



Rokusek Design, Inc.

**General Services Administration  
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.

**URL for GSA Advantage:** [GSAAvantage.gov](http://GSAAvantage.gov)

**Schedule Title:** Advertising, Integrated Marketing, Communications, Public Relations, and Web Site Design

**FCS Class:** 541

**Contract Numbers:** GS-07F-0471T, GS-07F-0472T

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov).



# Rokusek Design, Inc.

Contract Period:Title: GSAAvantage.gov

Contractor Name: Rokusek Design, Inc.

Address: 515 Maine Street, Suite 718  
Quincy, Illinois 62301

Phone Number: 217.222.3888

Fax Number: 217.222.9133

Web site: [www.rokusek.com](http://www.rokusek.com)

Contract Management  
Point of Contact: Kristen Ritterbusch  
[kristen@rokusek.com](mailto:kristen@rokusek.com)

Contract Administrator  
Point of Contact: John Rokusek  
[john@rookusek.com](mailto:john@rookusek.com)

Business Size: Small

Date: March 19, 2008



## 1. Customer Information

### 1a. Awarded SINs

SIN 541-1	Advertising Services
SIN 541-3	Web Marketing Services (small business set-aside)
SIN 541-4B	Video/Film Production Services
SIN 541-4E	Commercial Photography Services
SIN 541-4F	Commercial Art and Graphic Design

1b. Prices shown in price list includes contract discount. Other discounts available:

1c. Refer to Labor Category Description section

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

3. Minimum order: \$100.00

4. Geographic coverage (delivery area): ????

5. Point of Production: Quincy, IL , USA

6. Discount from list prices or statement of net price: ????

### 7. Quantity Discounts

\$10,000/ 1%

\$25,000/ 2%

\$50,000/ 3%

\$75,000/ 4%

8. Prompt Payment Terms: 3%/ 15 days, Net/ 30

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold (\$2500)

9b. Government Purchase Cards are accepted above the micro-purchase threshold.



10. Foreign Items: N/A
  
- 11a. Time of delivery: Will adhere to the delivery schedule as specified by the purchase order.
  
- 11b. Expedited delivery: Contact the contractor for expedited delivery options.
  
- 11c. Overnight and 2-day delivery: Contact the contractor for delivery options.
  
- 11d. Urgent requirements: Contact the contractor for rush requirements. An additional fee will be incurred. ??????
  
12. F.O. B. point: Destination ????
  
13. Ordering Address:  
Rokusek Design, Inc.  
510 Maine Street, Suite 718  
Quincy, IL 62301  
Ph 217-222-3888  
Fax 217-222-9133
  
- 13b. Ordering procedures: For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules)).
  
14. Payment Address:  
Rokusek Design, Inc.  
510 Maine Street, Suite 718  
Quincy, IL 62301
  
- 15 -24. N/A
  
25. Data Universal Number System (DUNS) number: 199972373
  
26. Rokusek Design, Inc. is registered in the Central Contractor Registration (CCR) Database.



## 2. Pricing

SIN 541-1	Advertising Services	Unit	GSA Rate
	Creative Director	Hour	\$95.71
	Art Director	Hour	\$95.71
	Designer	Hour	\$95.71
	Marketing Manager	Hour	\$95.71
SIN 541-3	Web Marketing Services	Unit	GSA Rate
	Creative Director	Hour	\$95.71
	Art Director	Hour	\$95.71
	Designer	Hour	\$95.71
	Marketing Manager	Hour	\$95.71
SIN 541-4B	Video/Film Production Services	Unit	GSA Rate
	Creative Director	Hour	\$95.71
	Art Director	Hour	\$95.71
	Designer	Hour	\$95.71
	Marketing Manager	Hour	\$95.71
SIN 541-4E	Commercial Photography Services	Unit	GSA Rate
	Creative Director	Hour	\$95.71
	Art Director	Hour	\$95.71
	Designer	Hour	\$95.71
	Marketing Manager	Hour	\$95.71
SIN 541-4F	Commercial Art and Graphic Design	Unit	GSA Rate
	Creative Director	Hour	\$95.71
	Art Director	Hour	\$95.71
	Designer	Hour	\$95.71
	Marketing Manager	Hour	\$95.71



## 3. Labor Categories

### Creative Director

Specializes in development and concept of client's project. Extensive experience in book, print, web and multimedia design, as well as animation and illustration. Closely supervises all projects and designers. Education: Bachelors/Masters degree- Graphic Design/ Graphic Arts/ Graphic Communication

Experience: 10-15 years

### Art Director

Supervises the design and process followed by graphic designers. Proficient in all software programs related to graphic design. Carries regular and advanced degrees in graphic design. Education: Bachelor degree- Graphic Design/ Graphic Arts/ Graphic Communication

Experience: 5-10 years

### Graphic Designer

Creates and produces graphic designs for book covers and interiors, web, print material and other applications using the most advanced technology. Working knowledge of all software programs related to graphic design.

Education: Bachelor degree- Graphic Design/ Graphic Arts/ Graphic Communication

Experience: 2 + years

### Project Manager

Supervises day-to-day project activities, team members and quality control. Organizes projects and is responsible for keeping tasks on schedule and within budget. Responsible for business development including: developing communications materials to build Rokusek Design's brand, image and product/service awareness; increasing sales; building customer relationships and loyalty.

Education: Bachelor- Marketing/ Business Management

Experience: 2 + years



## 4. Description of Services

### 541-4F Commercial Art and Graphic Design Services

Rokusek Design works as direct support for each client/agency by taking a client request, interpreting the needs and wants, and creating a design that clearly expresses the mission and goals of the company or organization and effectively educates the consumer market. Rokusek Design has long standing business relationships with worldwide publishers as well as national, state, and local corporations and organizations. Graphic Design Services offered by Rokusek Design include, but are not limited to:

- Conceptual design and layouts
- Providing copywriting and technical writing services
- Creating illustrations
- Publication designs and typographic layouts
- Furnishing custom or stock artwork and photography
- Interface design
- Image/ Branding design (logo, Corporate Identity)

### 541-1 Advertising Services and 541-3 Web Based Marketing Services

Rokusek Design plans, produces, executes, and monitors advertising and web based marketing campaigns for a number of regional and national clients. Rokusek Design works as direct support for each client/agency. Since every client and project is unique, we (together with the client) determine the marketing strategy to most effectively meet the objectives of the client/agency mission and project and/or campaign. In addition to outstanding visual and communication skills, Rokusek Design also offers its client agencies top notch project management. A project manager will monitor and track a project from initial planning and scheduling, all the way through billing and follow up. Weekly status reports are sent to all involved parties. Campaign objectives and budgets are also tracked and adjusted on a weekly, bi-weekly or monthly basis depending on the length and complexity of the contract or campaign. Services offered by Rokusek Design include, but are not limited to:

- Brainstorming and conceptual thinking (determine objectives, message, target market)
- Providing copywriting and technical writing services
- Production of artwork, graphics, ads, videos, and interactive marketing (and Integration)
- Website design, search engine marketing, database and tracking programs



# Rokusek Design, Inc.

## 541-4B Video/Film Production Services

Rokusek Design works as direct support for each client/agency by taking a client request, interpreting the needs and wants, and creating a video that clearly expresses the mission and goals of the company or organization and effectively educates and informs the consumer market and other agencies of products, services or current issues. Rokusek Design has long standing business relationships with worldwide publishers as well as national, state, and local corporations and organizations. Video Production Services offered by Rokusek Design include, but are not limited to:

- Conceptual development
- Providing copywriting and technical writing services
- Shooting
- Producing and Editing
- Organizing/Scheduling shoot and arranging talent
- Narration/Voice Over/ Sound Effects

## 541-4E Commercial Photography Services

Rokusek Design produces photography for commercial clients for use in advertisements, catalogs, brochures, websites, multimedia campaigns, and capital campaigns. Rokusek Design offers high-quality, creative and to the point photography. We focus on effective communication- verbally and visually--creating a clear message to the end user. Rokusek Design offers the following photographic services including, but not limited to:

- Black and White Photography
- Color Photography
- Digital Photo Editing and Archiving
- Still photography
- Field, studio, and location photography
- Illustrations



# Rokusek Design, Inc.

## 5. Experience

Rokusek Design, Inc. was established in 1988 as a freelance design firm serving primarily the educational publishing market. Since then we have grown to 5 full time employees and numerous regular freelancers, and now serve an impressive list of both publishing and corporate clientele. Rokusek Design has over 18 years experience in consulting for and production of design services and over 5 years experience in consulting for and providing integrated marketing solutions under d/b/a UpStage Marketing until 2005 and now under Rokusek Design.

### Industries Served:

- Corporate Large
- Corporate Small
- Small Business
- Civic Organizations
- City Governments
- Economic Development
- Publishing
- Healthcare
- Financial
- Banking
- Technology
- Manufacturing

### Some of our clients:

- McGraw-Hill Companies
- Thomson Learning
- Cengage Learning
- Pearson Benjamin-Cummings
- Pearson Prentice Hall
- Comtrak Industries



Rokusek Design, Inc.

Quincy Compressor  
Knapheide  
Gardner Denver  
Bausch and Lomb  
Quincy, IL  
Quincy Chamber of Commerce  
Keokuk Area Hospital  
Mercantile Bank

**Awards:**

2007 Design \_\_\_\_\_ of the Year MHHE  
2007 Telly Award- Quincy Mall "Holiday Magic"  
2006 Communicator Award- "NuU Grand Opening"  
2006 Communicator Award- "Live at QU- Better Than Ezra"  
2003 Telly Award- Quincy Symphony Orchestra "Phantom"  
2003 Telly Award- Dame and Hurdle Jewelers "Missed Opportunities"  
1995 Telly Award- Mason and Hanger Animation

Dun and Bradstreet Recommendation

Rokusek Design's Past Performance rating exceeds expectations for Reliability, Order Accuracy, Quality, Business Relations, Personnel, Customer Support and Responsiveness. DUNS # 19-997-2373