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Rancho Cordova, CA 95742
916-631-7400
Fax: 916-631-7488
Contact: David Wright

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Catalog/ Price List
541 - Advertising & Integrated Marketing Solutions (AIMS)

Multiple Award Schedule
GSA Contract Number - GS-07F-0433T – Mod. AO 03
GSA Contract Number - GS-07F-0434T – Mod. AO 04
Contract Period: June 15, 2007 - June 14, 2012

Contractor:
Mailing Systems, Inc.
2431 Mercantile Drive
Rancho Cordova, CA 95742
916-631-7400
Fax: 916-631-7488
www.msicemail.net



Contact:
David Wright
Email: dwright@msicemail.net
Web: msicemail.net
916-631-7400

Business size: **Small Business**

Special Item Numbers (SINs):

GSA Contract Number - GS-07F-0433T
541-4F, Commercial Art and Graphic Design (set-aside for small business concerns)

GSA Contract Number - GS-07F-0434T
541-1 Advertising Services
541-4A Market Research and Analysis
514-1000 Other Direct Costs



About Mailing Systems Incorporated

Mailing Systems Inc (MSI) is a full service mail house, managed by a team of experienced experts, all dedicated to making sure your needs are met in a timely manner. Our capacity, equipment, facilities and resources are unsurpassed in this competitive industry.

A One-stop Shop

MSI has been in the direct mail advertising business since 1990. In that time we have seen a revolution in direct mail technologies, methods and equipment that now allow organizations to precisely target their customers. The changes have been truly breathtaking! At MSI we have not only stayed on the leading edge of this technological revolution, we continue to be passionately obsessed with applying our expertise in order to help our customers succeed.

We are much more than simply a design, print and mail house. We are a team of professionals who are absolutely committed to working beside you at every step of the process—from strategy and creative through execution and delivery—in order to ensure your successful campaigns. We offer a comprehensive set of services that our customers utilize as a turnkey solution.

MSI Capabilities

- Full Service Mailing
- Offset and Digital Printing
- Strategic Planning
- Data Management
- Mail Shop
- Folding / Trimming
- Inserting & Sealing
- Inkjet Addressing
- Tabbing
- Poly-bagging
- Labeling
- Postage Metering
- Live Stamp Application
- Offset Printing Services
- Digital Printing (full color)
- High Speed Laser Printing
- Booklet Fabrication
- Fulfillment Services
- Delivery & Pickup
- Graphic Design
- Marketing Services

Letter Shop Services

MSI's ability to process customer mailings and its unfailing ability to meet customer deadlines have earned us praise from our customers. MSI has built redundancy into its letter shop services department to insure that there is never a hold up in a customer's mailing schedule due to over capacity or equipment that is out of service. During peak service periods, MSI has the capacity to process 1.2 million pieces of mail in a 24 hour period. We have eight high-speed, state of the art inkjet addressing stations that are maintained by our in house service department. This gives us the unparalleled ability to expand our capacity to accommodate client needs.

MSI also has built the same capability into other areas of letter shop services. We have: four standard letter size and jumbo inserters, three industrial folders, three poly wrapping stations, and two stations for processing standard and piggy-back labels.

MSI has built its reputation on its ability to be a good partner in our customer's success. We have accomplished this by delivering high quality services on time, at the agreed upon price. Transparency and honesty are the hallmarks of MSI's relationships with all its clients and we look forward to serving your needs in the future.

Variable Data Printing

With today's database and digital printing technology, it is now possible to deliver highly personalized mail pieces based on an unlimited number of criteria. What's so important about this? Studies of consumer behavior have repeatedly shown marketing that is relevant to people's lives is considerably more effective than generic marketing. Quite simply, we allow you to match your offers with your customer's likely buying preferences. This revolutionary technology customizes messages, names, images, products -- the possibilities are endless. Variable Data Printing allows you to provide:

One-to-one Marketing

One unique mail piece or brochure with relevant personalization sent to targeted data.

Personalized Mail

Each sequential piece printed is unique in content, text and graphics.

Relevant Information

The customized targeted list that contains pertinent information is the major ingredient for a successful one-to-one marketing campaign.

Fulfillment

We have a dedicated Fulfillment Warehouse to securely store product, process orders, and ship from a uniquely created ordering system. Items from small booklets to large parcels are inventoried and pulled as needed. Product inventory levels are updated with each order and sent to our client. Monthly reports are generated for your review. Ordering can be done online, email or fax.

Your Message to Your Market that gets results!

GSA Award Terms and Conditions

- 1a. Table of awarded Special Item Numbers (SINs)
 - **541-1: Advertising Services**
 - **541-4A: Market Research and Analysis**
 - **541-4F: Commercial Art & Graphic Design Services (SBS)**
 - **541-1000: Other Direct Costs (ODCs)**

- 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. Hourly rates:

2. Maximum order: **\$1,000,000**

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

4. Geographic coverage: **Regional, national and worldwide distribution**

5. Point of production: **Rancho Cordova, California**

6. Discount from list prices or statement of net price: **Net GSA pricing is listed in the attached pricing table. (Includes 2% below MFC.)**

7. Quantity discounts: **Additional 2% discount from price list for contracts over \$125,000.00. Additional 4% discount from price list for contracts over \$500,000.00.**

8. Prompt payment terms: **1%, 15 days; net 40 days.**

- 9a. Government purchase cards **are accepted** at or below the micro-purchase threshold.

US Mail Postage to be paid through Government held postage permits, not billed through GSA.

- 9b. Government purchase cards **are accepted** above the micro-purchase threshold.

US Mail Postage to be paid through Government held postage permits, not billed through GSA.

10. Foreign items: **None**

- 11a. Time of delivery: **As specified on customer task order and mutually agreed.**

- 11b. Expedited Delivery: **All Expedited Delivery is to be negotiated between Contractor and Ordering Agency**

- 11c. Overnight and 2-day delivery: **All Expedited Delivery is to be negotiated between Contractor and Ordering Agency**
- 11d. Urgent Requirements: **All Urgent Requirements are to be negotiated between Contractor and Ordering Agency**
12. F.O.B. point: **Destination**
- 13a. Ordering address:
Mailing Systems, Inc.
Attn.: David Wright
2431 Mercantile Drive, Suite A
Rancho Cordova, CA 95742
Phone: 916-631-7400
Fax: 916-631-7488
Email: dwright@msimail.net
- 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:
Mailing Systems, Inc.
2431 Mercantile Drive, Suite A
Rancho Cordova, CA 95742
Phone: 916-631-7400
15. Warranty provision: **The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in the contract.**
16. Export packing charges, if applicable: **To be negotiated in contract.**
17. Terms and conditions of Government purchase card acceptance:
Accepted above and below the micro-purchase threshold level. US Mail Postage to be paid through Government held postage permits, not billed through GSA.
18. Terms and conditions of rental, maintenance, and repair: **Not Applicable**
19. Terms and conditions of installation: **Not Applicable**
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**
21. List of service and distribution points: **Not Applicable**
22. List of participating dealers: **Not Applicable**
23. Preventive maintenance: **Not Applicable**

- 24a. Special attributes such as environmental attributes: **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: **78-7153584**
26. Notification regarding registration in Central Contractor Registration (CCR) database.
CAGE Code No. 1P0Z7, Active in CCR through 10/02/2009

See attached price list documents.