



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE 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: <http://www.gsaadvantage.gov>

**General Services Administration
Federal Supply Service
Advertising and Integrated Marketing Solutions
Schedule 541**

CONTRACT NUMBERS:
**GS-07F-0392W (Small business set-aside)
GS-07F-0393W**

Period Covered by Contracts:
April 23, 2010 to April 22, 2015

Marketing Plus LLC

**1431 W Alabama Street
Houston, TX 77006
Phone: (713) 528-1047
Fax: (713) 528-0666**

www.mplusgroup.com

General Services Administration
Management Services Center Acquisition Division
Supplement # _____, dated _____.

Business Size: **Veteran Owned Small Business**
DUNS: **00-787-3313**

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



GSA AWARDED TERMS AND CONDITIONS MARKETING PLUS LLC

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).
541-1: Advertising Services
541-2: Public Relations Services
541-3: Web Based Marketing Services (Small Business Set-Aside)
541-4B: Video/Film Production
541-4C: Exhibit Design and Implementation Services
541-4D: Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)
541-4E: Commercial Photography Services (Small Business Set-Aside)
541-4F: Commercial Art and Graphic Design Services (Small Business Set-Aside)
541-1000: Other Direct Costs (ODCs)
541-2000: Other Direct Costs (ODCs) (Small Business Set-Aside)
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.
See attached pricing for details
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate not applicable for this item.
See attached job qualifications document for details
2. Maximum order.
All SINs: \$1,000,000
3. Minimum order. **\$100**
4. Geographic coverage (delivery area).
Geographic scope will cover the contiguous United States and the District of Columbia
5. Point(s) of production.
1431 W Alabama Street
Houston, TX 77006
6. Discount from list prices or statement of net price.
Net GSA pricing is listed in the attached pricing tables
7. Quantity discounts.
SINs 541-1000 and 541-2000: A single order of \$10,000 or greater receives a 5% discount
8. Prompt payment terms.
0% Net 30
- 9a. Government Purchase Cards are to be accepted at or below the micro-purchase threshold.

- 9b Government Purchase Cards above the micro-purchase threshold are not accepted. **Call contractor's representative for more information.**
10. Foreign items (list items by country of origin). **Not Applicable**
- 11a. Time of delivery.
- Time of delivery to be determined at task order level.**
- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery.
- Expedited delivery time is to be determined at task order level.**
- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery.
- Overnight and 2-day delivery time is to be negotiated between Contractor and Ordering Agency.**
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery.
- Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency.**
12. F.O.B. point(s).
- Destination**
- 13a. Ordering address(es).
- 1431 W Alabama Street
Houston, TX 77006
Phone: (713) 528-1047
Fax: (713) 528-0666
Email: yvonne.scott@mplusgroup.com**
- 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(es).
- 1431 W Alabama Street
Houston, TX 77006
Phone: (713) 528-1047
Fax: (713) 528-0666
Email: yvonne.scott@mplusgroup.com**
15. Warranty provision. **Standard Commercial Warranty terms apply**
16. Export packing charges, if applicable. **Not Applicable**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).
Marketing Plus LLC will accept purchase up to the Micro Purchase Threshold currently established at \$3,000. For purchases in excess of the Micro Purchase Threshold, please call the contractor's representative.
18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not Applicable**
19. Terms and conditions of installation (if applicable). **Not Applicable**
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **Not Applicable**
- 20b. Terms and conditions for any other services (if applicable). **Not Applicable**
21. List of service and distribution points (if applicable). **Not Applicable**
22. List of participating dealers (if applicable). **Not Applicable**
23. Preventive maintenance (if applicable). **Not Applicable**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not Applicable**
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. **Not Applicable**
25. Data Universal Number System (DUNS) number
00-787-3313
26. Notification regarding registration in Central Contractor Registration (CCR) database.
CAGE Code No. 5KPC1 active in CCR

Marketing Plus LLC
 Awarded Pricelist
 GS-07F-0392W (Small business set-aside)
 GS-07F-0393W
 Effective: April 23, 2010



SINs Offered	Labor Category	Awarded GSA Hourly Rates
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Creative Director	\$244.33
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Consultant	\$195.47
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Web Designer	\$122.17
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Graphic Designer	\$97.73
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Senior Account Manager	\$97.73
541 -1, 2, 3, 4B, 4C, 4D, 4E, 4F	Junior Account Manager	\$83.07

SINs	Other Direct Costs Description	Awarded GSA Price
541-1000; 541-2000	Advertising Supplies and Services	\$77,951.84
541-1000; 541-2000	Print Production – Newspaper	\$58,493.20
541-1000; 541-2000	Trade Show Equipment/Supplies	\$47,154.22
541-1000; 541-2000	Shipping	\$9,607.15

1. Job Title: Creative Director

Minimum/General Experience: Twenty years of applied marketing, consulting and management experience.

Functional Responsibility: Provides support for client and development for marketing, advertising, web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message.

Oversees the production implementation of the campaigns. Provides conceptual creative design and development for marketing, advertising, web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.

2. Job Title: Consultant

Minimum/General Experience: Seven years of marketing and consulting experience plus five years of specialized experience in managing large corporate and public accounts.

Functional Responsibility: Manages strategic aspects of projects, assists in developing the execution plan and collaborates with cross-functional teams to translate the clients' goals. Maintains regular contact with clients to review project progress and establishes priorities. Provides conceptual creative design and development for marketing, advertising, web, public outreach campaigns and other graphic design projects.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.

3. Job Title: Web Designer

Minimum/General Experience: Five years of web design experience plus three years of experience in a marketing field.

Functional Responsibility: Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message. Oversees the production implementation of the campaigns. Provides conceptual creative design and development for marketing, advertising, web, public outreach campaigns and other graphic design projects.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.

4. Job Title: Graphic Designer

Minimum/General Experience: Five years marketing and consulting experience plus three years of experience in a marketing field.

Functional Responsibility: Provides conceptual creative design and development for marketing, advertising, web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message. Oversees the production implementation of the campaigns.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.

5. Job Title: Senior Account Manager

Minimum/General Experience: Seven years of applied marketing, consulting and management experience.

Functional Responsibility: Provides support for client and development for marketing, advertising, web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message. Oversees the production implementation of the campaigns.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.

6. Job Title: Junior Account Manager

Minimum/General Experience: Three years of applied marketing and consulting support experience.

Functional Responsibility: Provides support for client and development for marketing, advertising, web, public outreach campaigns and other graphic design projects. elements, consistency of style and message. Oversees the production implementation of the campaigns and promotional aspects of client relations.

Minimum Education: A BA or BS degree in Marketing, Communications or four years experience in a related field.