis/Traffic Mgmt	\$72.60
Advertising Coordinator	Verification/Media Revision	\$72.60
Advertising Coordinator	Media Planning/Buying	\$72.60
Public Relations Coordinator	Journalistic Writing	\$58.99
Public Relations Coordinator	Media Relations	\$58.99
Public Relations Coordinator	Copywriting/Editing	\$58.99
Website Development Coordinator	Website Development	\$72.60
Market Research Coordinator	Market Research	\$86.21
Digital Media Coordinator	Multi-media (Video/DVD)	\$86.21
Special Event Coordinator	Event/Meeting Coordination	\$58.99
Commercial Photographer	Photography/Photo Edits	\$72.60
Graphic Designer	Graphic Design/Illustration	\$58.99
Graphic Designer	Photo/Scan Production	\$58.99
Graphic Designer	Digital printing and pre-press	\$58.99
Marketing Assistant	Production Assistance	\$45.38
Marketing Assistant	Word-Processing/Clerical	\$45.38
Marketing Assistant	Typesetting/Proofreading	\$45.38

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List

Account Manager	Project Management	\$72.60
Account Manager	Client Meetings	\$72.60
Production Manager	Art Direction/Creative	\$72.60
Production Manager	Project Management	\$72.60
VP/Senior Writer	Technical Writing/Editing	\$72.60
President/Owner	Strategic Planning	\$86.21
President/Owner	Marketing Planning	\$86.21

Quantity Discount:

For government projects exceeding \$25,000/contract or 360 hours/year in SIN category 541-5 (Integrated Marketing Services), Marketing & Advertising Business Unlimited Inc., doing business as Agency MABU, offers an additional discount. All labor categories listed below are offered by Agency MABU at a flat rate of \$65.50/hour or less:

<u>Labor Category</u>	<u>Service Description</u>	<u>GSA Rate</u>
Advertising Coordinator	Media Placement Research	\$65.49
Advertising Coordinator	Post-analysis/Traffic Mgmt	\$65.49
Advertising Coordinator	Verification/Media Revision	\$65.49
Advertising Coordinator	Media Planning/Buying	\$65.49
Public Relations Coordinator	Journalistic Writing	\$58.99
Public Relations Coordinator	Media Relations	\$58.99
Public Relations Coordinator	Copywriting/Editing	\$58.99
Website Development Coordinator	Website Development	\$65.49
Market Research Coordinator	Market Research	\$65.49
Digital Media Coordinator	Multi-media (Video/DVD)	\$65.49
Special Event Coordinator	Event/Meeting Coordination	\$58.99
Commercial Photographer	Photography/Photo Edits	\$65.49
Graphic Designer	Graphic Design/Illustration	\$58.99
Graphic Designer	Photo/Scan Production	\$58.99
Graphic Designer	Digital printing and pre-press	\$58.99
Marketing Assistant	Production Assistance	\$45.38
Marketing Assistant	Word-Processing/Clerical	\$45.38
Marketing Assistant	Typesetting/Proofreading	\$45.38



Description of Labor Categories

Advertising coordinator:

Coordinates various advertising functions including, but not limited to: advertising objective determination, message creation, media selection, media buying, production coordination, and advertising evaluation. The advertising coordinator requires a bachelor's degree in communications and 3+ years of experience.

Public relations coordinator:

Coordinates various PR and writing functions including, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits. The public relations coordinator requires a bachelors' degree in communications and 3+ years of experience.

Website development coordinator:

Coordinates the development and implementation of the following web-based functions: website design and maintenance services, search engine development, e-mail marketing, web-based training, section 508 compliance, and related activities to electronic marketing services. The website development coordinator requires a bachelor's degree in communications and 3+ years of experience.

Market research coordinator:

Coordinates various market research functions including, but are not limited to: establishment of measurable marketing objectives; determination of market trends and conditions; conducting of research studies (e.g., focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results), and management of call centers (in relation to services provided under this schedule). The market research coordinator requires a bachelor's degree in business administration and/or marketing and 3+ years of experience.

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List

Digital media coordinator:

Coordinates various multi-media production functions including, but not limited to: directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing, filming in studios, on location, live shows, or events as required. Also coordinates post-production services and arranges for various formats of output in accordance with the agency's request, which may include: industry standard formats (e.g. DVD, CD-ROM, or video streaming). The digital media coordinator requires an associate's degree in art/art marketing and 3+ years of experience.

Special event coordinator:

Coordinates all necessary arrangements for conferences, events, seminars and trade shows. Functions include: project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions, mailing and other communication with attendees including pre/post meeting mailings, travel support and computer database creation. The special event coordinator has a bachelor's degree in communications and 3+ years of experience.

Commercial Photographer:

Provides commercial photography services by producing original photographs to be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. This includes: black and white, color photography, digital photography, aerial photography, architectural photography, still photography, field and studio photography, and related services such as photo editing and high-resolution scans. The commercial photographer requires an associate's degree and 3+ years of experience.

Graphic Designer:

Provides commercial art, graphic design, and special effects services. Typical tasks include: developing conceptual design and layouts; providing basic copywriting and technical writing services; developing publication designs and/or typographic layout; and furnishing custom or stock artwork (including electronic artwork). The graphic designer requires an associate's degree in graphic design and 3+ years of experience.

Marketing assistant:

Provides basic and/or entry level tasks that support marketing projects such as: word processing, clerical support, typesetting, proof reading and production assistance from interns or clerical staff. The marketing assistant requires a high school diploma and 3+ years of experience.

Marketing & Advertising Business Unlimited, Inc.
Authorized Federal Supply Schedule Price List

Account manager:

Manages all aspects of client relations and customer service including, but not limited to: assessing the marketing and communications needs of the client, recommending effective strategies, developing timelines and action plans, coordinating work flow and assignments with agency staff, providing clients with update reports and measuring results. The account manager requires a bachelor's degree in communications and 5+ years of experience.

Production manager:

Manages all aspects of the production process at Agency MABU including, but not limited to: developing creative concepts, developing production schedules, supervising production team members, assuring timely completion of projects, coordinating arrangements with outside vendors, updating account manager on status of projects and preparing cost estimates. The production manager requires an associate's degree in commercial art and 5+ years of experience.

Vice President/senior writer:

Serves as the general business manager by providing bookkeeping, payroll services and financial reporting. Also serves as the senior writer and editor for Agency MABU. The VP has a bachelor's degree in English and 20+ years of writing/editing and teaching experience.

President/owner:

Serves as Agency MABU's lead strategist and consultant by performing functions including, but not limited to: creation of strategic plans, creation of marketing plans, creation of branding initiatives, creation of public awareness campaigns, identification and analysis of target markets, establishment of measurable marketing objectives; determination of market trends and conditions; and conducting of market research studies. The president/owner has a bachelor's degree in communications, a master's in management and 25+ years experience.



Other Direct Costs

The following supplies and products directly support the services being contracted under this offer. The items represent subcontractors and supplies that are typically utilized by Agency MABU to fulfill requirements associated with integrated marketing projects.

<u>Item/Support Category</u>	<u>ODC #</u>	<u>GSA Rate</u>
Web application development	541-1000	\$105.79
Full color digital copies	541-1000	\$0.52/page
Website hosting & content management system	541-1000	\$29.99/month

Description of Item/Support Labor Categories

Web application development: Agency MABU provides customized application programming for websites.

Full color copies: Agency MABU provides an in-house, digital printing service. One of the most common items ordered is full color copies.

Website hosting: Agency MABU provides website hosting and access to a content management system for a monthly rate of \$29.99.



CAPABILITY STATEMENT

Overview

Marketing & Advertising Business Unlimited, Inc. (dba Agency MABU) is a full-service, integrated communications firm headquartered in Bismarck, North Dakota, with outreach offices in Maryland, Colorado, Wyoming and California.

Services Offered

Audio-Visual Production

Advertising Production and Placement

Conference Planning

Graphic Design/Illustration

Market Research

Printing

Public Relations

Special Event Coordination

Website Development

Writing/Editing

Certifications

8 (a) Business Development (BD) program, U.S. Small Business Administration

Small Disadvantaged Business (SDB), U.S. Government

Disadvantaged Business Enterprise (DBE) program, ND Department of Transportation

Buy Indian (BI) program, Indian Health Services

GSA Schedule

541 - Advertising & Integrated Marketing Solutions (AIMS)

Contract # GS-07F-0325T (541-5: Integrated Marketing Services)

Demographics

Native American owned and operated

DUNS # 101888399

CAGE #: 32NV6

Primary NAICS Code: 541810 (Advertising Agency)

Other NAICS Codes: 323114, 323115, 323122, 516110, 541430, 541611, 541613, 541820, 541830, 541860, 541870, 541890, 541910, 541922, 561499, 711510.

Facilities & Equipment

Agency MABU operates out of a 2,500 square foot facility in Bismarck, North Dakota.

The company utilizes the following specialized marketing and printing equipment:

Xerox DocuColor 240 digital printer

Commercial grade paper cutters, folders and finishing equipment

Digital photography and video equipment

Desktop publishing computers in both PC and Mac formats

Contact

Marketing & Advertising Business Unlimited, Inc. (dba Agency MABU)

Front Street Station

Phone: (701) 250-0728

222 South 12th Street

Toll Free: (800) 568-9346

Bismarck, ND 58504

Fax: (701) 250-1788

Mike Mabin, President

mmabin@agencymabu.com

Mary Reiser, Sales

mreiser@agencymabu.com

Zuraidah Hoffman, DC office

zhoffman@agencymabu.com

