



GENERAL SERVICES ADMINISTRATION FEDERAL SUPPLY SCHEDULE
PRICELIST INDUSTRIAL GROUP 00-CORP,
PROFESSIONAL SERVICES SCHEDULE (PSS)

SPECIAL ITEM No. 541-1/541-1RC – ADVERTISING SERVICES
SPECIAL ITEM No. 541-2/541-2RC – PUBLIC RELATIONS SERVICES
SPECIAL ITEM No. 541-3/541-3RC – WEB BASED MARKETING SERVICES
SPECIAL ITEM No. 541-4A/541-4A RC – MARKET RESEARCH AND ANALYSIS
SPECIAL ITEM No. 541-4B/541-4B RC – VIDEO/FILM PRODUCTION
SPECIAL ITEM No. 541-4C/541-4C RC – EXHIBIT DESIGN AND IMPLEMENTATION SERVICES
SPECIAL ITEM No. 541-4F/541-4F RC – COMMERCIAL ART AND GRAPHIC DESIGN SERVICES
SPECIAL ITEM No. 541-5/541-5RC – INTEGRATED MARKETING SERVICES

broadhead.

Broadhead + Co, Inc.
123 North Third Street, Suite 400
Minneapolis, MN 55401
Phone: (612) 617-7936
Fax: (612) 623-4810



Internet Address: www.BroadheadCo.com
Contract Number: GS-07F-0457U
Business Size: Small Business
Period Covered by Contract: 15 July 2008 to 14 July 2018
General Services Administration Federal Supply Service
Pricelist current through Modification #CM-A474 , dated 11/23/2015

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!TM, a menu driven database system. The Internet address for GSA Advantage!TM is <http://gsaadvantage.gov>
For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

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- Pricelist dated 11 June 2013 reflects 5 Year Option Mod exercise.
- Pricelist dated 15 July 2015 incorporates Mod #CM-A457, awarded 23 June 2015.
- Pricelist dated 23 November 2015 incorporates Mod #CM-A474, awarded 11/23/15.

PROFESSIONAL SERVICES SCHEDULE (PSS) ADVISORY STATEMENT

“Effective October 1, 2015, the GSA Advertising & Integrated Marketing Solutions Services (AIMS) Schedule will become the Professional Services Schedule (PSS), with no changes to any terms and conditions found within this document”

OUR COMPANY

Broadhead + Co, Inc. is an agency built on a simple premise: listen first, then provide great ideas. As an agency, we are committed to helping our clients grow their businesses through communications to their target audiences. And we live that model by putting senior level staffers in place as your day-to-day contact – people you can trust. By doing so, we can help close the gap between awareness and acquisition because we listen first before we draw upon our experience to generate ideas that deliver results. We are defined by a team with the collective experience that stacks up against any agency in our space, large or small – a core team of 11 senior professionals with a cumulative 220 years of experience, some of which we gained while working together in previous positions.

Broadhead + Co, Inc. is a professional organization with high standards of excellence. A self-policed system of checks and balances exists within each account team, many times designed to meet the work style and needs of individual clients. In all cases, no product moves to final production without documented approval and sign off by the client contact and account manager responsible for the project. Production projects are approved on-press by our experienced materials buyer. By our nature, Broadhead team members strive for and deliver errorless execution of client projects. If a mistake does slip through, we make it right.

OUR EXPERIENCE

At Broadhead + Co, Inc. our experience runs from coast to coast with major advertising agencies, top products and leading companies.

We have successfully launched brands, introduced new products, educated employees, members and customers; promoted seed, fertilizer, chemicals, video games, stores, sales, animal health products, pet foods, people foods, banks, hospitals, insurance, cable TV, shopping malls, motorcycles, you name it; sold stories; hosted media; fired up sales organizations; created issues; promoted causes; managed crises; won awards and had fun.

Our resumes include some of the top advertising agencies in the land – Colle+McVoy Marketing Communications; Miller Meester; Weber Shandwick Worldwide; TBWA/Chiat Day, Valentine Radford; Martin/Williams; HMS/Minneapolis; the Meyocks Group/Meyocks & Priebe; Carmichael Lynch; Penn Garritano; Lacey, LaMaster, Larson, Farmer; BBDO; Bozell & Jacobs, Krumwiede & Associates, and The Foley Group.

We have also worked on major brands for major companies including: SmithKline Beecham Animal Health, 3M, Friskies PetCare, Cenex Land O Lakes, Cargill, American Cyanamid, Delta Dental, Novartis, Scots Company, Aon Corporation, Dairy Management Inc., Rooster.com, HB Fuller, Novartis Specialty Crops, Bayer CropScience, Bayer Animal Science, Syngenta Crop Protection, Syngenta seeds, DuPont Crop Protection, Target Stores, Crystal Sugar, Harley-Davidson, Land O'Lakes, Mervyns, Best Buy, Perkins Restaurants, Pillsbury, Hormel, Malt-O-Meal, Jennie O Turkey, Northwest Airlines; AgChem/AGCO; Raven Industries; Gowan Co., Biosys, Sundance Ag Inc., Auxein Corp., Eden Bioscience, Makhteshim-Agan of North America Inc., FMC Corp, Nor-Am Chemical Co., American Cyanamid Co., Merck AgVet (crop and animal), Novo Nordisk, ICI Americas, Union Carbide Corp., Rhone-Poulenc Ag Products, Monsanto, Pioneer Hi-Bred International, DeKalb Seeds, Case IH, New Holland, BASF and several commodity organizations.

The marketing communications strategic experience of team members at Broadhead + Co, Inc. will deliver the successful development and implementation of effective communications services.

BROADHEAD + CO, INC. (AIMS) SERVICES OFFERED UNDER (PSS)

SERVICES OFFERED	DESCRIPTION
ADVERTISING SERVICES	Work goes beyond the cookie-cutter, ink-on-a-page approach through careful analysis of the target audience and marketing objectives. The results are stand-out creative executions using cost-effective media choices to reach target audiences and create a response. One size doesn't fit all, so our efforts encompass any single vehicle or a combination of radio and television to print, Internet, in-store and outdoor to dimensional mailings, on-hold messages, and more.
PUBLIC RELATIONS SERVICES	Public relations is a discipline central to Broadhead + Co, Inc.'s communications strategy for many, if not all, clients. And, it is a discipline of which the team has a deep understanding of its suitability in delivering in depth information about issues, services, products and brands. Four veterans focus on public relations and media relations. Possessing long standing relationships with key media, proven "story-selling" abilities and writing skills which adeptly position a product, service, issue or company are the ingredients our team uses to make positive impacts for our clients. Delivery may be via newsletters, Web sites, news releases, features, video or audio news releases, blogs, e-zines, events, editorial visits, persuasive speeches or editorials.
WEB-BASED MARKETING SERVICES	Our interactive portfolio includes new site development complete with CMS tool functionality, website redesigns, online advertising, email marketing, e-newsletters and search marketing. We also deliver our news releases, media alerts and emails with a customized format – not through some impersonal news service. As part of this process, we maintain audience specific media databases, allowing us to track media interest in a story just hours after distribution to simplify personal follow-up efforts that may enhance story pickup.
MARKET RESEARCH AND ANALYSIS	We can help close the gap between awareness and action because we listen first before we draw upon our experience to generate ideas that deliver results. Our experience cuts across and combines expertise in most marketing services that are needed to accomplish client objectives. And, if something is needed that we can't or don't do, we usually have a partner who can deliver on that need, or we'll find one.
VIDEO/FILM PRODUCTION	Our strategic and creative teams work effectively to concept, write, direct, shoot and supervise production on video for everything from sales team training and motivational videos to corporate sales pieces and television commercials. We have and will go on site or film in studio, whatever the project calls for. By outsourcing filming and final production to one of several skilled videographer/producer partners, the creativity put into our final product is not limited by lack of talent or technical capabilities. In addition, outsourcing helps us better match overhead expenses and production costs to the client's budget and needs.

SERVICES OFFERED	DESCRIPTION
EXHIBIT DESIGN AND IMPLEMENTATION SERVICES	Whether it is motivating a sales organization, driving traffic at an industry tradeshow or hosting media for information and relationship building, our team delivers unequalled creativity to make things happen. Broadhead + Co, Inc. handles everything from intimate, formal dinners with customers or media to rousing audio-video programs for hundreds of sales professionals to two-day educational seminars for media and consumer-directed events that introduce new products. Our attention-getting pre-event efforts prime people for participation and we help pull together exciting event offerings that drive participant action and leave them primed for the next contact.
COMMERCIAL ART AND GRAPHIC DESIGN SERVICES	Never afraid to challenge the status quo, our designers push creative out past the normal creative comfort zone, but just this side of ridiculous. This comes from years of experience with what works and what won't. And, because of this experience working with talent from coast to coast, they know where to source the illustrations, photography or other art needed to execute their concepts to deliver the greatest impact. Words cannot do their talent justice, so we invite you to look at "Our Work" online at www.broadheadco.com .
INTEGRATED MARKETING SERVICES	It's rare that one communications discipline can effectively deliver all things to all audiences. The Broadhead + Co, Inc. team understands this and consciously strive to offer our clients comprehensive programs that integrate the most appropriate combination of services needed to accomplish client goals and because one communications professional is likely not an expert on the best use of every communications discipline, we have put together a team with varied experiences, talents and areas of expertise.

BROADHEAD + CO, INC.
SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541 1 ADVERTISING SERVICES

Services provided under this SIN promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Outdoor marketing and media services
- Social Media
- Direct mail services
- Planning, Selection, and Placement of broadcast or printed media (radio, television, public service announcements, newspaper, etc)
- Advertising evaluation
- Other related activities to advertising services

541 2 PUBLIC RELATIONS SERVICES

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Public relations and crisis communications media training
- Crisis Communications Media Training (media and media responses, media alerts and press clipping services related activities to public relations services)
- Other related activities to public relations services

541 3 WEB BASED MARKETING SERVICES

Develop strategies for an agency to provide the maximum use of their Internet capabilities.

Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web Based Advertising (including social media outlets)
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance (including captioning services)
- On-Line media management
- Other related activities to web based marketing services
- Media will also be provided in a format that is compatible with the ordering agency's software requirements
- Continual website updates and maintenance may also be required

541 4A MARKET RESEARCH AND ANALYSIS

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling and analyzing results
- Establishing call centers (in relation to services provided under this schedule)

541 4B VIDEO/FILM PRODUCTION

Services include, but are not limited to:

- Writing,
- Directing,
- Shooting,
- Arranging for talent/animation, narration,
- Music and sound effects,
- Duplication, distribution, video scoring; and editing.
- Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats,
- CD-ROM, DVD and video streaming development.
- Filming in studios, on location, live shows or events may also be required.

541 4C EXHIBIT DESIGN AND IMPLEMENTATION SERVICES

Services provided under this SIN include making all necessary arrangements for exhibits in various venues (museums, malls, tradeshow, etc.) as may be required. Services include, but are not limited to the following components:

- Conceptualizing, designing and producing exhibits and their accompanying materials
- Providing and/or making recommendations for carpet and padding installation for exhibit property
- Preview set-up and dismantling of exhibit property
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)
- Media illumination services

541 4F COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

Services provided under this SIN include commercial art, graphic design, and special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing materials may also be required. Services include, but are not limited to the following components:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

541 5 INTEGRATED MARKETING SERVICES

Services provided under this SIN include offering a complete solution that collectively integrates the various services provided separately under the other SINs. Services include, but may not be limited to the following components:

- Creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. Comprehensive solutions include services available separately under SINs:
 - 541 1 Advertising Services,
 - 541 2 Public Relations Services,
 - 541 3 Web Based Marketing Services, and
 - 541 4 Specialized Marketing (i.e. SIN 541 4A through SIN 541 4G).
- Contractors must demonstrate the capabilities to provide services normally associated with an integrated marketing campaign (Market Research, Conference Planning, etc.).

INFORMATION FOR ORDERING OFFICES

FSS SIN(s): 541 1, 541 2, 541 3, 541 4A, 541 4B, 541 4C, 541 4F & 541 5

Contract Numbers: GS-07F-0457U

Contract Period: 15 July 2008 to 14 July 2018

Contractor's Name: Broadhead + Co, Inc.

Contractor's Address: 123 North Third Street, Suite 400

Minneapolis, MN 55401

Phone: (612) 617-7936

Fax: (612) 623-4810

Business Size: Small Business

Data Universal Numbering System (DUNS): 08-836-2020

Contractor's Taxpayer Identification Number (TIN): 26-0034623

1a. Special Item Number(s):

SIN	DESCRIPTION
541 1	Advertising Services
541 2	Public Relations Services
541 3	Web Based Marketing Services
541 4A	Market Research and Analysis
541 4B	Video/Film Production
541 4C	Exhibit Design and Implementation Services
541 5F	Commercial Art and Graphic Design Services
541 5	Integrated Marketing Services

1b. Pricing and rates can be found on page 11 of this pricelist

1c. Refer to Rate Chart on page 11 of this pricelist

2. Maximum Order Limitation: The maximum order limitation dollar value per SIN for all services is \$1,000,000; per order for all services is \$3,000,000

3. Minimum Order: The minimum dollar value per order for all services is \$100.00

4. Geographic Scope of Contract:

Offerors are requested to check one of the following boxes:

The Geographic Scope of Contract will be domestic and overseas delivery.

The Geographic Scope of Contract will be overseas delivery only.

The Geographic Scope of Contract will be domestic delivery only.

5. Point of Production: Broadhead + Co, Inc.
123 North Third Street, Suite 400
Minneapolis, MN 55401
Phone: (612) 617-7936
Fax: (612) 623-4810

6. All Broadhead + Co, Inc. prices reflect the NET price for those services

7. Quantity Discounts: None

8. Prompt Payment Terms: None

9a. Government Purchase Cards: Are accepted at or below the micropurchase threshold

9b. Government Purchase Cards: Are accepted above the micropurchase threshold

10. Foreign Items: Not Applicable

11a. Time of Delivery: As Negotiated with Ordering Agency

11b. Expedited Delivery: As Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery: As Negotiated with Ordering Agency

11d. Urgent Requirements: As Negotiated with Ordering Agency

12. F.O.B. Point(s): Destination

- 13a. Ordering Address:** Broadhead + Co, Inc.
 123 North Third Street, Suite 400
 Minneapolis, MN 55401
 Attention: Dean Broadhead
 Phone: (612) 617-7936
 Fax: (612) 623-4810
- 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:** Broadhead + Co, Inc.
 123 North Third Street, Suite 400
 Minneapolis, MN 55401
 Attention: Dean Broadhead
 Phone: (612) 617-7936
 Fax: (612) 623-4810
- Direct Deposit:** Bremer Bank
 Routing # 096010415
 Account # 6776408
- 15. Warranty Provision:** Standard Commercial Warranty; Customer to contact Broadhead
- 16. Export Packaging Charges:** Not Applicable
- 17. Terms and Conditions of Government Purchase Card Acceptance:** None
- 18. Terms and Conditions of rental, maintenance and repair:** Not Applicable
- 19. Terms and Conditions of installation:** Not Applicable
- 20. Terms and Conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable
- 20a. Terms and Conditions for any other Services:** Not Applicable
- 21. List of service and distribution points:** See listings in the back of this Price List
- 22. List of participating dealers:** Not Applicable
- 23. Preventative maintenance:** Not Applicable
- 24a. Special attributes such as environmental attributes:** None
- 24b. SECTION 508 COMPLIANCE:** Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services at the following: The EIT standards can be found at www.section508.gov/ and at www.BroadheadCo.com
- 25. Data Universal Numbering System (DUNS) Number:** 08-836-2020
- 26. Broadhead + Co, Inc. is registered with the SAM info Database.**

ORDERING PROCEDURES FOR SERVICES

Ordering Procedures for GSA Schedulers are found in FAR 8.405. For questions concerning this GSA Contract call Dean Broadhead at (612) 617-7936.

ORDERING GUIDE FOR OUR CUSTOMERS

A SUMMARY OF HOW TO USE GSA SCHEDULES

This GSA PSS Schedule can be easily utilized to gain access to contractors for required services. Task Orders may be put in place quickly and efficiently by the Ordering Agency Contracting Officer. This summary reflects the ordering procedures provided in the following section.

- ◆ **Step 1: Identify the Requirement:** The Technical or Project Officer identifies a requirement and prepares a Statement of Work (SOW). This is sent to the contracting office that the agency will use. This contracting office can be within its own agency, an outside agency, or a GSA Regional contracting office.
- ◆ **Step 2a: Placing Small Task Orders of \$3000 or Less:** A Task Order may be placed directly with the GSA Schedule holder chosen to perform the effort, by the Ordering Agency.

OR

- ◆ **Step 2b: Large Task Orders Over \$3000:** The Technical or Project Officer prepares a Request for Quotation (RFQ) for the contracting office. This RFQ can use a simplified format for a contractor to respond to items such as experience, project schedule, cost, staffing, technical and/or logistics support requirements. Often the RFQ is tailored to minimize the effort expended by the contractors. The RFQ should be sent to three approved GSA AIMS schedule holders offering the required services.
- ◆ **Step 3: Contractors Submit Proposals:** Proposals may include cost, schedule, staffing, logistics concerns and technical requirements requested by the Ordering Agency to provide the requirements of the GSA Special Item Numbers (SIN) being requested under the Schedule. Oral presentations are encouraged by GSA. Resumes are usually only provided upon specific request of the Ordering Agency.
- ◆ **Step 4: Evaluate Proposals and Select a Contractor(s):** The Technical or Project Officer and the Contracting Officer evaluate the responses received and make contractor selection(s) based upon the best value. At times, the Ordering Agency may select multiple contractors or possibly a teaming arrangement of contractors. The Ordering Agency may even select several contractors to provide certain portions of the project using different GSA schedules.
- ◆ **Step 5: Placing a Task Order with the Contractor(s):** Once the Ordering Agency has selected its best value contractor(s), a Task Order may be issued to them immediately.

BROADHEAD + CO, INC. LABOR CATEGORY RATES

Overview of Broadhead + Co, Inc. Special Item Number (SINs): 541 1, 541 2, 541 3, 541 4A, 541 4B, 541 4C, 541 4F & 541 5 for Advertising & Integrated Marketing Solutions (AIMS) Services Offering

Order #	Labor Category Title	Broadhead + Co, Inc. Off-Site Rates
BH001	Creative Director	\$215.37
BH002	Sr. Project Manager	\$177.08
BH003	Public Relations Manager	\$177.08
BH004	Creative Copywriter	\$177.08
BH005	Streaming Media Producer	\$167.51
BH006	Senior Video Producer	\$167.51
BH007	Video Editor	\$143.58
BH008	Creative Art Director	\$177.08
BH009	Project Manager	\$129.22
BH010	Interactive Project Manager	\$129.22
BH011	Public Relations Specialist	\$90.93
BH012	Web Programmer	\$143.58
BH013	Web Developer	\$119.65

*Off-Site Rates are at the Broadhead + Co, Inc. Site

Note: All non-professional labor categories must be incidental to and used solely to support Advertising & Integrated Marketing Solutions (AIMS) Services and cannot be purchased separately.

For additional information please contact Dean Broadhead at the Broadhead + Co, Inc. GSA Technical Assistance Department at dbroadhead@BroadheadCo.com, Phone (612) 617-7936 or Fax (612) 623-4810.

**PLEASE SEE PAGE 21 OF THIS PRICELIST FOR
ADDITIONAL PRODUCTS AND SERVICES
OFFERED BY BROADHEAD + CO, INC.**

BROADHEAD + CO, INC. LABOR CATEGORY DESCRIPTIONS

ORDER #	LABOR CATEGORY TITLE	MINIMUM EXPERIENCE	MINIMUM EDUCATION	FUNCTIONAL RESPONSIBILITIES
BH001	Creative Director	15 years of project related experience	Bachelor's degree	Provide executive/corporate level guidance in the development and execution of creative strategy and concepts.
BH002	Sr. Project Manager	10 years of project related experience	Bachelor's degree	Responsible for overall direction, control and reporting of multiple projects. Provide technical and management guidance to ensure all schedule and cost objectives are achieved successfully. Develop project documentation including budgets, project schedules and various planning and implementation documents.
BH003	Public Relations Manager	10 years project related experience	Bachelor's degree	Provide executive/corporate level guidance to multifaceted and multi-disciplined public relations projects. Develop communications strategy for clients.
BH004	Creative Copywriter	5 years experience project related experience	Bachelor's degree	Responsible for the creation and management of scripts for advertising aspects.
BH005	Streaming Media Producer	5 years of project related experience	Bachelor's degree	Responsible for production, management of online video content. Provides secure encoding and hosting of video on the web.
BH006	Senior Video Producer	10 years of project related experience	Bachelor's degree or equivalent experience	Responsible for oversight and vision for video storytelling process. Provides storyboard and creative concepts.
BH007	Video Editor	5 years of project related experience	Bachelor's degree or equivalent experience	Responsible for assembling the final product as a sequence consisting of shots from the raw camera footage, dialogue, sound effects and graphics.
BH008	Creative Art Director	15 years of project related experience	Bachelor's degree	Responsible for creation and execution of artwork for advertising aspects.
BH009	Project Manager	3 years of project related experience	Bachelor's degree	Responsible for the implementation of project guidelines and strategy. Direct oversight of personnel involved in multiple projects.

ORDER #	LABOR CATEGORY TITLE	MINIMUM EXPERIENCE	MINIMUM EDUCATION	FUNCTIONAL RESPONSIBILITIES
BH010	Interactive Project Manager	5 years of project related experience	Bachelor's degree	Responsible for managing projects from strategy (scope, architecture, media, etc), creative development, programming, trafficking and to pushing projects live. This person is also responsible for keeping the project on schedule and on time, and coordinating with directly with the client for approvals.
BH011	Public Relations Specialist	3 years of project related experience	Bachelor's degree	Assists PR Manager in the implementation of strategy, i.e., creation of news releases, story pitching.
BH012	Web Programmer	3 years of project related experience	Bachelor's degree	Responsible for back-end coding of a project (website, video, etc), applying the CMS tool functionality, encoding video, setting up the server(s) and pushing the project live. This person coordinates with the Web Developer and Interactive Project Manager to ensure the design & formatting is set-up properly.
BH013	Web Developer	5 years of project related experience	Bachelor's degree	Responsible for establishing the look/feel of the creative of the interactive projects and coordinates with the Web Programmer to setup the back-end coding and push things live. The Web Developer also often handles Flash and HTML development.

BROADHEAD + Co, INC.
LABOR CATEGORY SUBSTITUTIONS INFORMATION

Broadhead + Co, Inc. will provide only people who meet or exceed the minimum qualifications within the labor category descriptions stated herein. Broadhead + Co, Inc. labor categories provide for substituting experience for minimum education requirements and substituting educational degrees for years of experience. These substitutions are allowed for all Broadhead + Co, Inc. labor categories unless specified in the description.

ALLOWABLE SUBSTITUTIONS

The table below presents the allowable substitutions based on the education and experience of the labor categories in the Pricelist. Experience should be professional and job related, however it does not have to be specific to the project to be accomplished. However, if a degree is used in place of experience, the degree should be related to the project or task.

DEGREE	DEGREE AND EXPERIENCE & EDUCATION SUBSTITUTIONS	RELATED CERTIFICATION SUBSTITUTIONS
	In general, where it is not stated, the following experience table may be substituted for not having the required degree, unless otherwise specified in the job description.	
Associate's	2 years relevant experience	Trade/Vocational School or Technical Training or Military Training in relevant field
Bachelor's	Associate's + 4 years relevant experience 6 years relevant experience	Professional or Industry Standard Technical Certification in a relevant field. (e.g. MCSE, CCNP, CNA, CNE)
Master's	Bachelor's + 4 years relevant experience Associate's + 8 years relevant experience 10 years relevant experience	Professional License [e.g. Professional Engineer, Registered Communications Distribution Designer (RCDD), Certified Professional Logistician (CPL)]
Doctorate	Master's + 4 years relevant experience Bachelor's + 8 years relevant experience 14 years relevant experience	

**USA COMMITMENT TO PROMOTE SMALL BUSINESS
PARTICIPATION PROCUREMENT PROGRAMS PREAMBLE**

Broadhead + Co, Inc. provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities please contact Dean Broadhead at the Broadhead + Co, Inc. GSA Contracts department at Phone: (612) 617-7936; Fax: (612) 623-4810; Email: dbroadhead@Broadheadco.com

**BEST VALUE BLANKET
PURCHASE AGREEMENT
FEDERAL SUPPLY SCHEDULE**

(Insert Customer Name)

In the spirit of the Federal Acquisition Streamlining Act
_____(Agency)_____ and _____(Contractor)_____ enter into a cooperative agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract(s) _____.

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: search for sources; the development of technical documents, solicitations and the evaluation of offers. Teaming Arrangements are permitted with Federal Supply Schedule Contractors in accordance with Federal Acquisition Regulation (FAR) 9.6.

This BPA will further decrease costs, reduce paperwork, and save time by eliminating the need for repetitive, individual purchases from the schedule contract. The end result is to create a purchasing mechanism for the **Government that works better and costs less.**

Signatures

AGENCY

DATE

CONTRACTOR

DATE

BPA NUMBER _____

(CUSTOMER NAME)
BLANKET PURCHASE AGREEMENT

Pursuant to GSA Federal Supply Schedule Contract Number(s) _____, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (Ordering Agency):

(1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER

***SPECIAL BPA DISCOUNT/PRICE**

(2) Delivery:

DESTINATION

DELIVERY SCHEDULE/DATES

(3) The Government estimates, but does not guarantee, that the volume of purchases through this agreement will be _____.

(4) This BPA does not obligate any funds.

(5) This BPA expires on _____ or at the end of the contract period, whichever is earlier.

(6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE

POINT OF CONTACT

(7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

(8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

(a) Name of Contractor;

(b) Contract Number;

(c) BPA Number;

(d) Model Number or National Stock Number (NSN);

(e) Task/Delivery Order Number;

(f) Date of Purchase;

(g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and

(h) Date of Shipment.

(9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the task/delivery order transmission issued against this BPA.

(10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

BASIC GUIDELINES FOR USING “CONTRACTOR TEAM ARRANGEMENT”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions of the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.



broadhead.

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BROADHEAD + CO, INC. PRODUCTS AND SERVICES



Part Number	Quantity	Unit of Issue	Product / Service Name	Product / Service Description	GSA Price	Production Point
BH014	1	EA	Sell Sheet: 1 page, 4 color. Quantity 5,000	Can include copywriting, project management, design, photography and printing costs.	\$5,743.07	US
BH015	1	EA	Tri-fold brochure: 6-panel, 4 color brochure. Quantity 5,000	Can include copywriting, project management, design, photography and printing costs.	\$16,272.04	US
BH016	1	EA	Print ad: Page, 4 color	Can include creative concepting, copywriting, art direction, project management, photography and/or original artwork, color corrections, retouching and ad materials.	\$28,715.37	US
BH017	1	EA	Radio spot: :30 or :60 produced radio spot with multiple talent and effects	Can include project management, copywriting, broadcast production, talent, studio rental, production and residuals.	\$17,229.22	US
BH018	1	EA	Direct Mail: Flat mailer including envelop, brochure and letter. Quantity 3,000	Can include project management, creative concepting, copywriting, art direction, photography and/or original artwork, list rental, postage and printing.	\$18,664.99	US