

## General Services Administration

Federal Supply Service  
Authorized Federal Supply Schedule Price List

# Advertising and Integrated Marketing Solutions

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. The Internet address for GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).



<b>Schedule Title:</b>	Advertising and Integrated Marketing Solutions
<b>FSC Group:</b>	541
<b>Contractor:</b>	Roman/Thayer Design Inc.
<b>Contract Number:</b>	GS-07F-0521V
<b>More Information:</b>	For more information on ordering from Federal Supply Schedules click on FSS Schedules at <a href="http://fss.gsa.gov">fss.gsa.gov</a>
<b>Contract Period:</b>	Sept. 15, 2009 – Sept. 14, 2014

<b>Contractor Name:</b>	Roman/Thayer Design Inc.
<b>Address:</b>	1511 Route 22, Suite 142 Brewster, NY 10509
<b>Phone:</b>	(203) 826-5801
<b>Fax:</b>	(203) 746-4688
<b>Web Site:</b>	<a href="http://www.romanthayer.com">www.romanthayer.com</a>
<b>Contract Administrator:</b>	David T. Scott
<b>Email:</b>	<a href="mailto:dscott@romanthayer.com">dscott@romanthayer.com</a>
<b>Business Size:</b>	Small

## About Roman/Thayer Design Inc.

### What sets us apart...

#### **Integrity. Commitment. Originality. Respect.**

Graphic communication, at its core, is creative problem solving: using compelling visuals and targeted copy to convey your message both artistically and effectively, on time and within budget.

At Roman/Thayer, we deliver:

#### **Creativity.**

We bring fresh ideas but don't lose sight of your goals. We give you options that are beyond the expected but within your brand. We strategize but don't overthink.

#### **Experience.**

Our two principals have over 60 years' combined experience creating marketing collateral, promotional literature, direct mail campaigns, conference materials, advertising, identity and branding, new media and more.

#### **Responsiveness.**

When you need us, we'll be there. Your phone calls will be answered by the second ring, and our proficient staff will promptly respond to your needs. We always meet deadlines and never make promises we can't keep.

#### **Efficiency.**

Our offices are equipped with both PCs and Macs to ensure compatibility with your computer systems, and our publishing software and protocols conform to U.S. Government Printing Office best practices guidelines.

#### **Excellence.**

We consistently produce award-winning work, employing proven organizational skills, exceptional attention to detail and stringent quality control procedures. And we have great references to show for it.

### What gets you started...

#### **Enthusiasm. Opportunity. Confidence. And a phone call.**

To discuss your next project, contact Roman/Thayer today at (203) 826-5801.

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## Pricing

See Pages 6 and 7 for descriptions of labor categories

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### Labor Rates for SIN 541-4F: Commercial Art and Graphic Design Services

Labor Category	Unit	GSA Rate (Rate includes IFF)
Concept development	Hour	\$ 120.90
Project coordination	Hour	\$ 100.75
Graphic design	Hour	\$ 100.75
Production*	Hour	\$ 80.60
Copywriting/editing	Hour	\$ 100.75
Photoretouching/photoillustration	Hour	\$ 120.90
Illustration	Hour	\$ 88.66
Proofreading	Hour	\$ 80.60
Press review/production supervision	Hour	\$ 80.60

\*Mechanical artwork preparation, typesetting, pre-press, preparation of comprehensive renderings/layouts, image research, creation of mock-ups for 3D models, author's alterations, etc.

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### Labor Rates for SIN 541-2000: Other Direct Costs

Other Direct Cost	Unit	GSA Rate (Rate includes IFF)
Kodak Approval Proof	11" x 17" Page	\$ 241.80
Stock photography licensing fee	Photo	\$ 503.75
Stock imagery, backgrounds, licensing fee	Image	\$ 40.30
Color computer output	8.5" x 11" Page	\$ 12.09
Color computer output	13" x 19" Page	\$ 20.15
B&W and laser sizing, record and approval copy	8.5" x 11" Page	\$ .20
Storage media: CD/DVD burned	Disc	\$ 16.12
Overnight delivery	FedEx Letter	\$ 38.22

## Customer Information

- 1a. Table of awarded Special Item Numbers (SINs).**  
SIN 541-4F Commercial Art and Graphic Services, small business set-aside (see "Pricing" Page 3).  
SIN 541-2000 Other Direct Costs, small business set-aside (see "Pricing" Page 3).
- 1b. Lowest priced model number and lowest unit price for that model for each SIN.**  
Not Applicable.
- 1c. Labor category descriptions.**  
See "Labor Categories for SIN 541-4F" Pages 6 and 7.
- 2. Maximum order.**  
\$1,000,000 per SIN.
- 3. Minimum order.**  
\$100.
- 4. Geographic coverage.**  
Domestic delivery only.
- 5. Point of production.**  
Brewster, NY 10509 (Putnam County).
- 6. Discount from list prices or statement of net price.**  
20% discount from our normal commercial rates.
- 7. Quantity discounts.**  
Additional 1% discount for task orders exceeding \$100,000.
- 8. Prompt payment terms.**  
Payment terms are Net 30 days.
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.**  
Accepted.
- 9b. Notification that Government purchase cards are accepted above the micro-purchase threshold.**  
Accepted.
- 10. Foreign items.**  
Not Applicable.
- 11a. Time of delivery.**  
Determined on task order by task order basis.
- 11b. Expedited delivery.**  
Contact Contractor for expedited deliveries.
- 11c. Overnight and 2-day delivery.**  
Overnight and 2-day delivery are available. See "Pricing" Page 3, or contact Contractor for applicable rates.
- 11d. Urgent requirements.**  
Contact Contractor for special needs.
- 12. F.O.B. point.**  
Destination.

- 13a. Ordering address.**  
Roman/Thayer Design Inc., 1511 Route 22, Suite 142, Brewster, NY 10509.
- 13b. Ordering procedures.**  
For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address.**  
Roman/Thayer Design Inc., 1511 Route 22, Suite 142, Brewster, NY 10509.
- 15. Warranty provision.**  
Not Applicable.
- 16. Export packing charges.**  
Not Applicable.
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).**  
Not Applicable.
- 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.**  
Not Applicable.
- 20a. Terms and conditions for any other services.**  
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. Section 508 compliance for EIT.**  
Not Applicable.
- 25. Data Universal Number System (DUNS) number.**  
806516779.
- 26. Notification regarding registration in Central Contract Registration (CCR) database.**  
Active. Renewed annually. CAGE Code is 5BRL0.

## Labor Categories for SIN 541-4F

### Commercial Art and Graphic Design Services

#### Concept development

**Functional responsibilities:** Develop and execute creative concepts and guide the creative team, as well as supervise and support the production team, copywriter and graphic designers. The concept developer must be able to establish timelines for all projects, liaise with clients and provide hands-on assistance to the designers.

**Minimum years of experience:** The concept developer must have a minimum of ten years' experience managing and directing designers, copywriters and production personnel. An equivalent combination of education and experience, which provides comparable knowledge, is acceptable.

**Minimum educational/degree requirements:** The concept developer must have a bachelor's degree in art, graphic design or commercial art, and experience as a creative professional (e.g., art director, copywriter, graphic designer, etc.).

#### Project coordination

**Functional responsibilities:** Manage projects from initiation through completion. This includes project planning and tracking, estimating, scheduling, staffing and task supervision. The project coordinator works in close collaboration with clients, management, all members of the creative team and outside vendors.

**Minimum years of experience:** The project coordinator must have a minimum of five years' experience in management/project leadership and experience managing several projects simultaneously. The project coordinator must be familiar with marketing, production methods and commonly used computer programs. An equivalent combination of education and experience, which provides comparable knowledge, is acceptable.

**Minimum educational/degree requirements:** A bachelor's degree in management, communications, marketing or associated field is highly desirable.

#### Graphic design

**Functional responsibilities:** Design and lay out projects, as directed by the concept developer. The graphic designer must be proficient in QuarkXPress, Adobe Creative Suite (Photoshop, Illustrator, etc.) and Microsoft Office, and must be knowledgeable in print, Web and alternative media production techniques and requirements. The graphic designer reports to the concept developer.

**Minimum years of experience:** The graphic designer must have a minimum of five years' experience in print and/or Web design. Additional experience as a production artist is preferred. An equivalent combination of education and experience, which provides comparable knowledge, is acceptable.

**Minimum educational/degree requirements:** The graphic designer must have a bachelor's degree in art, graphic design or commercial art.

#### Production

**Functional responsibilities:** Create final electronic files that are either ready to be distributed electronically, imported into a Web site or ready for final release to a printer, including mechanical artwork preparation, typesetting and pre-press. Production also includes preparation of comprehensive renderings/layouts, image research, creation of mock-ups for 3D models and incorporation of author's alterations. The production artist must be proficient in QuarkXPress, Adobe Creative Suite (Photoshop, Illustrator, etc.) and Microsoft Office, and must be knowledgeable in print, Web and alternative media production techniques and requirements. The production artist reports to the concept developer.

**Minimum years of experience:** The production artist must have a minimum of two years' experience.

**Minimum educational/degree requirements:** A college degree in commercial art, graphic design or related field is highly desirable.

### **Copywriting/editing**

**Functional responsibilities:** Acquire strategic and tactical understanding of client objectives as well as write, edit and perform preliminary proofreading of all copy for all media forms. The copywriter/editor reports to the concept developer.

**Minimum years of experience:** The copywriter/editor must have five years' experience writing documents for all media forms and experience managing several projects simultaneously. An equivalent combination of education and experience, which provides comparable knowledge, is acceptable.

**Minimum educational/degree requirements:** A bachelor's degree in literature, journalism, communications or other liberal arts program is highly desirable.

### **Photoretouching/photoillustration**

**Functional responsibilities:** Enhance, manipulate and modify digital images; may require replacing photographic elements, combining images, adjusting colors, etc. The photoretoucher/photoillustrator must have technical knowledge of and experience with Adobe Photoshop. The photoretoucher/photoillustrator works in close collaboration with graphic designers and the concept developer.

**Minimum years of experience:** The photoretoucher/photoillustrator must have a minimum of five years' experience.

**Minimum educational/degree requirements:** A college degree in commercial art, graphic design or related field is highly desirable.

### **Illustration**

**Functional responsibilities:** Prepare illustrations and drawings using common art media such as oil paints, watercolor or pen-and-ink, as well as computer programs (e.g., Adobe Illustrator, Adobe Photoshop, 3D modeling programs, etc.). The illustrator works in close collaboration with graphic designers and the concept developer.

**Minimum years of experience:** The illustrator must have a minimum of five years' experience.

**Minimum educational/degree requirements:** A college degree in commercial art, graphic design or related field is highly desirable.

### **Proofreading**

**Functional responsibilities:** Review, revise and/or edit print or online content. The proofreader adheres to internal quality control standards and client-specific editorial style guidelines. The proofreader works in close collaboration with copywriters/editors and production personnel.

**Minimum years of experience:** The proofreader must have a minimum of two years' experience.

**Minimum educational/degree requirements:** A bachelor's degree in communications, journalism, English or related field is highly desirable.

### **Press review/production supervision**

**Functional responsibilities:** Liaise with printer; review digital proofs, bluelines and match prints; and attend press checks to ensure quality control of the final printed product. The press review/production supervisor works closely with graphic designers, the concept developer and printers to ensure that the finished job matches specifications. The press review/production supervisor must have technical knowledge of computer layout programs as well as all aspects of print processes, paper stock, binding techniques, mail specifications, etc.

**Minimum years of experience:** The press review/production supervisor must have a minimum of five years' experience in press supervision. Additional experience as a production artist is preferred. An equivalent combination of education and experience, which provides comparable knowledge, is acceptable.

**Minimum educational/degree requirements:** A college degree in commercial art, graphic design or related field is highly desirable.

## General Services Administration

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## GSA Schedule 541 Contractor

### **Roman/Thayer Design Inc.**

1511 Route 22, Suite 142  
Brewster, NY 10509

(203) 826-5801 Phone  
(203) 746-4688 Fax

[www.romanthayer.com](http://www.romanthayer.com)