



**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.gsaadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule for 541 – Advertising & Integrated Marketing Solutions (AIMS)

CONTRACT NUMBER: GS-07F-0488W

CONTRACT PERIOD: June 1, 2009 – May 31, 2014

CONTRACTOR: Fuse, Inc.
802 North First Street, Suite 300
St. Louis, MO 63102-2529
Phone number: (314) 421-4040 ext: 102
Fax number: (314) 421-3033

CONTRACT ADMINISTRATOR: Mr. Gerald Hawthorne
802 North First Street, Suite 300
St. Louis, MO 63102-2529
Phone number: (314) 421-4040 ext: 106
Fax number: (314) 421-3033
E-Mail: Gerald@fuseadvertising.com

MARKETING POINT CONTACT: Mr. Clifford Franklin
802 North First Street, Suite 300
St. Louis, MO 63102-2529
Phone number: (314) 421-4040 ext: 102
Fax number: (314) 421-3033
E-Mail: Clifford@fuseadvertising.com

BUSINESS SIZE: Small Business

CUSTOMER INFORMATION:

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

<u>SIN</u>	<u>DESCRIPTION</u>
541-1	Advertising Services
541-2	Public Relations Services
541-4B	Video/Film Production
541-5	Integrated Marketing Services
541-1000	ODC

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SINs</u>	<u>MODEL</u>	<u>PRICE</u>
541-1 541-2 541-5 541-4B	Account Coordinator	\$120.90

1c. HOURLY RATES: See Commercial Price List

LABOR CATEGORY	RATE (Includes IFF)
President	\$143.57
Executive Vice President	\$143.57
Senior Vice President	\$143.57
Chief Financial Officer	\$136.01
Vice President	\$136.01
Creative Director	\$136.01
Senior Writer	\$136.01
Senior Art Director	\$136.01
Producer	\$136.01
Editor	\$136.01
Audio/Video Technician	\$136.01
Media Director	\$136.01
Account Director	\$128.46
Art Director	\$128.46
Writer	\$128.46
Writer	\$128.46
Media Buyer/Planner	\$128.46
Traffic Manager	\$128.46
Account Planner	\$128.46
Interactive Designer	\$128.46
Controller	\$128.46
Senior Account Manager	\$128.46
Account Manager	\$120.90
Account Coordinator	\$120.90

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

*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 contactor 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, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. POINT(S) OF PRODUCTION: St. Louis, MO
6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

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): +1% > \$250,000
8. PROMPT PAYMENT TERMS: +1% 20 Days Net 30 days
- 9.a Government Purchase Cards are 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: To be determined at time of task order.
- 11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.
- 11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

- 11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. FOB POINT: Destination
- 13a. ORDERING ADDRESS: Fuse, Inc.
802 North First Street, Suite 300
St. Louis, MO 63102-2529
- 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: Fuse, Inc.
802 North First Street, Suite 300
St. Louis, MO 63102-2529
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: (any thresholds above the micro-purchase level)
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):

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 027236343

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR
REGISTRATION (CCR) DATABASE: January 25, 2011

ABOUT FUSE

We are a full service, creatively driven advertising agency based in St. Louis, Missouri. We have a team of talented strategic and creative planners who understand the premise of reaching, but more importantly, emotionally touching consumers where they live, work, pray and play.

We do this through traditional and non-traditional means of advertising and marketing. We get it done by planning and buying old and new media. We have built one of the finest interactive and experiential marketing groups in the industry.

Clients include Budweiser, Bud Light, National Education Association, CNN, Jamba Juice, V408, Missouri Division of Tourism, Obama for America, Democratic Senatorial Campaign Committee, Department of Justice, Hyundai, e3thos.com, Safeway Stores and the Federal Aviation Administration.

FUSE SERVICE OFFERING:

Overall Communication Consulting	Brand Strategy Development
Account Management/Brand Stewardship	Public Relations
New Product Development	Advertising Creative Development
Promotional Marketing	Graphic Design
Interactive Design/Creative Production	Interactive Design/Strategy
Experiential and Field Marketing	Broadcast Radio, TV and Video Editing)
Local Activation/Retail Marketing	Media Planning and Buying