



**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: GSAAdvantage.gov.

**Advertising and Integrated Marketing Solutions Contract Price List
FCB-H2-07-0541-B**

Contract Number:

Special Item Number (SINs) 541-4F, 541-4FRC: GS-07F-0397U

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

Contract Period: 6/5/2008 - 6/4/2013



Women Owned

Mullins Creative, Inc.

7520 E. 2nd Street, Suite 5
Scottsdale, Arizona 85251
Phone: (480) 941-8202
Fax: (480) 941-8204
www.mullinscreative.com

Contract Administrator:
Vickie Mullins

Phone: (480) 941-8202
Fax: (480) 941-8204
7520 E. 2nd Street, Suite 5
Scottsdale, Arizona 85251
vickie@mullinscreative.com

Mullins Creative is a women owned, award-winning full-service print communications small business that offers high-quality print collateral, eye-popping graphic design, advanced publishing capabilities as well as writing, proofing and editing services. For our clients, we serve as a quick connection to creativity, putting top-notch design and printing capabilities at their fingertips faster and more cost effectively than they ever thought possible. We strive to put businesses and organizations in the spotlight and help them shine, all the while increasing marketing value, brand recognition and return on marketing dollars.

In business since 1991, Mullins Creative knows the ropes of the publishing industry and has the know-how which translates directly into time and financial savings for our clients. What makes us different is our ability to step into our client's shoes to get the inside track on their unique business challenges and opportunities. That is when we really go to work and make things happen delivering:

- Proven graphic design from creative thinkers.
- Unsurpassed quality with writing that is thoroughly researched, written and proofed with care.
- Flexibility, with options that match an organization's goals and strategies.

Customer Information

- 1. Table of awarded Special Item Numbers (SINs):** See Attachment 1 to FSS Price List for labor category/service pricing and descriptions.
- 2. Maximum order:** The Contractor is not obligated to honor any order for a combination of items in excess of these amounts: \$1,000,000 per SIN and \$3,000,000 per order.
- 3. Minimum order:** The minimum dollar value of orders to be issued is \$100.
- 4. Geographic coverage:** Domestic
- 5. Point of production:** Scottsdale, Arizona, USA
- 6. Discount from list prices or statement of net price:** Prices include 10% discount for Government purchases.
- 7. Quantity discounts:** None
- 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.**
- 10. Foreign items:** None
- 11a. Time of delivery:** In accordance with the requirements of the task order.
- 11b. Expedited delivery:** Contact Contractor's Representative
- 11c. Overnight and 2-day delivery:** Services N/A
- 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. F.O.B. point:** Destination
- 13a. Ordering address:**
Mullins Creative, Inc.
7520 E. 2nd Street, Ste. 5
Scottsdale, AZ 85251
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in the Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address:** Same as contractor
- 15. Warranty provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. Export packing charges:** N/A
- 17. Terms and conditions of Government purchase card acceptance:** None
- 18. Terms and conditions of rental, maintenance, and repair:** N/A
- 19. Terms and conditions of installation:** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** N/A
- 20a. Terms and conditions for any other services:** N/A
- 21. List of service and distribution points:** N/A
- 22. List of participating dealers:** N/A
- 23. Preventive maintenance:** 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. Data Universal Number System (DUNS) number:** 800642431
- 26. Contractor's Taxpayer Identification Number (TIN):** 86-0766552

Labor Category Price List

Labor Category	Hourly Rate
Project Director	\$ 99.74
Creative Director	\$ 90.68
Sr. Graphic Designer	\$ 77.07
Jr. Designer / Production Artist	\$ 58.93
Writer, Editor	\$ 77.07

Project Director

Minimum General Experience: Ten years of experience in project management for a graphic design studio. Demonstrated ability to provide guidance and direction for specific programs or major projects. Leadership and communications skills associated with the management of complex projects involving multiple tasks are essential.

Functional Responsibility: Performs overall project management on graphic design projects. Oversees the completion of projects within estimated time frames; ensures that timelines and deadlines are met, and that services or products are provided to the client, on or before due dates. Monitors project budgets and ensures that products and services are provided in a cost-efficient manner. Provides initial and ongoing interface with client representatives regarding major milestones and goals. Responsible for quality control, review of all deliverables, adherence to performance standards, and fulfillment of all contract objectives. Assigns all projects to staff. Supervises Creative Director and has ultimate supervisory authority for project staff. Negotiates subcontracts with copywriters and others, and monitors their efforts.

Minimum Education/Training: BA in Graphic Design or a related field is required. In lieu of a BA degree, 4 years of experience in managing complex graphics projects.

Creative Director

Minimum General Experience: Eight years of solid experience with, and knowledge of, the printing process, photography, advertising, and marketing is required. Leadership and communications skills to negotiate and work successfully with outside vendors and artistic staff, as well as ability to work within budgets, juggle multiple tasks under pressure, and meet strict deadlines are essential.

Functional Responsibility: Interprets information effectively in graphic form to meet the communications requirements of all clients. Develops a visual concept that will sell a product or service. Determines the design, artwork, photography, type style, and other

artistic material to be used in printed materials. Handles day-to-day liaison with clients and subcontractors to ensure that graphics are in line with text and overall goal of each product. Provides day-to-day supervision for “artistic staff” (Senior Designer, Junior Designer/Production Artist, Writer and Creative Subcontractors) as they produce content, graphics and layouts for various media including newsletters, magazines, promotional materials, and signage.

Minimum Education/Training: BA in Graphic Design is required. Must have taken classes administered by a college or technical training institute in Quark Xpress, Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.

Senior Graphic Designer

Minimum General Experience: Five years of experience in a design studio in the design and production of marketing materials for print delivery. Must have demonstrated flair for marketing graphic designs and working knowledge of prepress techniques. Leadership and communications skills to negotiate and work successfully with outside vendors and artistic staff, as well as ability to work within budgets, juggle multiple tasks under pressure, and meet strict deadlines are essential.

Functional Responsibility: Responsible for layout and graphic design, and preparing projects for print in a technically correct format, so that graphics can easily be transferred to/from the appropriate print medium and, when printed or uploaded, they meet that medium’s standards. Creates design concepts, specifications, and final graphics and layouts for projects. Participates in development of marketing concepts, and works collaboratively with team members in development and consistency of the client’s brand in print, and other mediums including promotional projects and at conferences and tradeshows. Acts as a direct liaison with some clients, ensuring that graphics work for their use (order forms, order inserts, signage, and other special projects) are completed accurately and on time.

Minimum Education/Training: BA in Graphic Design is required. Must have taken classes administered by a college or technical training institute in Quark XPress, Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.

Junior Designer/Production Artist

Minimum General Requirements: More than one year of experience as an apprentice in a design studio is required. Must have experience producing creative design projects in a Mac environment, including proofreading, editing, and organizing materials for publication, and overseeing the printing process. Good oral communications skills are required.

Functional Responsibility: Works with other artistic staff as a team member in all phases of creative services operations. Designs, lays out, and updates printed materials for clients. Projects may include logo development, business presentations, magazines, brochures, flyers, newsletters, manuals, and advertising. Assists Creative Director and Senior Graphic

Designer as assigned. May participate in coordinating production of projects in concert with clients and printers.

Minimum Education/Training: BA in Graphic Design is required. Must have taken classes administered by a college or technical training institute in MS Word, Adobe Illustrator, Adobe InDesign, Quark XPress, and Adobe Photoshop.

Editor, Proofreader

Minimum General Requirements: Must have an understanding of Chicago Manual of Style and fluency with universal proofreaders' marks as well as experience with AP Style. A strong desire and ability to work creatively and analytically with an attention to detail is required. Excellent ability to communicate information and ideas in speaking and writing so others will understand is a must. Ability to track and communicate project status, identify and resolve issues, and work within budget. Must have patience, flexibility, a good sense of humor, and be solutions-focused.

Functional Responsibility: Assists in collecting and organizing information for preparation of all customer deliverables and documents. Prepares, rewrites, and edits copy to improve readability. Reads copy or proof to detect and correct errors in spelling, punctuation, and syntax. Assists in planning the contents of publications according to the publication's style, editorial policy, and publishing requirements. Responsible for verifying facts, dates, and statistics, using standard reference sources. Reviews and approves proofs submitted by design staff prior to publication production. Develops story or content ideas considering reader or audience appeal. Confer with creative team and clients regarding placement and emphasis of developing news stories.

Minimum Education/Training: Bachelor's degree is required. Must have taken classes administered by a college or technical training institute in MS Word. Must be able to use Adobe Acrobat proofing functions. Minimum of three to five years of work-related skills, knowledge, or experience is required.

Logo and Business Card Design



LOFY GROUP
Wealth Management

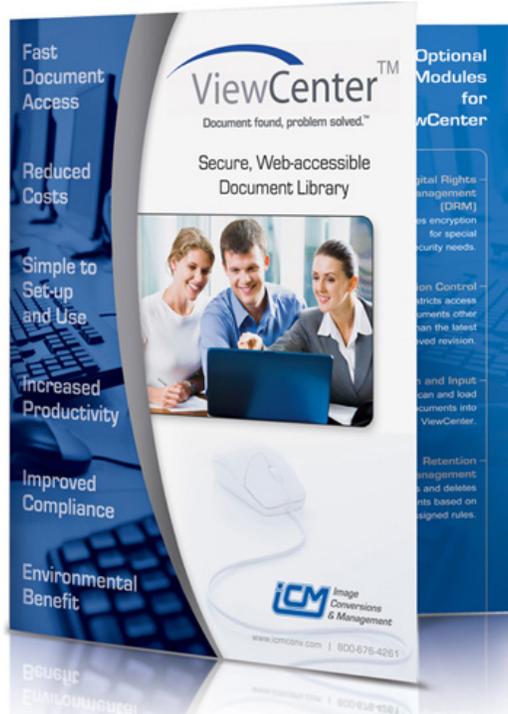
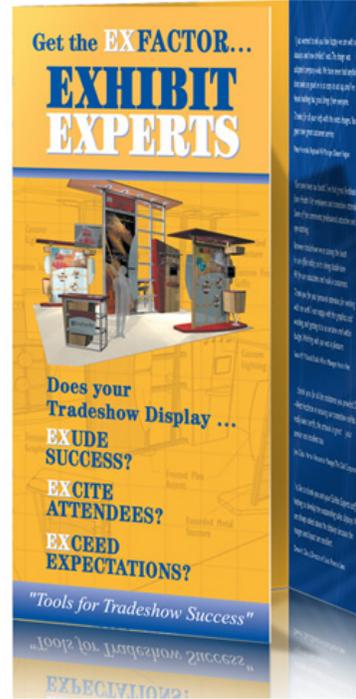
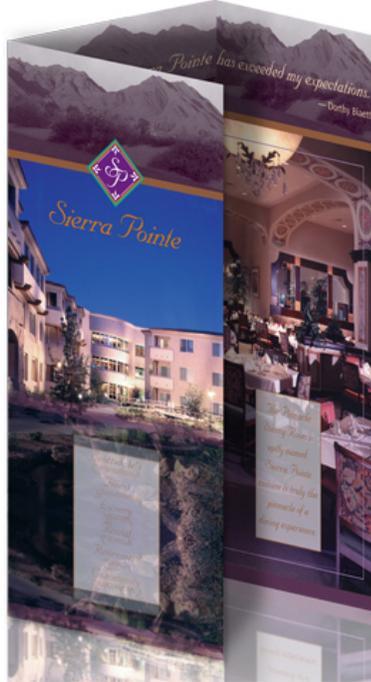


Event Graphics

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Brochures



Publications

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