



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule 541 – Advertising and Integrated Marketing Services (AIMS)

CONTRACT NUMBERS: GS-07F-0408U

CONTRACT PERIOD: June 16, 2008 – June 15, 2013

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

CONTRACTOR: Thomas Wright Partners, Inc.
3109 Rendale Avenue
Richmond, VA 23221
Phone number: (804) 353-8022
Fax number: (804) 658-2037
E-Mail: cindy@thomaswrightpartners.com

CONTRACTOR'S ADMINISTRATION SOURCE: Cindy Wright
(Same as above)

BUSINESS SIZE: Women-Owned Small Business

CUSTOMER INFORMATION:

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

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

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

1c. HOURLY RATES: See Pricelist

2. MAXIMUM ORDER*: \$1,000,000 per SIN and \$3,000,000 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 contractor 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

5. POINT(S) OF PRODUCTION: Services N/A

6. **DISCOUNT FROM LIST PRICES:** 2% from the accepted commercial pricelist. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.
7. **QUANTITY DISCOUNT(S):** None
8. **PROMPT PAYMENT TERMS:** Net 30 Days
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **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 REQUIRMENTS:** 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. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Thomas Wright Partners, Inc.
3109 Rendale Avenue
Richmond, VA 23221
- 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:** Same as contractor
15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. **EXPORT PACKING CHARGES:** Not applicable
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** None
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:** 197228208
- 26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Registration valid until January 18, 2009

GSA HOURLY PRICING

Service	GSA Price w/IFF
Senior Strategic Planner	\$148.10
Senior Research Analyst	\$148.10
Creative Director	\$148.10
Project Manager	\$123.42
Copywriter	\$123.42
Designer	\$123.42
Studio Artist/Production Manager	\$83.92
Web Developer	\$123.42
Public Relations Manager	\$93.80

LABOR CATEGORY DESCRIPTIONS

Senior Strategic Planner

Defines program objectives/parameters. Develops strategic marketing and communications plans, including strategic analysis and effective strategies to reach desired objectives. Leads facilitated stakeholder meetings and guides overall development of plans and executions of strategies. Identifies research objectives and recommends appropriate methodologies for desired outcomes. Defines and develops tactical plans and rollout of branding and outreach and awareness campaigns.

Senior Strategic Planners must have at least a BA/BS and a minimum of 15 years of experience in a related field.

Senior Research Analyst

Develops and leads both quantitative and qualitative research. Analyzes and assesses methodologies, designing most appropriate vehicle for uncovering information and establishing metrics. Designs and conducts focus groups, interviews, surveys. Emphasis on communication theory, advertising, psychology of persuasion, statistical analysis and research design. Vast experience with national accounts.

Senior Research Analysts must have at least a BA/BS and a minimum of 15 years of experience in a related field.

Creative Director

Directs all creative development. Concepts and designs all branding, outreach and awareness campaigns ensuring that all creative products are on strategy. Develops brand identities, imagery and oversees integration of brand.

Creative Directors must have at least a BA/BS and a minimum of 15 years of experience in a related field.

Project Manager

Manages, schedules, and oversees all projects, coordinating work both internally and externally keeping clients informed through action reports and personal contact. Manages complex campaigns that involve print and electronic mediums, public relations, marketing and advertising. Ensures that projects and tasks are delivered on time, on strategy and on budget.

Project Managers must have at least a BA/BS and a minimum of 10 years of experience in a related field.

Copywriter

Develops copy concepts, headlines and body copy for print, electronic, and broadcast mediums. Writes scripts for training and promotional videos. Develops Web sites, e-ads. Also print advertising, brochures, flyers, posters. Creates copy platforms, brand positioning themes, core copy messages for brand campaigns.

Copywriters must have at least a BA/BS and a minimum of 10 years of experience in a related field.

Designer

Using brand strategy and standards, executes designs to create branded program. Designs tactical materials identified in strategic communications and/or work plan.

Designs print and electronic creative materials based on creative briefs to reinforce strategies. Specifies type, conducts photos searches, makes selection on imagery and execution. Works in Quark, InDesign, Illustrator, Photoshop, Word, PowerPoint.

Designers must have at least a BA/BS and a minimum of 10 years of experience in a related field.

Studio Artist/Production Manager

Develops finished art for all print materials and oversees print production ensuring quality, accuracy and delivery. Prepares files for final delivery to ensure proper resolution and reproduction quality. Retouches photos, original art as needed. Works in Quark, InDesign, Illustrator, Photoshop, Word, PowerPoint.

Studio Artists /Production Managers must have at least a BA/BS and a minimum of 5 years of experience in a related field.

Web Developer

Develops site work plan with input from Project Manager. Works with Creative Director to establish look and feel that supports brand. Ensures functionality and ease of use.

Migrates art from print mediums to utilize for Web. Works with Copywriter to develop site architecture. Markets Web sites, ensuring that search words are frequently changed and picked up by search engines. Constructs e-ads, e-newsletters working with creative teams to execute designs/copy content.

Web Developers must have at least a BA/BS and a minimum of 5 years of experience in a related field.

Public Relations Manager

Develops plans for public outreach, press releases, and news stories. Manages media relations and develops crisis communications plans. Conducts media analysis and strategies. Develops and conducts media training. Prepares and edits speeches.

Public Relations Managers must have at least a BA/BS and a minimum of 5 years of experience in a related field.