Federal Supply Service
General Services Administration
Multiple Award Schedule (Schedule)
Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and condition, 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 TITLE: Multiple Award Schedule GROUP: Federal Supply Group: Professional Services
CONTRACT NUMBER: GS-07F-0336V
CONTRACT PERIOD: June 1, 2019 – May 31, 2024
BUSINESS SIZE: Large

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Price list current as of Modification #PS-0021 effective April 3, 2020.

CONTRACTOR:
GMMB Inc.
3050 K Street, NW, Suite 100
Washington, DC 20007
Phone: 202.338.8700 Fax: 202.338.2334
www.gmmb.com

CONTRACT:

Augusta Burney
3050 K Street, NW, Suite 100
Suite 100
Washington, DC 20007
Phone: 202.338.8700
E-mail: Augusta.Burney@gmmb.com

Katie Schofield
3050 K Street, NW
Suite 100
Washington, DC 20007
Phone: 202.338.8700
E-mail: Katie.Schofield@gmmb.com

MARKETING AND TECHNICAL POINT OF CONTACT:
William Taliaferro
3050 K Street, NW
Suite 100
Washington, DC 20007
Phone: 202.338.8700
E-mail: Will.Taliaferro@gmmb.com
Awarded Special Item Numbers (SINS):

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>Video / Film Production</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>54181ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price for Each SIN: $50/hourly

1c. Hourly Rates: See hourly rates below.

2. Maximum Order Contractor is not obligated to honor:

   (1) Any order for a single item in excess of $1,000,000
   (2) Any order for a combination of items in excess of $1,000,000 or
   (3) A series of orders from the same ordering office within 10 days that together call for quantities exceeding the limitation in paragraph (b)(1) or (2) of this section.

3. Minimum Order: When the Government requires supplies or services covered by this contract in an amount of less than $100, the Government is not obligated to purchase, nor is the Contractor obligated to furnish, those supplies or services under the contract.

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. Point(s) of Production: Washington, DC

6. Discount from List Prices: Prices awarded under this contract are shown in the attached price list. 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%. GSA rates shown reflect discounts ranging from 14.8 to 35.83 percent from commercial rates.

7. Quantity Discount(s): None

8. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Items: None

10. Notification ted at or below the micro-purchase threshold.
11a. Overnight and 2-day delivery: the schedule customer may contact the Contractor for rates for overnight and 2-day delivery.

11b. Time of Delivery: **To be determined at Task Order Level**

11c. Expedited Delivery: **To be determined at Task Order Level**

11d. Urgent Requirements: **To be determined at Task Order Level**

12. FOB Points: N/A

13a. Ordering Address: GMMB Inc.
3050 K Street, NW
Suite 100
Washington, DC 20007

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3: N/A

14. Payment Address: Same as contractor and ordering address

15. Warranty Provision: Standard Commercial Warranty

16. Export Packing Charges: N/A

17. Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A

18. Terms and Conditions of Installation (if applicable): N/A

19. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and any Discounts from List Prices (if applicable): N/A

20. Terms and Conditions for any other Services (if applicable): N/A

20. List of Service and Distribution Points (if applicable): N/A

21. List of Participating Dealers (if applicable): N/A

22. Preventive Maintenance (if applicable): N/A

24a. Special Attributes Such as Environmental Attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
24b. Section 508 Compliance for EIT: Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services full details can be found at contractor's website.

25. DUNS Number: 18-486-1235

26. Notification regarding registration in System for Award Management (SAM) database. -GMMB Inc. is registered in SAM.

### HOURLY RATES FOR SERVICES:

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>GSA Rate (includes IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Partners</td>
<td>$285.15</td>
</tr>
<tr>
<td>Partner</td>
<td>$285.15</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$238.26</td>
</tr>
<tr>
<td>Vice President</td>
<td>$205.79</td>
</tr>
<tr>
<td>Account Supervisor</td>
<td>$180.97</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>$157.93</td>
</tr>
<tr>
<td>Account Executive</td>
<td>$138.79</td>
</tr>
<tr>
<td>Assistant Account Executive</td>
<td>$71.79</td>
</tr>
<tr>
<td>Intern</td>
<td>$47.89</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$239.29</td>
</tr>
<tr>
<td>Associate Creative Director</td>
<td>$191.43</td>
</tr>
<tr>
<td>Project Management Director</td>
<td>$180.97</td>
</tr>
<tr>
<td>Senior Copywriter</td>
<td>$167.26</td>
</tr>
<tr>
<td>Copywriter</td>
<td>$138.79</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$142.95</td>
</tr>
<tr>
<td>Creative Services Coordinator</td>
<td>$71.79</td>
</tr>
<tr>
<td>Senior Art Director</td>
<td>$167.26</td>
</tr>
<tr>
<td>Position</td>
<td>Salary</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Art Director</td>
<td>$138.79</td>
</tr>
<tr>
<td>Jr. Art Director</td>
<td>$120.00</td>
</tr>
<tr>
<td>Creative Services Director</td>
<td>$224.02</td>
</tr>
<tr>
<td>Design Director</td>
<td>$200.00</td>
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<tr>
<td>Print Production Director</td>
<td>$194.16</td>
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<tr>
<td>Associate Design Director</td>
<td>$173.83</td>
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<tr>
<td>Senior Designer</td>
<td>$150.35</td>
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<tr>
<td>Designer</td>
<td>$135.80</td>
</tr>
<tr>
<td>Traffic Coordinator</td>
<td>$75.00</td>
</tr>
<tr>
<td>Media Director</td>
<td>$263.22</td>
</tr>
<tr>
<td>Associate Media Director</td>
<td>$248.78</td>
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<tr>
<td>Media Supervisor</td>
<td>$224.10</td>
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<tr>
<td>Senior Media Buyer</td>
<td>$214.39</td>
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<tr>
<td>Media Buyer</td>
<td>$167.26</td>
</tr>
<tr>
<td>Jr. Media Buyer</td>
<td>$124.47</td>
</tr>
<tr>
<td>Media Assistant</td>
<td>$71.79</td>
</tr>
<tr>
<td>Senior Producer (Broadcast)</td>
<td>$167.26</td>
</tr>
<tr>
<td>Production Manager (Broadcast)</td>
<td>$153.15</td>
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<tr>
<td>Producer (Broadcast)</td>
<td>$134.00</td>
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<tr>
<td>Associate Producer (Broadcast)</td>
<td>$114.86</td>
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<tr>
<td>Production Assistant (Broadcast)</td>
<td>$71.79</td>
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<tr>
<td>Interactive Design Director</td>
<td>$200.00</td>
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<tr>
<td>Interactive Design Manager</td>
<td>$179.00</td>
</tr>
<tr>
<td>Senior Interactive Designer</td>
<td>$164.19</td>
</tr>
<tr>
<td>Interactive Designer</td>
<td>$150.35</td>
</tr>
<tr>
<td>Jr. Interactive Designer</td>
<td>$140.00</td>
</tr>
</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

Senior Partner
Senior Partners accept ultimate responsibility for the work of multiple account teams and set objectives and performance standards for the largest accounts in the firm. Senior Partners advise company officers on complex communications strategies and issues, including crisis and litigation challenges, and are expected to bring to bear the resources of the entire firm, as necessary, to serve clients. Education: Bachelors and/or 15 years of experience.

Partner
Partners possess a level of expertise and experience in one of the major functional areas that is recognized throughout the firm. Partners set an exemplary standard for quality and service to clients and provide overall direction for all activities concerning client and serves as the final quality control over projects. Primary responsibilities include managing large client portfolios, establishing a strong track record of developing account and support staff, and exercising good judgment on personnel issues in line with company policy. Education: Bachelors or equivalent Experience: minimum 14 years.

Senior Vice President
Senior Vice Presidents analyze client information and develop and evaluate top-line strategy to meet objectives. He/She demonstrates in-depth knowledge across the firm’s areas of expertise. The Senior Vice President manages both the client service and budget aspects of the account portfolio and assumes responsibility for bottom-line results. Senior Vice Presidents develop and implement high-level strategic communications; manage, motivate, and lead staff; and build and manage project teams. Education: Bachelors Experience: minimum 10 years.

Vice President
Serves in a leadership role as account leader and organizes and manages various aspects of accounts. Vice Presidents provide high-level strategic communications and a high-level ability to think creatively and plan strategically. The Vice President will have daily contact with senior client advisors and will understand how to integrate all facets of communications plans, including media, advertising, and internet-based communications. Vice Presidents demonstrate a strong understanding across the firm’s areas of expertise and possess in-depth industry expertise and a good knowledge of more than one industry sector. Education: Bachelors Experience: minimum 9 years.

Account Supervisor
Account Supervisors oversee planning and execution of targeted projects on client programs to meet business objectives and grow existing business. He/she meets with client representatives to ensure established strategies are successfully being executed. Account Supervisors provide a broad range of communications and account services to clients. He/she may produce high quality advanced-level material, including strategic documents, press releases, reports and correspondence, while also possessing a strong understanding across the firm’s areas of expertise. Education: Bachelors Experience: minimum 5 years.

Senior Account Executive
The Senior Associate maintains frequent contact with clients and maintains solid relationships. Interacts and consults with clients on a regular basis to determine appropriate materials to meet client and project objectives. Senior Associates possess an advance-level of knowledge in one of the company’s
major functional areas, and produces advanced-level materials, including strategic documents, press releases, reports and correspondence. Works in direct contact with clients, initiating ideas and delegating work to Assistant Account Executives and Interns. Education: Bachelors Experience: minimum 4 years.

Account Executive
Provides a variety of communications support and coordination to various project teams. Demonstrates solid thinking regarding research options and sources of information. Account Executives are able to synthesize information and provide analysis of news and trends to clients. Works closely with senior team member to successfully execute strategic plans and meet client expectations. Account Executives prepare key documents for clients and organize events, including press conferences and client meetings.
Education: Bachelors Experience: minimum 2 years.

Assistant Account Executive
Provides a variety of communications and organizational support and coordination to various project teams and senior managers. Assistant Account Executives provide client service by application of basic skills in one of the company’s major functional areas. Works closely with senior managers to become familiar with clients and their industry. Helps to successfully execute strategic plans and meet client objectives. Education: Bachelors Experience: less than 2 years.

Intern
Interns provide administrative and logistical support to the client. He/she provides client service by application of basic skills in one of the company’s major functional areas. Interns work closely with other team members to assist in the execution of communications plans to meet client expectations.
Education: Bachelors Experience: 0-1 year.

Creative Director
Oversees the conception and development of all verbal and visual elements of television, print, radio, and web-based advertising. Works with members of the Design, Interactive, and Broadcast Production teams to ensure consistency of advertising products. Manages creative staff on projects and ensures timely delivery of all advertising products. Education: Bachelors or equivalent Experience: minimum 10 years.

Associate Creative Director
Responsible for concepting and developing all verbal and visual elements of television, print, radio, and web-based advertising. Leads project teams and ensures all creative elements meet client expectations. Mentors other creative staff members. Education: Bachelors or equivalent Experience: minimum 9 years.

Project Management Director
The Project Management Director (PMD) directs the intake and management of all projects across Interactive, Design and Advertising. The PMD, with the support of the Project Managers, is responsible for assessing each project’s scope, project planning meetings, developing the budgets and time-lines and ensuring a flow of work. The PMD will be responsible for identifying creative opportunities to the ECD as projects requests are made to the Project Management Group. The PMD supervises the day-to-day management of all client projects. Education: Bachelors Experience: minimum 10 years.
**Senior Copywriter**
Responsible for all verbal elements of marketing communications including advertising text, script writing, creative platform and PowerPoint presentations. Possesses strong experience in all media (print, collateral, direct mail, Web, broadcast & video) and a good understanding of production aspects (costs, time frames & available resources). Education: Bachelors Experience: minimum 5 years.

**Copywriter**
Under limited supervision, responsible for various writing assignments including the development, writing and editing of print, radio or television advertisements; collateral; web sites; and internal and external corporate publications. Education: Bachelors Experience: minimum 3 years.

**Project Manager**
Project Managers are assigned to each project and he/she is responsible for developing and executing the budget and time-line. The Project Manager oversees efficient workflow through the concepting stage and works in conjunction with the Project Management Director to transfer work into production. Duties include monitoring project workflow, monitoring budgets and conducting status meetings. Education: Bachelors Experience: minimum 4 years.

**Creative Services Coordinator**
The Creative Services Coordinator coordinates scheduling, processing and trafficking of advertising and other creative projects. He/she serves as a liaison between agency departments to coordinate efficient and timely creative project processing. He/she maintains records of action and work flow on projects, creates schedules for ad flights and other projects as needed, routes projects for approval, and works
with creative and account staff to ensure projects are completed on time and have final sign-off before production. Education: Bachelors or equivalent Experience: minimum 2 years.

**Senior Art Director**
Oversees the conception, design, and execution of innovative visual materials for television, print and outdoor advertising. Supervises illustrators, photographers and production artists on projects. Teams with copywriters to create, develop, and produce advertising campaigns. Possesses strong knowledge of Quark, Illustrator and Photoshop. Education: Bachelors or equivalent Experience: minimum 5 years.

**Art Director**
The Art Director works with copywriters to develop strategies for advertising campaigns and often specializes in a particular medium, such as broadcast or print advertising. Requires design background and knowledge of Quark, Illustrator and Photoshop. Education: Bachelors or equivalent Experience: minimum 3 years.

**Junior Art Director**
Responsible for the visual development of the creative product from type style, photography and color to general composition as it relates to communication of the advertising message. Works with print and television production staff, television directors, voice talent and editors on projects, as well as taking visual responsibility throughout the production process. Education: Bachelors or equivalent Experience: Less than 2 years.

**Creative Services Director**
The Director of Creative Services (DCS) directs production, procurement and traffic programs for projects across Interactive, Design and Advertising. The DCS, with the assistance of the Project Management Director, is responsible for ensuring production support for each project. Additionally, the DCS and support staff maintains and develops supplier contacts to procure goods and services for the creative group at the most advantageous pricing possible. The DCS will oversee traffic of projects from the beginning of the production stage through delivery to vendors and media outlets, and will advise the Creative Services Manager on the traffic process. Education: Bachelors or equivalent Experience: minimum 10 years.

**Design Director**
Conceptualizes and develops the design vision for all print advertising, including promotional and collateral materials. Manages design staff and is responsible for ensuring timely delivery of all graphic elements of a campaign. Works with creative staff to pitch creative concepts to clients. Education: Bachelors or equivalent Experience: minimum 9 years.

**Print Production Director**
Oversees all facets of print advertising, collateral, and packaging production. Negotiates with vendors, creates estimates, and develops budgets for all projects. Extensive knowledge of pre-press, retouching, and all print materials and processes. Recommends best materials and processes for projects. Education: Bachelors or equivalent Experience: minimum 6 years.

**Associate Design Director**
Responsible for the preparation of communication and design concepts, and the production of collateral materials. Works on specific projects with the design staff but, still maintains his/her own creative workload. Education: Bachelor or equivalent Experience: minimum 3 years.
Senior Designer
Oversees the artistic development of marketing and promotional materials including print, radio or television advertisements; collateral, and internal and external corporate publications. Supervises illustrators, photographer and production artists on projects. Education: Bachelors or equivalent Experience: minimum 5 years.

Designer
Assists in the artistic development of graphic design products, including marketing and promotional materials, logos, and print advertisements. Ability to take projects from conception through completion. Fluent in the Adobe Creative Suite. Education: Bachelors or equivalent Experience: minimum 3 years.

Traffic Coordinator
Responsible for opening and closing jobs; archiving and retrieving completed jobs; maintaining records of action and work flow on projects; creating schedules for ad flights and other projects as needed; routing projects for approval; and invoice/billing management. Education: Bachelors or equivalent Experience: less than 2 years.

Media Director
Plans and administers media programs in media department. Establishes media goals, objectives, and strategies within client advertising budgets. Confers with media representatives to select specific programs and negotiate advertising to ensure optimum use of budgeted funds and long-term contracts. Adjusts broadcasting schedules due to program cancellations. Studies demographic data and consumer profiles to identify target audiences of media advertising. Makes sure staff stays informed of trends, innovations, and changes that affect media planning. Education: Bachelors or equivalent Experience: minimum 7 years.

Associate Media Director
Responsible for assisting in management of most aspects of the Media Department, including workflow and personnel. Works with clients, account leaders/support staff, and various internal departments to determine client expectations. Brings in media buying business outside of the current client list and grows media placement business with existing GMMB clients. Education: Bachelors or equivalent Experience: minimum 3 years.

Media Supervisor
Develops, presents and implements media plans based on strategic research and demographic analysis. Duties include all of those listed for Senior Media Buyer but with stronger work experience in each function. Oversees and directs media buyers. Possesses excellent interpersonal and presentation skills. Education: Bachelors or equivalent Experience: minimum 4 years.

Senior Media Buyer
Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. Has strong research and analytical skills. Education: Bachelors or equivalent Experience: minimum 4 years.

Media Buyer
Negotiates with media sales representatives to buy and place advertising for a company or clients, calculates rates and budgets, and ensures that ads appear as specified. Has strong analytical, negotiation
and organizational skills. Education: Bachelors or equivalent Experience: minimum 2 years.

**Junior Media Buyer**
Assist in strategic planning to formulate media buys consistent with goals of account/campaign. Conduct media analyses to provide clients with the most up-to-date, state-of-the-art information. Place media, demonstrating an understanding of how to negotiate rates and provide clients with the most effective buy for their money. Education: Bachelors or equivalent Experience: less than 2 years.

**Media Assistant**
Provide general administrative support, including faxing, photocopying, coordinating traffic and shipping of spots. Track competitive spending levels by opponents. Contact stations directly to ensure receipt of correct spots and traffic schedule. Education: Bachelors or equivalent Experience: less than 2 years.

**Senior Producer (Broadcast)**
Responsible for managing broadcast production projects from start to completion. Performs high-level production work in TV, radio, long-format, and event production. Plays a key role in the creative process and execution of product. Oversees all aspects of pre- and post-production including, budgeting, booking, crews/studios and talent, scouting locations, scheduling, managing shoots/records, color correction, footage transfer, offline editing, graphics production, music composition/sweetening, on-line editing, and duplication/distribution. Senior Producers are highly proficient in editing. Education: Bachelors Experience: minimum 5 years.

**Production Manager (Broadcast)**
Manages the pre- and post-production processes with the producers. Coordinates crew, talent and equipment for shoots. Contracts with vendors to secure best options for client needs, and coordinates payment. Education: Bachelors Experience: minimum 5 years.

**Producer (Broadcast)**
Performs a combination of duties mainly related to the production of TV and/or radio spots and events. Producers possess a solid knowledge of pre- and post-production processes, and demonstrate proficiency with editing. Provides input to enhance creative during pre-production meeting with account teams and clients. Education: Bachelors Experience: minimum 3 years.

**Associate Producer (Broadcast)**
Assist Producers/Senior Producers with all phases of the production process. Coordinate crew, talent and equipment for shoots. Assist with input during pre-production meetings with account teams and clients. Excellent organizational skills. Education: Bachelors Experience: minimum 2 years.

**Production Assistant (Broadcast)**
Provides organizational support to producers and senior producers, and is responsible for coordinating shoots, schedules and booking crews. Production Assistants provide support to producers/senior producers with all phases of the production process. Researches stock footage and music usage, and coordinates crew, talent and equipment for shoots. Education: Bachelors Experience: less than 2 years.
**Interactive Design Director**
Manages the conceptualization and development of web sites and other online and interactive initiatives. Oversees all interactive work for the company and manages the interactive design staff. Education: Bachelors or equivalent Experience: minimum 6 years.

**Interactive Design Manager**
Serves as design lead on web site development and other online and interactive initiatives. Manages interactive teams as well as relationships with external technology partners. Works closely with creative team and account managers to pitch concepts to clients and ensures timely delivery of products. Education: Bachelors or equivalent Experience: minimum 4 years.

**Senior Interactive Designer**
Assists in establishing conceptual and stylistic direction for web sites and other online and interactive initiatives. Collaborates with the creative team, including Art Directors, Copywriters and Designers to develop creative solutions. Possesses a solid understanding of creative trends and current design technologies. Education: Bachelors or equivalent Experience: minimum 9 years

**Interactive Designer**
Under limited supervision, responsible for designing and developing web sites and other online and interactive initiatives. Works with various account team members to ensure client expectations are being met. Experience with Adobe Creative Suite and Flash. Familiar with current web development trends. Education: Bachelors or equivalent Experience: minimum 5 years.

**Junior Interactive Designer**
Provides graphic designs for various interactive media based on client and project objectives. Works with project leaders and various internal departments to understand and meet client expectations. Requires varying levels of direction and supervision, based on experience. Executes proficiently in production of ideas generated by designers, senior designers, and art directors. Education: Bachelors or equivalent Experience: less than 2 years.

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<table>
<thead>
<tr>
<th>Requirement</th>
<th>Substitution Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors Degree (Management)</td>
<td>Fifteen years of relevant experience</td>
</tr>
<tr>
<td>Bachelors Degree (Technical)</td>
<td>Nine years of relevant experience</td>
</tr>
<tr>
<td>Bachelors Degree (Junior Level)</td>
<td>A certificate and/or relevant experience up to two years</td>
</tr>
<tr>
<td>Other Direct Cost (ODC)</td>
<td>Cost (Includes IFF)</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Paid Media Placement: Media placement for two television spots and one radio spot for roughly 9 weeks in the New York and Philadelphia markets on broadcast television (2600 GRPs), cable networks (450 GRPs) and radio outlets (approximately 10 spots per week), targeting women age 35+.</td>
<td>$4,442,962.28</td>
</tr>
<tr>
<td>TV and Radio Production: Production of two :30 TV spots and one :60 radio spot including the costs for the shoot crew, equipment, craft services, location fees, online and offline editing, the recording for TV and radio, audio production, stock footage, film transfer, dubs and distribution to media outlets in New Jersey, Philadelphia and New York.</td>
<td>$316,275.98</td>
</tr>
<tr>
<td>TV Talent: $4.2 million national broadcast and cable media placement for four principal union actors and two extras.</td>
<td>$41,399.05</td>
</tr>
<tr>
<td>TV Music: Original score, music production and sound design for two 30 TV spots.</td>
<td>$20,150.00</td>
</tr>
<tr>
<td>Press Conference: Production crew, insurance, staging, catering, tapes and event supplies. Does not include a location fee.</td>
<td>$14,111.22</td>
</tr>
<tr>
<td>Media Monitoring: Broadcast monitoring of 210 TV DMAs; 50 radio DMAs; more than 150,000 print publications; hundreds of thousands of online sites, news wires and blogs; and news analysis, summarization and categorization.</td>
<td>$148,285.87</td>
</tr>
<tr>
<td>Satellite Media Tour: One-day SMT in 14 markets for two spokespersons, plus pitching and material distribution.</td>
<td>17,631.25</td>
</tr>
<tr>
<td>Audio News Release and Radio Media Tour: The ANR reflects the cost to record three spokespeople, produce and distribute to top 50 markets. The RMT reflects one spokesperson on one day.</td>
<td>18,658.90</td>
</tr>
<tr>
<td>Focus Groups: Four focus groups in Los Angeles and Miami in English and Spanish.</td>
<td>100,530.66</td>
</tr>
<tr>
<td>Research: Pre- and post-campaign national phone survey, approximately 10 minutes in length, of 800 adult drivers, with an oversample of 300 Hispanics and 300 African Americans.</td>
<td>78,585.00</td>
</tr>
</tbody>
</table>
Printing - Flyers: 6,000,000 4"x9" four-color English and Spanish flyers and 30,000 11"x17" four-color English and Spanish posters. | $113,698.10
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Print and Production of Materials: Black and white copies, copied on 2 sides through digital means. | $0.055
Print and Production of Materials: Four-color copies, copied on 2 sides through digital means. | $0.479

ABOUT GMMB

GMMB is a wholly-owned subsidiary of Omnicom Group with more than 180 communications professionals. Our headquarters are in Washington, D.C. with offices in Los Angeles, Seattle and London.

GMMB offers comprehensive communications services, including strategy, advertising (creative, media planning and media placement), branding, graphic design, broadcast production, digital engagement, grassroots outreach and coalition building, and public relations. We truly are a full-service shop, because we know change does not come easily or from a single tactic. That's why we bring a range of approaches to develop a strategy that produces meaningful results.

CAPABILITIES

- Advertising
- Branding
- Creative Development
- Broadcast and Video Production
- Graphic Design
- Research and Account Planning
- Media Planning and Buying
- Digital/New Media Strategy
- Media Relations
- Corporate/Cause Partnerships
- Coalition Building
- Policy Communications
GMMB CASE STUDIES

01 / U.S. Centers for Disease Control and Prevention

*Helping to Protect Americans’ Health at Home and Abroad*

GMMB has helped the U.S. Centers for Disease Control and Prevention (CDC) communicate its mission; protecting Americans from disease at home and abroad. Through effective messaging, materials development, and comprehensive spokesperson trainings, GMMB helped to enhance the communications capacity of various CDC divisions including the Division of HIV/AIDS Prevention, the Center for Global Health, and the Division of Foodborne, Waterborne, and Environmental Diseases.
Centers for Medicare and Medicaid Services

Raising Awareness among Parents and Connecting Eligible Children with Coverage

Drawing from more than a decade of experience working to enroll uninsured kids in low-cost and free health insurance, GMMB developed a strategy designed to amplify the ongoing efforts of local coalitions and grantees while providing a national umbrella for activities and outreach. The Campaign was anchored in communication “waves” that were timed around seasonal “hooks” – cold and flu, allergies and asthma, back to school – that elevated our message and connected with parents when the issue of health insurance was top of mind. As the Affordable Care Act ushered in open enrollment periods for health insurance marketplaces, the Campaign pivoted to include a wave soon after marketplace enrollment ended to remind parents that enrollment in Medicaid and CHIP is open year-round. Centered on these waves of activity, GMMB provided communications support that included grassroots activities, creative development and paid advertising, social and earned media outreach, corporate and organizational outreach, and grantee support and training.
Demonstrating the Impact of Volunteering and Service

As CNCS’s strategic communications firm, GMMB provides counsel and support to raise the visibility of CNCS and its programs and demonstrate the value of sustained service for both volunteers and communities. GMMB has provided public relations and earned media support, digital strategy, creative content and materials development, and digital and traditional advertising for CNCS’s programs and days of service. We use storytelling and crisp writing to advance the work of the Social Innovation Fund and craft digital advertising to recruit AmeriCorps members; as well as produce social video content to tell the stories of service heroes.
FEMA CORPS

TODAY’S LEADERSHIP IS TOMORROW’S CAREER. Learn more.

VOLUNTEERING: A PATHWAY TO EMPLOYMENT

The new report from the Corporation for National and Community Service provides the most compelling empirical evidence to date linking volunteering and employment in the United States.

Volunteers have higher odds of finding employment in today’s job market.

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<th>77%</th>
<th>51%</th>
<th>55%</th>
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<tr>
<td>Non-Volunteer</td>
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<td>Volunteer</td>
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The relationship between volunteering and employment was strongest for individuals without a high school diploma and those who live in rural areas.

The relationship is stable across time and economic conditions.

How could volunteering help individuals find employment? ++++++++