



The GRI Marketing  
Group, Inc.

**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

**SCHEDULE TITLE: 541 Advertising & Integrated Marketing Solutions (AIMS)**

**FSC Group: R466**

**CONTRACT NUMBER: GS-07F-033BA**

**CONTRACT PERIOD: 11/08/2013 through 11/07/2018**

**The GRI Marketing Group, Inc.**

115 Technology Drive Unit B 307

Trumbull, CT 06611

Phone: (203-261-3337 Fax: (203) 261-1113

Contract Administrator: Brian Snider

[bsnider@gridirect.com]

**Website: [www.gridirect.com](http://www.gridirect.com)**

**BUSINESS SIZE: Small**

**DUNS NUMBER: 131739948**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create electronic delivery order are available through GSA *Advantage!*<sup>™</sup>, a menu-driven database system. The Internet address for GSA *Advantage!*<sup>™</sup> is <http://www.fss.gsa.gov>. For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

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## ORDERING INFORMATION

- 1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)  
SIN DESCRIPTION

541-1 Advertising Services

- 1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN MODEL PRICE

541-1 Traffic Manager \$49.32 (including IFF)

- 1c. HOURLY RATES: (Services Only)

GRI Marketing Group's Commercial Price List effective 01/01/2011  
Standard Form 1449, Contract for Commercial Items (Cont'd) Page 1D

GRI Marketing Group, Inc., The

Contract Number (See SF 1449, Block 2)

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/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor 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 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

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: N/A

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. QUANTITY DISCOUNT(S): +2% on orders > \$50,000.00 - \$249,000.00  
+4% on orders > \$250,000.00
8. PROMPT PAYMENT TERMS: Net 30 Days
- 9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.
- 9b. Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.
10. FOREIGN ITEMS: None
- 11a. TIME OF DELIVERY: To be determined at time of task order
- 11b. EXPEDITED DELIVERY: Contact Contractor's Representative
- 11c. OVERNIGHT AND 2-DAY DELIVERY: If available, contact the Contractor for rates.
- 11d. URGENT REQUIREMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. FOB POINT: Destination
- 13a. ORDERING ADDRESS: *The GRI Marketing Group, Inc.  
115 Technology Drive Unit B 307  
Trumbull, CT 06611  
Telephone: (203) 261-3337  
Fax: (203) 261-1113*
- 13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
14. PAYMENT ADDRESS: *GRI Marketing Group, Inc., The  
115 Technology Drive, Unit B307  
Trumbull, CT 06611-6339*
15. WARRANTY PROVISION: N/A

16. EXPORT PACKING CHARGES: N/A
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Accepted 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 AVAILABLE): 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 (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 Compliance for EIT: N/A
25. DUNS NUMBER: 131739948
26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an Active Registration in the SAM database.

**THE GRI MARKETING GROUP, INC.'S GSA PRICING**

<b>SIN(s) PROPOSED</b>	<b>SERVICE PROPOSED (e.g. Job Title/Task)</b>	<b>UNIT OF ISSUE (e.g. Hour, Task, Sq ft)</b>	<b>PRICE OFFERED TO GSA (including IFF)</b>
541 1	Executive Director	Hourly	\$224.18
541 1	Creative Director	Hourly	\$201.76
541 1	Senior Designer	Hourly	\$147.96
541 1	Senior Copywriter	Hourly	\$156.93
541 1	Senior Production Manager	Hourly	\$121.06
541 1	Traffic manager	Hourly	\$49.32
541 1	Account manager	Hourly	\$121.06
541 1	Media planner	Hourly	\$156.93

# THE GRI MARKETING GROUP, INC.

## COMPANY OVERVIEW

Our agency began 28 years ago with a philosophy of giving every client a greater return on their marketing spend — hence the name **GRI** — "**greater return on your investment**" was developed. That's why at GRI, we measure success by how often we exceed our client's expectations.

We began our agency with a core competency in direct marketing because we like the challenge of motivating our client's target market to take action...in a measurable way. We work for clients of all sizes who rely on us to deliver their advertising messages across traditional and digital media...with compelling and engaging communications.

We like to differentiate our agency by our internal talent pool and our strategic partners — each who are industry leaders in their specific area. As a result, GRI brings a variety of non-profit, B2B and B2C experience working with organizations such as **Save the Children, The Girl Scouts, The Hole in the Wall Gang, The Fisher House and Teen Voices**; plus large companies that include: Pitney Bowes, Dow Jones, The Hartford, Time Consumer Marketing, Nielsen, The Traveler's, Affinion Group, and Bloomberg.

### Our Approach

#### **Analyze. Create. Engage.**

We start by looking at your goals and objectives. Then we formulate a strategy/plan based on:

- research
- competition
- experience (yours and ours)

Next, we go into creative development — strategy, copywriting /design and media planning (print, digital). After creative and media plans are approved, we manage the buys and execution and constantly monitor and report on the results of the campaign.

GRI prides itself on bringing outstanding creative development and execution to all our clients. Our projects are innovative, highly-engaging and are delivered on time and on budget...every time.

What better testimony to our services and outcomes than from our clients? Here's what they have to say...

*"We're a non-profit publisher that relies on subscribers and donations to survive. We hired GRI to produce our marketing programs and help us achieve our revenue and fund raising goals. At the end of the marketing promotions, we exceeded our goals in both new subscribers and in donations. The key to success was the compelling creative work that was expertly created and executed by The GRI Marketing Group.*

*Carrie Horan*

*Director of Marketing, Teen Voices*

*"We needed a boost to our lead gen efforts. GRI suggested and implemented a multichannel effort consisting of direct mail, email and telemarketing. They handled it all from strategy to list acquisition, to creative through production. As a result, our sales force is exploding with C-Level leads from GRI's integrated program."*

*Frank Calabrese  
Premiere Global Services, VP Sales and Marketing*

*"It has been my great good fortune to work with The GRI Marketing Group as my outside creative agency for many years. Their concepts are always fresh. Every time we meet they have something new to explore. Their direct mail is meticulously planned and beautifully executed. Email and online designs fit the medium beautifully. When they work on a campaign they considers every element, including subject lines for email, for example, and what should go on the back of the envelope in direct mail. A consummate professional, Brian leads a group of very talented people who always made me look good because of the quality of their work"*

*Tom Kraemer  
CMP Media, Group Director*

*"I have worked with Brian and his agency (The GRI Marketing Group) on several occasions and have always been very impressed with their work. Each time they have come up with fresh ideas which is challenging considering how often we bring in agencies to design new creatives. Their concepts are very well thought out from both a creative and strategic standpoint, and now one of their direct mail packages has produced breakthrough results! I would not hesitate to recommend GRI to anyone looking for help with advertising materials."*

*Jake Freidenberg  
The Hartford, Marketing Manager*

*"The GRI team has developed a number of marketing initiatives for Harvard Business Review and we have been quite please with the results (including a direct mail package that is now our control). GRI is easy to work with, presents a number of creative options and delivers on time. I would highly recommend The GRI Marketing Group to anyone who is looking to significantly move the needle in offline and online marketing campaigns."*

*Bruce Rhodes  
Harvard Business Review, Circulation/Marketing Director*