



GENERAL SERVICES ADMINISTRATION
Advertising & Integrated Marketing Solutions

Federal Supply Schedule Price List

FSC Group: 541

Contract Number: GS-07F-0325T

Contract Period: April 15, 2012 through April 14, 2017

Contractor: Marketing & Advertising Business Unlimited, Inc.

Doing business as: Agency MABU

Toll free: (1-800) 568-9346

Website: www.agencymabu.com

North Dakota Office

1003 Gateway Avenue

Bismarck, ND 58503

Phone: (701) 250-0728

Fax: (701) 250-1788

Virginia Office

305 Hanson Avenue

Fredericksburg, VA 22401

Phone: (540) 370-0030

Fax: (866) 993-2776

FOR MORE INFORMATION ON ORDERING FROM FEDERAL SUPPLY SCHEDULES,
CLICK ON FSS SCHEDULES AT WWW.FSS.GSA.GOV.

Contact For Contract Administration

Michael J. Mabin, President

Phone: (701) 250-0728

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mmabin@agencymabu.com

Business Size: Small, Disadvantaged, 8(a), Native American Owned

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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: Bismarck, North Dakota and Fredericksburg, Virginia

6. Discount from List Prices: 10% from the accepted rate card. Prices shown in the following

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rate card are net with all discounts deducted.

- 7. **Quantity Discounts:** \$65/hour or less for 360+ hours/year or \$25,000+/contract.
- 8. **Prompt Payment Terms:** Net 30 days
- 9.a **Government Purchase Cards accepted at or below the micro-purchase threshold: Yes**
- 9b. **Government Purchase Cards accepted above the micro-purchase threshold: Yes**
- 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.
1003 Gateway Avenue
Bismarck, ND 58503
- 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.

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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:** MABU offers expertise in Section 508 compliance.
- 25: **Data Universal Number System (DUNS) Number:** 101-88-8399
26. **Notification Regarding Registration in Central Contractor Registration (CCR) Database:** Registered, Cage Code is 32NV6

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Company Overview

As a nationally-recognized leader in social cause marketing, and founding member of the International Social Marketing Association, MABU specializes in coordinating public awareness, workforce recruitment, safety education and outreach campaigns on behalf of government agencies, non-profit organizations, member-based associations and mission-driven corporations.

Established in 2001, MABU is a proven federal contractor. The firm has successfully completed complex and multi-year contracts with the U.S. Army Medical Command (Workforce Recruitment), the U.S. Department of Justice (Conference & Meeting Coordination), Indian Health Service (Website Development & Graphic Design), Substance Abuse & Mental Health Services Administration (Conference & Meeting Coordination), National Highway Traffic Safety Administration (Media Relations & Outreach) and the U.S. Small Business Administration (National Advertising & International Marketing).

As a result of being Native American owned and operated, MABU also serves clients throughout Indian Country. MABU's past experience includes ongoing work with the National Congress of American Indians, National Museum of American Indians, as well as numerous American Indian tribes and Alaska Native communities.

Government agencies rely on MABU for a wide range of services from focused projects to fully integrated campaigns. These include the following NAICS:

541810 – Advertising Services	541511 - Website Design & Development
541430 - Graphic Design Services	541613 – Integrated Marketing Services
541820 - Public Relations Services	541910 - Market Research & Analysis
561920 – Conference & Event Planning	512110 – Video/Film Production Services

LABOR CATEGORY HOURLY RATES

Government Discount from List Prices:

For the life of the contract, MABU provides the government a 10% discount from its standard rate card. Thus, the prices which follow represent MABU's net GSA prices including the industrial filing fee (IFF) and discounts.

Annual Escalator: The following rates are in effect from April 15, 2012 through April 14, 2013. Rates increase 2.3% annually thereafter through April 14, 2017.

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<u>Labor Category</u>	<u>GSA Rate</u>
Marketing Assistant	\$45.38
Public Relations Coordinator	\$58.99
Special Event Coordinator	\$58.99
Graphic Designer	\$58.99
Advertising Coordinator	\$72.60
Website Development Coordinator	\$72.60
Commercial Photographer	\$72.60
Account Manager	\$72.60
Production Manager	\$72.60
VP/Senior Writer	\$72.60
Market Research Coordinator	\$86.21
Digital Media Coordinator	\$86.21
President/Senior Consultant	\$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>GSA Quantity Discount Rates</u>
Marketing Assistant	\$45.38
Special Event Coordinator	\$58.99
Public Relations Coordinator	\$58.99
Graphic Designer	\$58.99
Advertising Coordinator	\$65.49
Website Development Coordinator	\$65.49
Market Research Coordinator	\$65.49
Digital Media Coordinator	\$65.49
Commercial Photographer	\$65.49

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LABOR CATEGORY DESCRIPTIONS

Advertising coordinator: Requires a bachelor's degree in communications and 3+ years of experience.

- Coordinates advertising objectives
- Determines message creation
- Selects media outlets
- Coordinates media buying plan and process
- Coordinates production of advertising materials in all mediums
- Evaluates and reports results

Public relations coordinator: Requires a bachelors' degree in communications and 3+ years of experience.

- Providing customized media and public relation services
- 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

Website development coordinator: Requires a bachelor's degree in communications and 3+ years of experience.

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Web-based training
- Section 508 compliance
- Internet marketing
- Social media management

Market research coordinator: Requires a bachelor's degree in business administration and/or marketing and 3+ years of experience.

- 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)
- Management of call centers ((in relation to services provided under this schedule)

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Digital media coordinator: Requires an associate's degree in art/art marketing and 3+ years of experience.

- Coordinates various multi-media production projects
- Directing; shooting; arranging for talent/animation
- Narration; music and sound effects
- Duplication; distribution; video scoring; and editing
- Videography in studios, on location, live shows, or events as required
- Coordinates post-production services
- 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)

Special event coordinator: Requires a bachelor's degree in communications and 3+ years of experience.

- Project management
- Coordination and implementation of third party participation and attendance
- 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
- Travel coordination and support
- Computer database creation and management

Commercial Photographer: Requires an associate's degree and 3+ years of experience.

- Producing original photographs
- Professional lighting
- Digital photography, including field and studio photography
- Photo editing and high-resolution scans

Graphic Designer: Requires an associate's degree in graphic design and 3+ years of experience.

- Developing conceptual graphic design and layouts
- Providing basic copywriting and technical writing services
- Developing publication designs and/or typographic layout
- Furnishing custom or stock artwork (including electronic artwork)
- Coordinating printing process, including seeking bids

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Marketing assistant: Requires a high school diploma and 3+ years of experience.

- Word processing
- Clerical support
- Typesetting
- Proof reading
- Production assistance

Account manager: Requires a bachelor's degree in communications and 5+ years of experience.

- 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
- Measuring results and outcomes

Production manager: Requires an associate's degree in commercial art and 5+ years of experience.

- 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
- Preparing cost estimates

Vice President/senior writer: Requires a bachelor's degree in English and 20+ years of writing/editing and teaching experience.

- Technical writing
- Proofing and editing
- Office management including bookkeeping, payroll services and financial reporting

President/Senior Consultant: Requires a bachelor's degree in communications, a master's in management and 25+ years of experience.

- 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
- Conducting of market research studies

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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.