

 **WELCOME**



**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule**

**Schedule Contract 541 –  
Advertising & Integrated Marketing Solutions (AIMS) PRICELIST**

**Set Aside SINS:**

SIN 541-3 Web Based Marketing Services, SIN 541-4E Commercial Photography Services,  
SIN 541-4F Commercial Art and Graphic Design Services

**FSC Group:** 541 Part I

**Contract Number:** GS-07F-0347U

**Contract Period:** May 15, 2008 – May 14, 2013

**Business Size:** Woman-Owned Small Business

Products and ordering information in this Authorized FSS Schedule Pricelist are also available on the GSA Advantage! System. Agencies can browse GSA Advantage! by accessing the Federal Supply Service's Home Page via the Internet at <http://www.GSAAvantage.gov>

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>

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(SIN 541-3, SIN 541-4E, SIN 541-4F)

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**CUSTOMER INFORMATION**

**1a. Special Item Numbers:**

Set Aside SINs:

SIN 541-3 Web Based Marketing Services, SIN 541-4E Commercial Photography Services, SIN 541-4F Commercial Art and Graphic Design Services

**1b. Lowest priced model and lowest unit prices:** prices shown in pricelist are net

**1c. Labor Category Descriptions:** See Page 6

**2. Maximum Order:** \$ 1 million per SIN. Orders exceeding the maximum order threshold may be placed in accordance with clause I-FSS-125, "Requirements Exceeding the Maximum Order (SEP 1999)."

**3. Minimum Order:** \$100

**4. Geographic Coverage:** Domestic only.

**5. Points of Production:** Potomac, MD

**6. Statement on Net Price:** Prices shown in pricelist are net (discounts already deducted).

**7. Quantity Discounts:** None

**8. Prompt Payment Terms:** Net 30 days, 0 %

**9a. Acceptance of Government purchase cards below micro-purchase threshold:** Copeland Design, Inc. will accept the Government Purchase Card below the micro-purchase threshold.

**9b. Acceptance of Government purchase cards above micro-purchase threshold:** Copeland Design, Inc. will not accept the Government Purchase Cards above the micro-purchase threshold.

**10. Foreign Items:** None

**11a. Time of Delivery:** Negotiated at task order level.

**11b. Expedited Delivery:** Negotiated at task order level.

**11c. Overnight and Two-day Delivery:** N/A

**11d. Urgent Requirements:** Contact Copeland Design, Inc. for urgent requirements.

**12. F.O.B Points:** Destination

- 13a. Ordering Address:** Copeland Design, Inc.  
10000 Falls Rd., Suite 305  
Potomac, MD 20854  
Attn: Stanley Copeland, President  
Phone: (301) 983.5045  
Fax: (301) 983.2351  
sc@copelandesign.com
- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment Address:** Copeland Design, Inc.  
10000 Falls Rd., Suite 305  
Potomac, MD 20854  
Attn: Tyler Copeland, Treasurer  
Phone: (301) 983.5045  
Fax: (301) 983.2351  
tyler@copelandesign.com
- 15. Warranty Provision:** None
- 16. Export Packing Charges:** None
- 17. Terms and conditions of Government commercial credit card acceptance:** None
- 18. Terms and conditions of Government rental, maintenance, and repair:** None
- 19. Terms and conditions of installation:** None
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discount from list prices:** None
- 21. List of service and distribution points:** None
- 22. List of participating dealers:** None
- 23. Preventive Maintenance:** None
- 24a. Environmental Attributes:** None
- 24b. Section 508 Compliance:** None
- 25. Data Universal Number (DUNS):** 18-638-5894
- 26. Notification regarding registration in CCR database:** Copeland Design, Inc. is registered in the Central Contractor Registration (CCR) database.

**ABOUT COPELAND DESIGN, INC.**

Founded in 1985 and incorporated in 1988, Copeland Design is an award winning full service graphic design studio based in metropolitan Washington, DC specializing in highly diversified professional design and exceptional service across the expanse of media and environments.

Copeland Design embraces the philosophy that smart design is important ... important to the branding efforts and positioning of corporate identity ... important to the success of planned marketing ... important to the full spectrum of the communication process.

Copeland Design provides creative solutions to a broad client base. As experienced designers we share an enthusiasm for fresh ideas, integrated concepts, and a commitment to partnering with our clients.

Clients benefit from a diverse team with an average of over 15 years of professional design experience. We provide leadership and guidance throughout each project phase, from initial conception and strategy to final production.

Our goal is always to deliver exceptional design that exceeds expectations. We stand out by making our clients stand out.

**BRANDING**

Corporate Identity  
Logo Design and Development  
Environmental Branding  
Naming  
Style Guide  
Implementation

**PRINT**

Brochures  
Stationery Suites  
Annual Reports  
Advertising  
Posters  
Direct Mail

**DIGITAL MEDIA**

Websites  
Interactive Presentations  
Digital Displays and Directories

**DESIGN SERVICES**

Photography  
Illustration  
Copywriting

**ENVIRONMENTAL**

Signage  
Environmental Branding Systems  
Exhibits and Displays  
Product Packaging

**PRICES****Labor Rates**

Advertising & Integrated Marketing Solutions (AIMS) professional labor rates and labor category descriptions for the following SINS are shown below:

**Set Aside SINS:**

SIN 541-3 Web Based Marketing Services, SIN 541-4E Commercial Photography Services, SIN 541-4F Commercial Art and Graphic Design Services

Category	Price (IFF Included)
Principal	\$ 157.93
Creative Director	\$ 138.78
Art Director	\$ 124.43
Production Manager	\$ 114.86
Senior Graphic Designer	\$ 119.64
Graphic Designer	\$ 114.86
Production Artist	\$ 95.71
Media Systems Specialist	\$ 95.71
Web Designer	\$ 114.86
Web Developer	\$ 114.86

## LABOR CATEGORY DESCRIPTIONS

### **Principal**

Develops and manages client relationships, evaluates performance and provides conceptual creative design project oversight. Provides strategic marketing and business development. Targets potential clients and develops new accounts. Meets with clients, makes presentations and coordinates projects with creative director and designers. Directs all strategic aspects of projects, oversees financial management, develops business plan and collaborates with cross-functional teams to translate the clients' goals. Meets with government program manager to discuss performance, review project progress and establish priorities. Leads potential client meetings and business development team. Possesses expertise in a broad array of the field's concepts, practices, and procedures.

#### Qualifications:

Minimum 10-15 years high level experience in graphic design with at least 8 years as a creative director in a high-performing design communications environment

#### Education:

BA, BFA or BS degree or equivalent length of service, portfolio and experience required

### **Creative Director**

Serves as project manager responsible for overall creative design, budgeting, consistency of style and message. Supervises creative staff and overall quality of work and ensures translation of client's big picture goals into successful design solutions. Interfaces with clients and other outside senior creative personnel from government agencies or commercial establishments who may be involved in the same or related projects, e.g. editors, publishers, project directors, account executives. Manages day-to-day business operations including proposals, client relations and accounting. Organizes, trains and mentors creative team for each project.

#### Qualifications:

Minimum of 10 years experience in design-related positions with at least 5 years as a creative director in a high-performing design communications environment

#### Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience required

### **Art Director**

Supervises implementation of conceptual development; oversees activities of all design and production staff. Maintains quality control, and interfaces with printers, producers, and web masters/publishers to provide designs in acceptable formats. Leads projects for key clients including concept and design for various print and multimedia collateral materials. Works with design staff on development of graphic design projects. Facilitates the selection of vendors as required by each project. Translates complex concepts and information into visually compelling and creative graphic solutions. Oversee and train designers and junior designers. Manages projects from concept through delivery. Assist in client presentation meetings. Reviews and proofs all client materials. Ensures adherence to budget, schedule and client needs

#### Qualifications:

Minimum of 5-7 years experience as a designer or art director with increasingly challenging responsibilities

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Production Manager**

Supervises graphic designers and web team in scheduling and accounting. Manages the material tracking process among writers, editors, illustrators and other vendors. Develops procedures for the production process and ensures deadlines and schedules at all stages of the process are met. Provides project and overall business financial services and acts as liaison with outside accounting professionals. Prepares all forms and requests necessary for external and internal review of projects. Prepares status reports.

Qualifications:

Minimum of 3-5 years experience as a project or production manager

Education:

BA or BS degree in mathematics or business with experience in accounting and statistical analysis

**Senior Graphic Designer**

Works with Creative Director and Art Director, creates conceptual designs, and develops and implements ideas and concepts. Leads projects for key clients including concepts and designs for various print and multimedia collateral materials. Translates complex concepts and information into visually compelling and creative graphic solutions. Manages vendors as required by each project. Reviews and proofs all client materials. Manages projects from concept through delivery. Assists in client presentation meetings. Ensures adherence to budget, schedule and client needs.

Qualifications:

Minimum of 5-7 years experience as a designer or senior designer with increasingly challenging responsibilities

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Graphic Designer**

Works with Creative Director, Art Director and Senior Designers to create and implement design concepts. Conceptualizes, designs and produces various print and multimedia collateral materials. Designs art and copy layouts based on client specifications. Determines style, technique and medium best suited to produce desired effects and conform to reproduction requirements. Selects type/fonts, designs materials, performs related duties and troubleshoots possible problems for a variety of print collateral materials.

Qualifications:

3-5 years experience as a designer with increasingly challenging responsibilities

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Production Artist**

Supports art director and designer in the development of design studies, sample presentations and production of digital graphics. Provides electronic file updating, prepares graphics to meet technical requirements of printers, web site publishers, exhibitor manufacturers, etc. Provides special project research as needed. Runs preflight for digital design files and prepares jobs for production. Maintains quality control. Scans and provides digital photo enhancement. Reviews and proofs client materials.

Qualifications:

1-3 years of experience in a related position, agency or studio experience preferred

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Media Systems Specialist**

Provides information technology services in-house and as an interface with clients for appropriate projects. Provides research assistance as required. Provides trouble-shooting and creative solution services. Manages and maintains studio archiving and backup of files. Works directly and indirectly with clients, on-site or remotely. Crafts pragmatic solutions for IT-based project challenges. Selects and supervises outside vendors including database management services and ecommerce solutions. Provides application support to clients on a case-by-case basis.

Qualifications:

1-3 years of experience in a related position, agency or studio experience preferred

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Web Designer**

Strategizes and develops user interface elements supporting visual, branding navigational and stylistic concepts and requirements. Works with creative team and web developer to ensure feasibility of design. Works directly with web developer to implement design. Manages project from concept through launch. Provides research assistance as needed. Coordinates web advertising services.

Qualifications:

5 years of experience in a related position, agency or studio experience preferred

Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

**Web Developer**

Works with designer to translate concepts to web sites, email campaigns, banner ads and CD-ROM presentations. Constructs web sites to approved design. Test sites to ensure quality and usability on all main browsers. Conducts usability tests and ensures all requirements are met. Works directly with web hosting services to facilitate site posting. Selects and supervises outside vendors including Web hosts, database management services and ecommerce solutions. Provides application support to clients on a case-by-case basis. Provides site maintenance services as needed.

Qualifications:

5 years of experience as a designer with at least 2 years focused on web and multimedia design

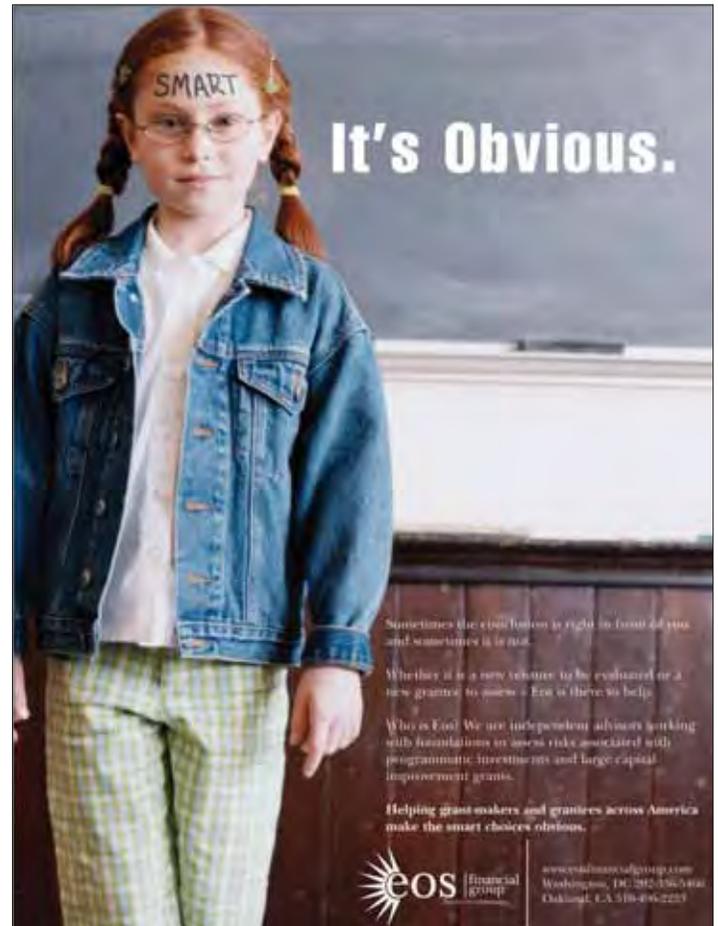
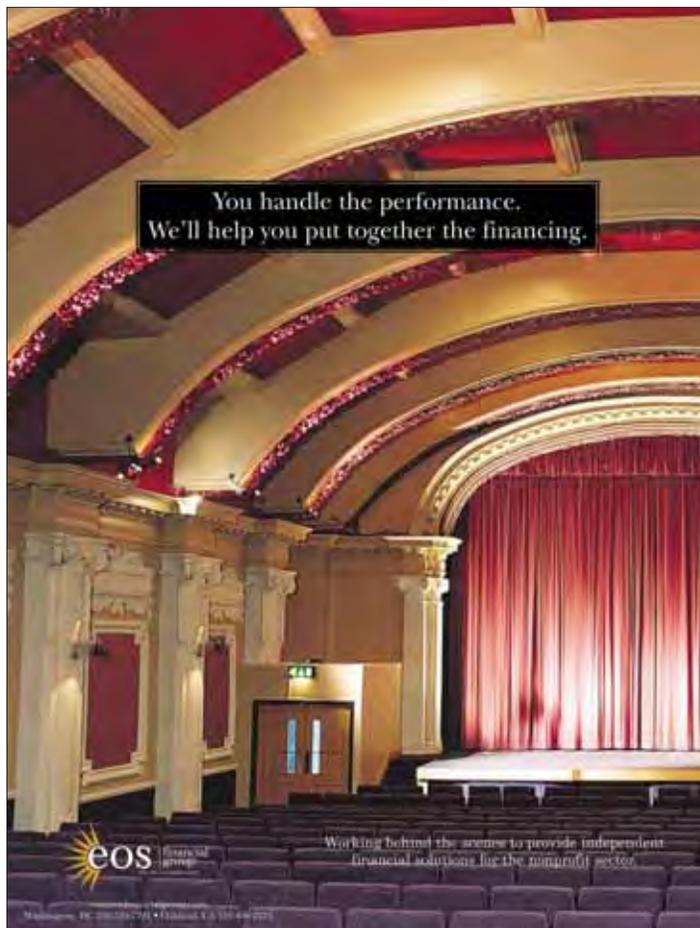
Education:

BA, BFA or BS degree in graphic design or related field required or equivalent length-of-service, portfolio and experience

# ADVERTISING

Client:  
EOS Financial Group

Cultural and Nonprofit Advertising  
Design and conceptual development of advertising campaign promoting the unique financial capabilities and services available to nonprofit organizations.



# ADVERTISING

Client:  
Jones Lang LaSalle

The Shops at 2000 Penn Advertising Campaign  
Creation of advertising campaign for urban retail center targeting diverse community composed of high end residences, university students and business and government professionals.

**Home STRETCH** [www.2000penn.com](http://www.2000penn.com)  
Cross the finish line and start the celebration at The Shops at 2000 Penn

**Spring into action**  
meet, eat and treats

**THE PLACE TO HANG YOUR HEART**  
Meet, Eat, and Get Treats

**2000 PENN**  
Where the Neighborhood Shops

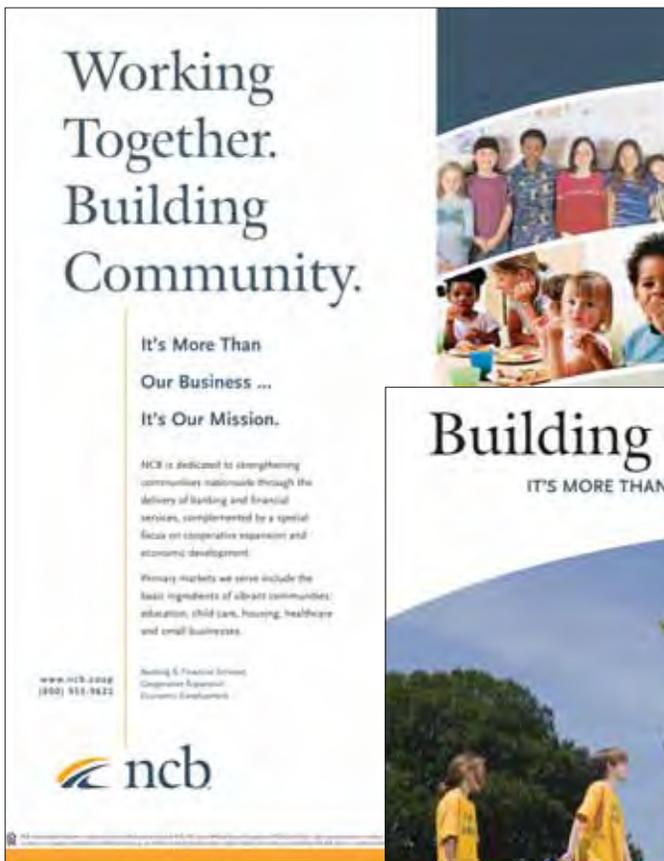
Au Bon Pain | Bertucci's | The Burro | Chateau Florist | Chevy Chase ATM | Cone-E-Island Expressions | Johnny Rockets | Kiko's Shoe Shine | Kinkead's | La Prima Metropolitan Optical | One Stop News | Robek's | Stephen The Tailor | The UPS Store Vaccaro's Italian Pastry | Watch & Band Clinic

[www.2000penn.com](http://www.2000penn.com)

# ADVERTISING

Client:  
NCB

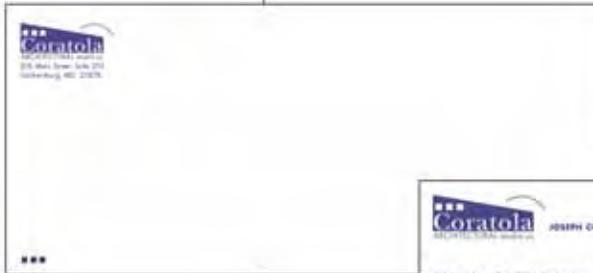
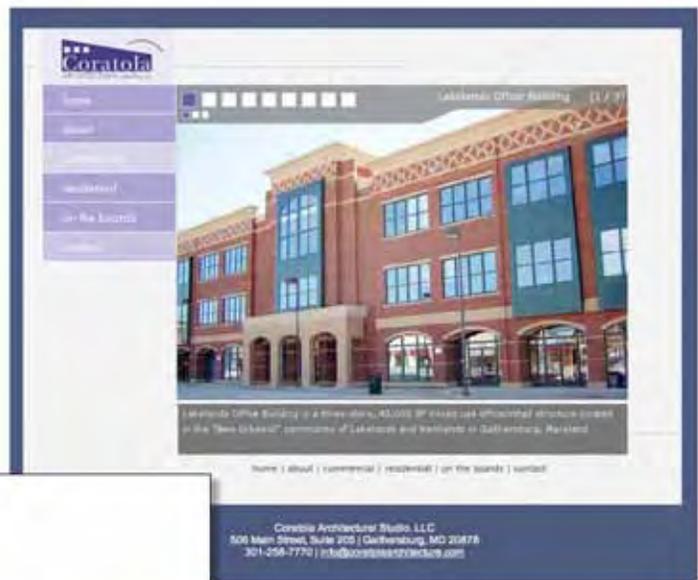
Community Banking Team Advertising Campaign  
Creation of advertising campaign for the cooperative housing market.



# BRANDING

Client:  
Coratola Architectural Studio

Corporate Branding  
Conception and design of brand for award winning architectural firm.



# BRANDING

Client:  
Equity Management, Inc.

Senior Life Communities  
Conception and design of brand for the senior rental housing division of a successful property management company including identity materials, collateral and signage.



# E N V I R O N M E N T A L BRANDING

Client:  
American Capital Strategies

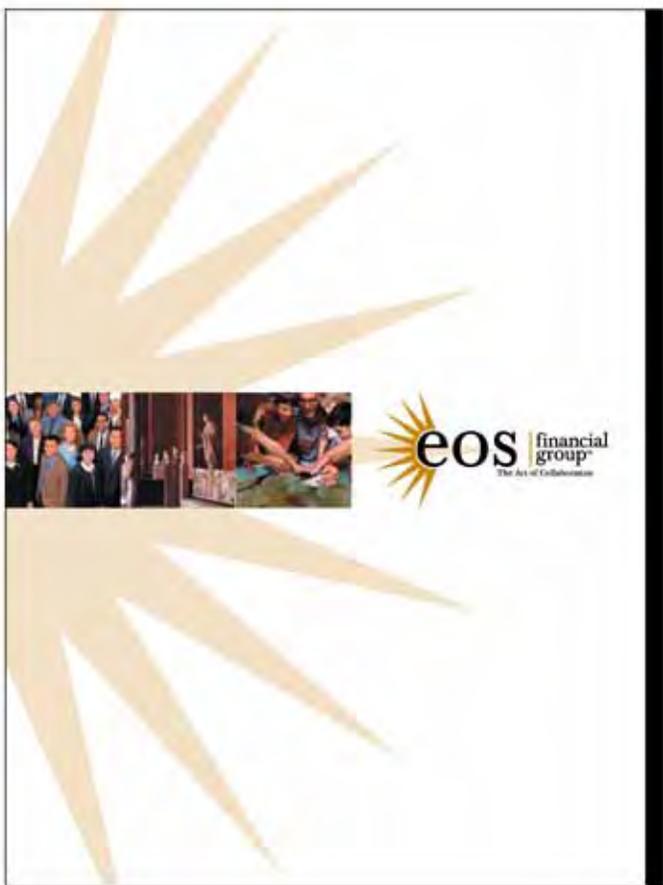
Interior Suite Signage  
Conceptual design and fabrication of office suite signage system with integrated branding and personalized digital inserts. Satin silver aluminum framing with non-glare acrylic lenses and ADA compliant components.



# BROCHURES

Client:  
EOS Financial Group

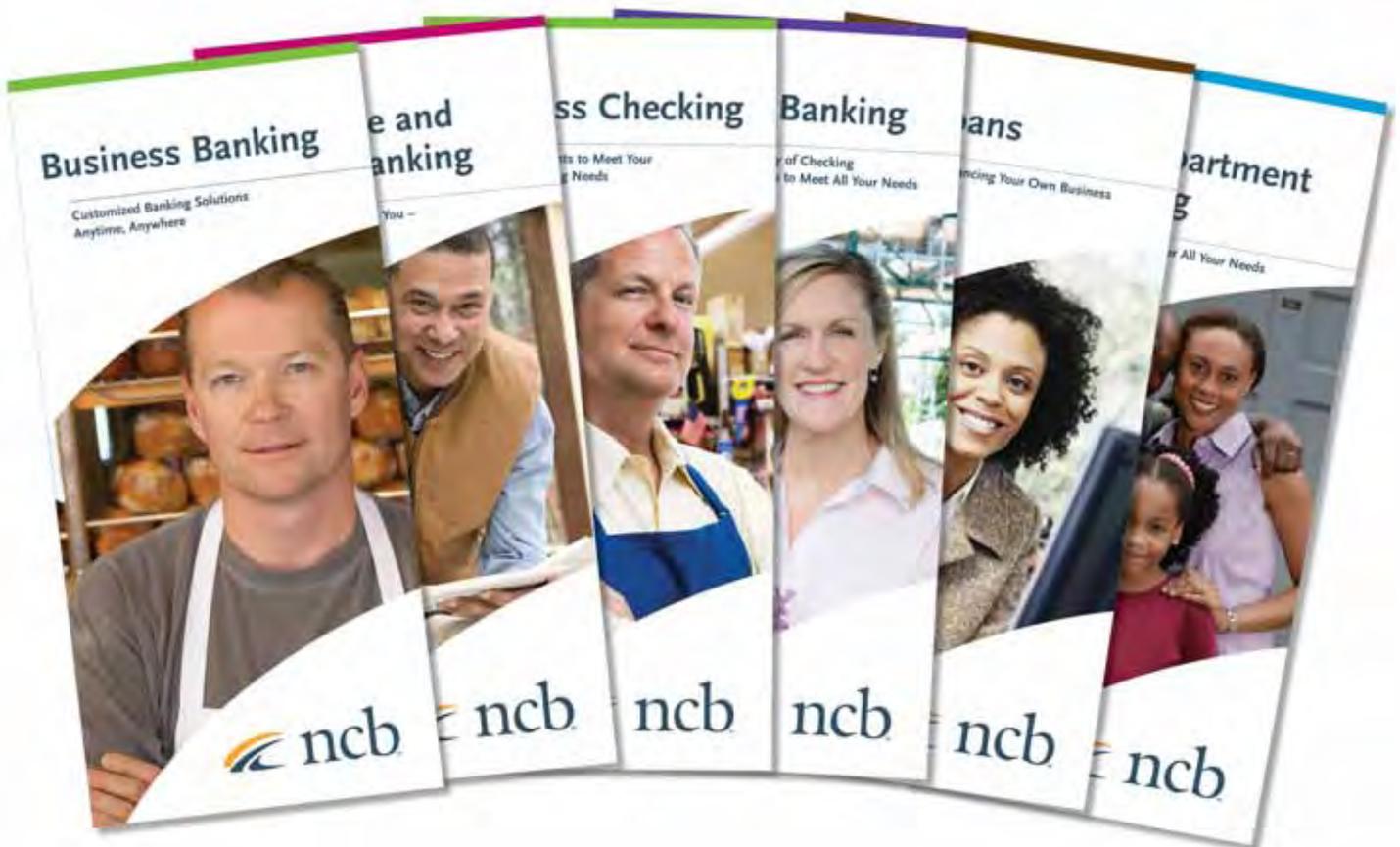
Identity Materials  
Creation of corporate identity and collateral materials highlighting the distinctive financial products and services offered to nonprofit organizations.



# BROCHURES

Client:  
NCB

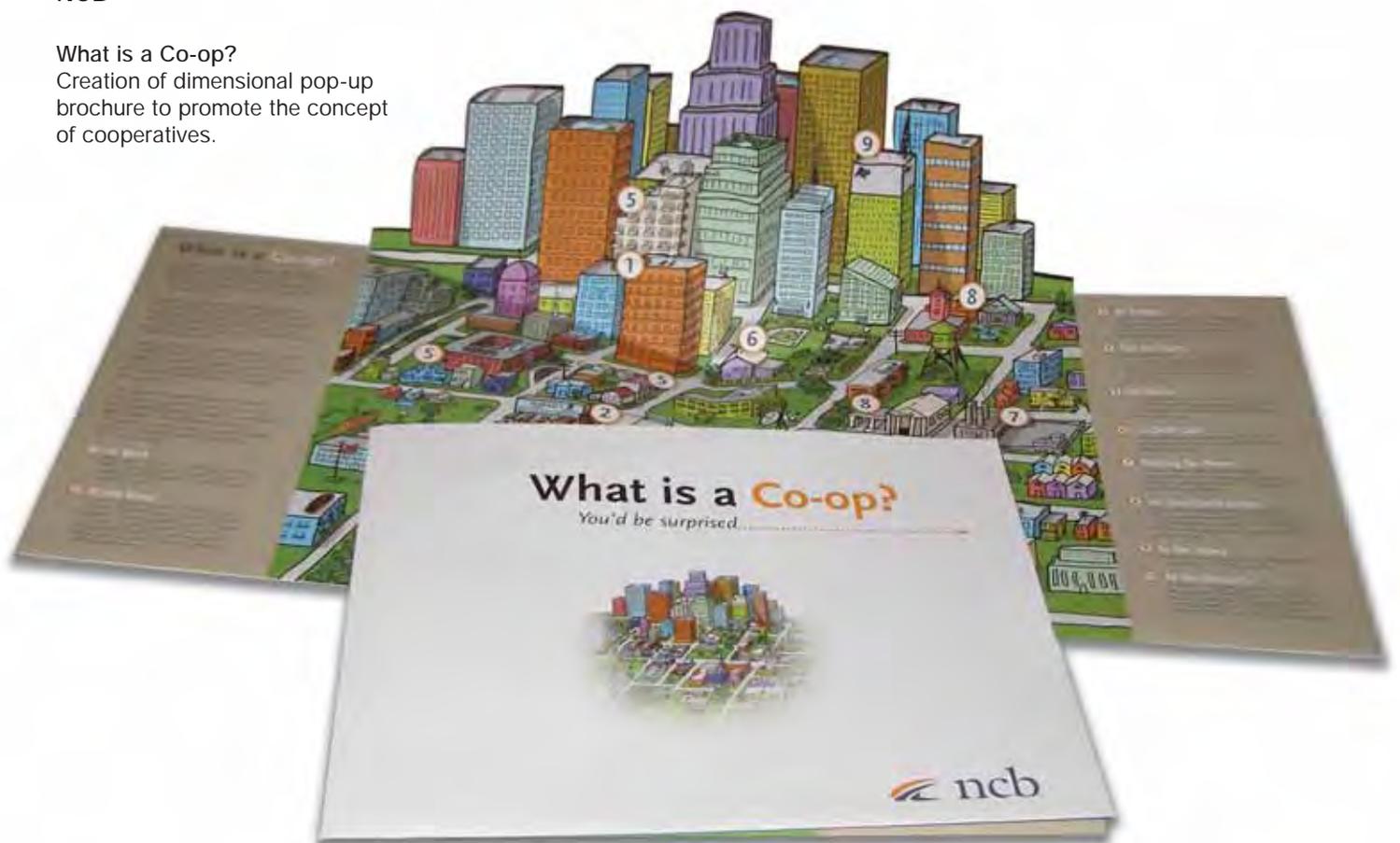
Banking Products and Services  
Rebranding of banking products and services with new collateral materials.



# BROCHURES

Client:  
NCB

What is a Co-op?  
Creation of dimensional pop-up  
brochure to promote the concept  
of cooperatives.



# BROCHURES

Client:  
U.S. Arctic Research Commission

The Arctic...The World's Last Frontier  
Design of comprehensive corporate profile brochure  
directed to internal industry, as well as public interface  
and outreach.



# BROCHURES

Client:  
Equity Management, Inc.

Columbia Landing Apartments  
Logo creation and brochure design  
for rental apartment community.



# POSTERS

Client:  
NAHB  
National Association of Homebuilders

Sunbelt Builders Show  
Creation of collateral material as part of a comprehensive promotional campaign for the Texas Association of Builders Annual Convention in Dallas, Texas.

**SUNBELT**  
BUILDERS SHOW™

“what?”

The 2006 Sunbelt Builders Show™  
The Building Industry's Premier Regional Event!

where . . . . .

Gaylord Texan Resort &  
Convention Center  
Grapevine, TX, DFW Metroplex

when . . . . .

November 16-18, 2006

PRESENTED BY

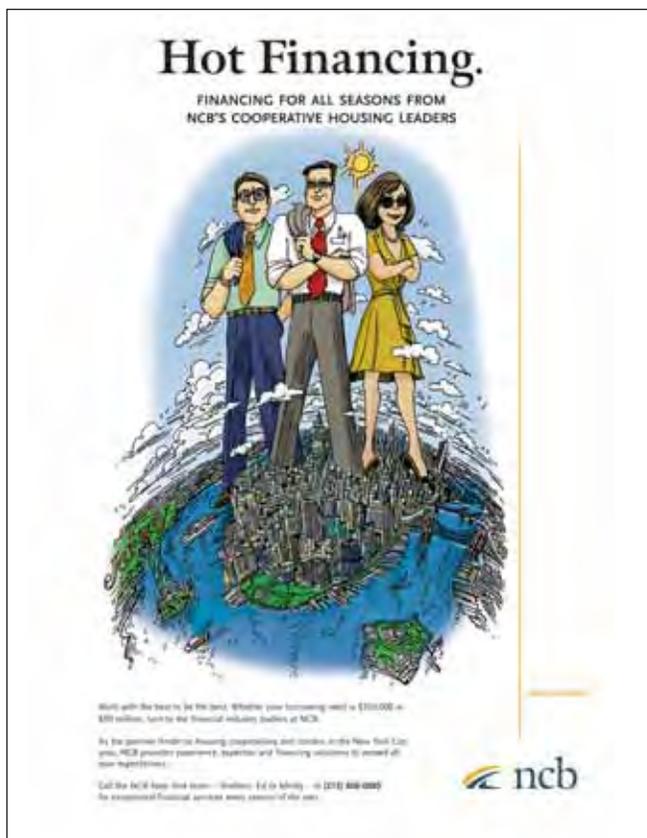
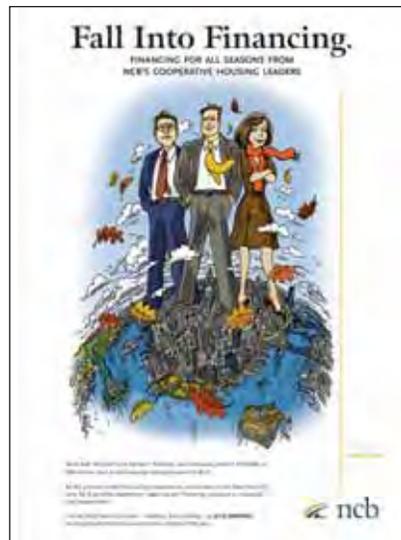
 NAHB  
National Association  
of Home Builders

[WWW.SUNBELTBUILDERSHOW.COM](http://WWW.SUNBELTBUILDERSHOW.COM)

# POSTERS

Client:  
National Cooperative Bank

Advertising Campaign  
Custom illustrative ad campaign promoting  
the New York Real Estate Team commercial  
banking services.



# PROMOTIONS

Client:  
Larry King Live

Holiday Card  
Creative design of holiday card for Larry King Live.



Client:  
NCB

Recipe for Successful Innovation  
Design and development of employee recognition  
and incentive program.

# PUBLICATIONS

Client:  
American Chemistry Council

Chemistry Business  
Design of professional journal and advertising media package  
for the American Chemistry Council.



# PUBLICATIONS

Client:  
NCB

Bank Notes  
Cooperative Living  
Design and production of successful  
banking industry publications providing  
timely information about the cooperative  
banking and housing markets.



# DISPLAYS

Client:  
BAE Systems

Lobby Display  
Design, custom photography and installation of subsurface acrylic displays featuring Washington, DC iconic architecture and memorials.



Client:  
NCB

Corporate Art  
Custom photography and framed display installation in New York Headquarters.



# SIGNAGE

Client:  
Jones Lang LaSalle

Franklin Square Directories  
Design and fabrication of digital lobby directories including custom cabinetry and programming for video displays.



Client:  
Jones Lang LaSalle

2445 M Street Directory  
Design and fabrication of digital lobby directory including custom integrated cabinetry and programming for video display.



# SIGNAGE

Client:  
American Petroleum Institute

Energy API Interior Signage  
Satin and polished silver finished dimensional forms mounted to frosted acrylic offset pin-mounted to stone wall with architectural hardware.



Client:  
Butterfield 9 Restaurant

Interior Etched Graphics  
Extension of corporate branding with non-dimensional window graphics.



# SIGNAGE

Client:  
NCOA  
National Council On Aging

Interior Pin Mounted Signage  
Extension of corporate branding with  
dimensional stainless steel interior  
logo signage.



Client:  
Jones Lang LaSalle

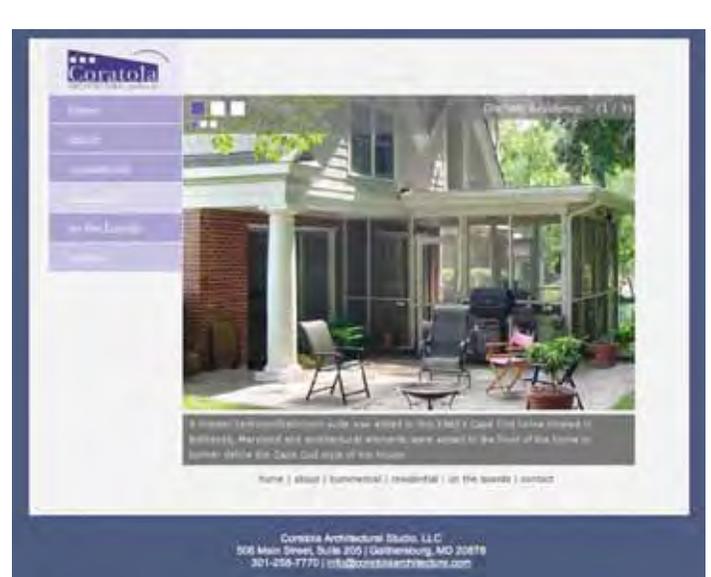
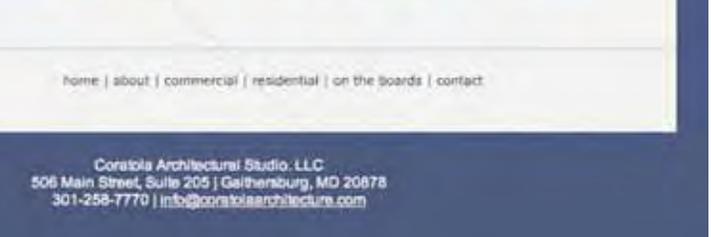
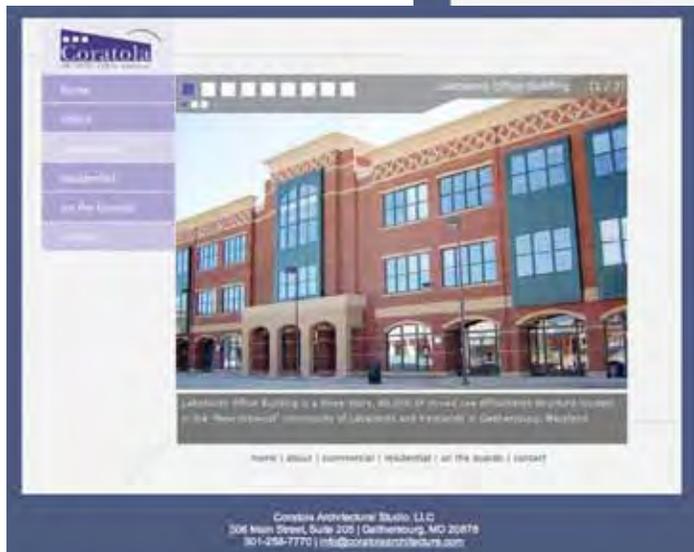
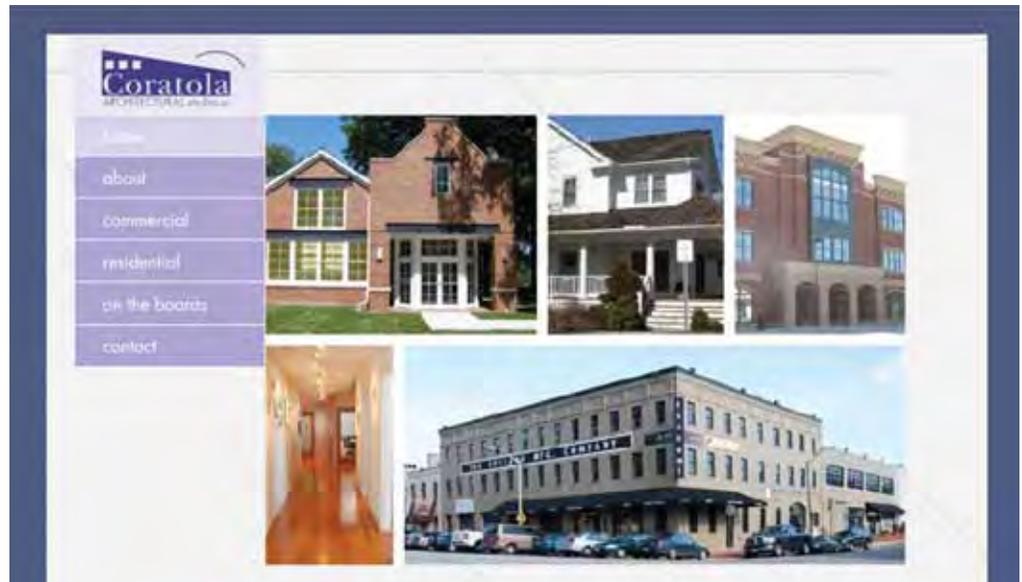
The Shops at 2000 Penn Pylons  
Design and fabrication of pylon identification  
signage for urban  
retail center.



# WEB

Client:  
Coratola Architectural Studio

www.coratolaarchitecture.com  
Creative design and construction  
of website for award winning commercial and residential architecture firm.



# WEB

Client:  
Mark Dieste Design Build

www.markdiestedesignbuild.com  
Design, development and construction of integrated website for custom luxury home builder in coastal Delaware.

