



**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE**



**AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

**Schedule Title:** Advertising and Integrated Marketing Solutions (AIMS) FSC Group  
541, Part 1

**FSC Class:** 541

**Contract Number:**

**GS-O7F-0405T**

541-4F Commercial Art and Graphic Design Services

**GS-O7F-0406T**

541-1 Advertising Services  
541-5 Integrated Marketing Services  
541-1000 Other Direct Costs

**Contract Period:** **June 1, 2007 - May 31, 2012**

**Elevation Ltd.**

1027 33rd Street NW Suite #260  
Washington DC 20007

[www.elevation-us.com](http://www.elevation-us.com)

**Contract Administrator**

**James Learned**

T: 202 380 3230

F: 202 337 1228

[jim@elevation-us.com](mailto:jim@elevation-us.com)

**Business Size:** Small Business

*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>*

## CUSTOMER INFORMATION

**1a. Table of Awarded Special Item Number(s)**

**Contract # GS-O7F-0405T**

SIN	SIN DESCRIPTION
541-4F	Commercial Art and Graphic Design Services

**Contract # GS-O7F-0406T**

SIN	SIN DESCRIPTION
541-1	Advertising Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

- 1b. Lowest Price for each SIN:** See Attachment 1
- 1c. Labor Category Descriptions:** See Attachment 1
- 2. Maximum Order:** \$ 1,000,000
- 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 of Production:** Elevation Ltd.  
1027 33rd Street NW Suite #260  
Washington DC 20007
- 6. Basic Discount:** 4%, Included in Net Government Rate in Attachment 1
- 7. Quantity Discounts:** Not Applicable
- 8. Prompt Payment Terms:** 1% 15 Days/Net 30 Days
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. Government purchase cards are accepted above the micro-purchase threshold:** Yes
- 10. Foreign Items:** None
- 11a. Time of Delivery:** As stated on Agency task order
- 11b. Expedited Delivery:** N/A
- 11c. Overnight and 2-Day Delivery:** N/A

- 11d. **Urgent Delivery:** Agencies can contact the Contractor's Representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **F.O.B Point(s):** Destination
13. **Ordering Address:** Same as contractor
14. **Payment Address:** Same as contractor
15. **Warranty Provision:** N/A
16. **Export Packaging Charges:** Not Applicable
17. **Terms and Conditions of Government Purchase Card Acceptance:** Contractor will accept Government Purchase Card for orders of \$2500 or less. Contact contractor for acceptance of larger orders.
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:** N/A
- 20a. **Terms and Conditions of any other Services:** N/A
21. **Service and Distribution Points:** N/A
22. **Participating Dealers:** N/A
23. **Preventative Maintenance:** N/A
- 24a. **Environmental Attributes:** N/A
- 24b. **Section 508 Compliance for EIT:** N/A
25. **Data Universal Numbering System (DUNS):** 144184392
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registration valid until March 4, 2009.

# Attachment 1



## U.S. General Services Administration

**Contract Number: GS-O7F-0405T  
GS-O7F-0406T**

**Awarded Contract Price List:**

541-1	Advertising Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

The following Labor Categories and Firm-Fixed price hourly rates apply for All SINS:

Labor Category	Gov't Rate (Includes IFF)	Description
Senior Partner/Program Director	\$296.54	Direct and Manage
Creative Director	\$247.12	Direct and Manage
Director of Strategic Planning	\$222.41	Direct and Manage
Director Public Relations	\$172.98	Direct and Manage
Senior Account Executive	\$172.98	Direct and Manage
Account Executive	\$123.56	Account Support, Project Management
Account/Project Coordinator	\$98.85	Account and Project Support
Senior Art Director	\$148.27	Direct and Manage
Art Director	\$98.85	Design, Layout, Project production management
Senior Graphic Designer	\$123.56	Design, Layout
Graphic Designer	\$93.90	Design, Layout,
Senior Copywriter	\$148.27	Copy concept, writing, editing, translation
Copywriter	\$98.85	Writing, editing, translation
Director Media Planning	\$172.98	Direct and Manage
Media Planner/Buyer	\$98.85	Media coordination, planning, scheduling
Grass Roots Project Director	\$123.56	Direct and Manage Logistics
Senior Web Designer/Developer	\$148.27	Web design, technology implementation, programming
Web Programmer	\$93.90	Digital programming, web metrics, online marketing
Director of Finance	\$172.98	Direct and Manage
Financial Administrator	\$93.90	Project cost management,

**541-1000, Other Direct Costs (ODC's)**

<b>Item</b>	<b>Cost</b>
TV Production - One :30 second spot	\$81,708
TV Production - One :60 second spot	\$130,975
Radio Production - One :30 second spot	\$9,068
Radio Production - One :60 second spot	\$18,135
Spanish Language TV Media - Per 30 second spot, Major market campaign	\$2,826
Spanish Language TV Media - Per 60 second spot, Major Market campaign.	\$3,426
Spanish Language Radio Media - One week campaign in major market	\$52,390
Spanish Language Print Media - Newspaper Ad, full page, black/white, single insertion	\$10,075
Spanish Language Print Media - Magazine Ad, full page, four color, single insertion	\$15,112
Out of Home Media - Metro Area Billboard, One month run	\$25,188
Out of Home Media - Rural Area Billboard, One month run	\$5,038
Out of Home Media - Metro Area Bus Shelter, One month run	\$25,188
Outside Consultants & Specialists (per project)	\$20,906
Research - Focus Groups (per project)	\$30,225
Research - Quantitative/Qualitative (per project)	\$84,821

# Elevation Ltd. Profile



## Background and Experience

Founded in 2002, Elevation Ltd., is a leading edge advertising agency and marketing communications firm with a primary focus on creating, developing, and delivering compelling and effective messages and campaigns to the increasingly important Hispanic market. In the five years since its launch, Elevation has become widely recognized as one of the premier agencies in the United States servicing the Hispanic community.

Elevation's founding partners bring a combined experience of well over 50 years in developing and implementing advertising and marketing solutions for Fortune 500 companies, political candidates, government agencies, and businesses servicing local, regional, national, and international markets. Elevation's staff is a group of uniquely qualified advertising and marketing professionals who come from both the agency and client side of the business and are committed to providing the best level of service, creative work, and dedication to each project the agency is hired to do.

## Our Capabilities

- Integrated Hispanic Marketing Communications
- Creative Concept Development
- Strategic Communications Planning
- Advertising and Brand Development
- Quantitative and Qualitative Research and Analysis
- Copy Writing and Translation
- Web Strategy, Design and Online Marketing
- Public Relations Strategies and Implementation
- Graphic Design
- Media Planning, Negotiation, Purchasing and Analysis
- Grass Roots Initiatives
- Broadcast Production
- Print and Collateral Materials Production

## Our Approach

Elevation's operating model is designed to assure that each client and project receives the best possible results not just in terms of the creative work that is delivered but also in the level of service and attention provided by both the agency's staff and its senior partners. The objective of the agency's management team is to limit the number of layers between the client and the professional staff members who are directly responsible for the timely and successful completion of each assignment.

## Client List

- Department of Homeland Security
- U.S. Customs and Border Patrol
- Hospital Corporation of America/Northern Virginia Community Hospital
- Department of Health and Human Services



- Virginia State Lottery
- American Lung Association
- Global Tax
- Penske Truck Rental
- Excel Communications
- Comcast Cable
- The Washington Post
- The Ad Council
- Pre-K Now - Pew Charitable Trust
- Tony Sanchez for Governor
- Inter-American Development Bank
- Michael Bloomberg for Mayor
- MicroFinance International Inc. - Alante
- Covering Kids
- NDN (New Democrat Network)
- Natural Resources Defense Council (NRDC)
- American Federation of State and County Municipal Employees (AFSCME)
- Rosecroft Raceway
- Paginas Amarillas (Spanish Yellow Pages)\_