



**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 **541 Advertising and Integrated Marketing Solutions** (AIMS 541)
FSC Group: R701

CONTRACT NUMBER: GS-07F-0543X

CONTRACT PERIOD: **June 1, 2011 – May 31, 2016**

For more information on ordering from Federal Supply Schedules, click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: **Gray, Kirk/Van Sant Advertising, Inc. dba GKV Communications**

1500 Whetstone Way
4th Floor
Baltimore, MD 21230
Phone: (410) 234-2430
Fax: (410) 234-2441
Email: garryr@gkv.com

CONTRACTOR'S ADMINISTRATION SOURCE: **Mr. Garry Raim**

Executive VP
1500 Whetstone Way
4th Floor
Baltimore, MD 21230
Phone: (410) 234-2474
Fax: (410) 234-2441
Email: garryr@gkv.com

BUSINESS SIZE: Small Business

GKV participates in GSA's Disaster Recovery and American Recovery and Reinvestment Act Programs.



CUSTOMER INFORMATION:

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

- 541-1 (541-1RC) Advertising Services
- 541-2 (541-2RC) Public Relations Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>Service Category</u>	<u>PRICE</u>
541-1, 541-2	Account Assistant/Project Manager	\$86.15

1c. HOURLY RATES:

Direct Labor Rates are hourly.

2. MAXIMUM ORDER*: \$1,000,000.00 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 contractor 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, D.C., Puerto Rico, U.S. territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Baltimore, MD (Baltimore City)

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted

7. QUANTITY DISCOUNT(S): +1% for order greater than \$500,000.00 (Applicable to Direct Labor only)

8. PROMPT PAYMENT TERMS: N/A; Net 30 Days

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on task order and as mutually agreed upon.

11b. EXPEDITED DELIVERY: As specified on task order and as mutually agreed upon. Contact Contractor's Representative.

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact the Contractor's Representative.

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: Gray, Kirk/Van Sant Advertising, Inc. dba GKV Communications
1500 Whetstone Way, 4th Floor, Baltimore, MD 21230
- 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: Same as contractor
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) N/A
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): N/A
- 24b. Section 508 Compliance for EIT: The EIT standards can be found at www.Section508.gov
25. DUNS NUMBER: 783631336
26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Gray, Kirk/Van Sant Advertising, Inc. dba GKV Communications is currently registered in the CCR database.



GSA Direct Labor Pricing Table

(All labor categories are applicable to all SIN categories, including 541-1 and 541-2)

Labor Category	Unit of Issue	GSA Net Price
Group Head/Director	Hour	\$215.37
Creative Director	Hour	\$215.37
Media Director	Hour	\$215.37
Interactive Developer	Hour	\$143.58
Account Supervisor	Hour	\$143.58
Art Director	Hour	\$134.01
Copywriter	Hour	\$134.01
Interactive Designer	Hour	\$134.01
Account Executive	Hour	\$119.65
Designer/Digital Studio Artist	Hour	\$119.65
Broadcast Producer	Hour	\$114.86
Media Planner	Hour	\$114.86
Public Relations/Outreach Manager	Hour	\$114.86
Media Buyer	Hour	\$105.29
Print Production Buyer	Hour	\$105.29
Traffic Manager	Hour	\$105.29
Account Assistant/Project Manager	Hour	\$ 86.15

"The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly."

Labor Category Descriptions

Group Head / Director

Senior level marketing professional with 15+ years of advertising and/or direct marketing experience. At a minimum, the Group Director holds a B.A. or B.S. in Communications, Business Management or a related field. The Director is responsible for establishing strategic direction and overseeing the agency's activities on behalf of their clients.

Creative Director

The Creative Director is responsible for overseeing all agency creative work, including broadcast and print advertising, direct marketing and sales support material. A Creative Director has at least 15 years of advertising and/or direct marketing experience and holds a B.A. degree.

Media Director

The Media Director will have more than 10 years of general and direct marketing experience in all forms of advertising communications. The Director leads the agency's media department in preparing, proposing and negotiating media buys to accomplish stated client objectives. The Director must hold a B.A. degree at a minimum.



Interactive Developer

An Interactive Developer is skilled in many forms of Web programming language, including PHP, HTML and Flash. They have at least five years of experience in developing websites, Web banners and interactive programs.

Account Supervisor

An Account Supervisor has at least seven years of marketing and advertising experience and holds a B.A. degree. The Supervisor reports to the Group Director and manages the day-to-day activities of the Account Managers.

Art Director

An Art Director works in tandem with a Copywriter in developing communications materials, including general advertising and direct. Art Directors have advanced degrees from portfolio schools and at least five years of advertising and direct marketing experience. They are skilled in the latest computer design programs, including Adobe Photoshop, InDesign, Illustrator and Quark.

Copywriter

Copywriters work with their Art Director partner in developing communication materials. Copywriters have as a minimum a B.A. degree in Communications or Journalism and/or at least five years of experience creating general and/or direct advertising.

Interactive Designer

An Interactive Designer has at least five years of Web design and programming experience and a strong educational background in design. The Designer works in tandem with the Developer to produce websites that are functional and engaging.

Account Executive

Account Executives have at least five years of general and/or direct marketing experience with an advertising agency or internal marketing department. They are experienced in managing the implementation of all forms of marketing communications, including print and broadcast advertising and direct mail. They must hold a B.A. degree in Marketing Communications or a related field.

Designer/Digital Studio Artist

A Designer/Digital Studio Artist reports to an Art Director and develops logos, collateral material and exhibits. Designers have a minimum of three years of design and/or advertising experience and degrees from portfolio schools or a B.F.A. They are highly skilled in the latest computer design programs, including Adobe Photoshop, InDesign, Illustrator and Quark.

Broadcast Production Manager

The Broadcast Production Manager has at least seven years of experience producing radio and television. They are familiar with production companies, directors and studios, as well as contemporary production techniques and practices.

Media Planner

The Media Planner has at least three years of advertising and media planning experience and is skilled in all forms of media communications. The planner prepares plan proposals to within the parameters of the brief provided. The planner has strong negotiating skills in order to deliver maximum value.

Public Relations/Outreach Manager

A PR Manager holds a B.A. or B.S. degree and possesses at least five years of public relations and social marketing experience. The Manager has experience in conducting outreach initiatives such as large public events, training workshops and media relations.

Media Buyer

The Media Buyer offers at least three years of broadcast media buying experience and is skilled in using the latest media research such as Arbitron and Nielsen. The Buyer has strong negotiating skills and is experienced in buying both radio and television on a spot market and national basis.

Print Production Buyer

The Print Production Buyer has at least three years of advertising and direct marketing production experience. They are knowledgeable in electronic pre-press production techniques, estimating and four-color printing.



Traffic Manager

A Traffic Manager has at least three years of project management experience in an agency environment. The Manager is responsible for the efficient movement of projects through the agency to ensure time commitments are met.

Account Assistant/Project Manager

Project Managers will have at least one year of marketing communication experience and strong organization skills. They must hold a B.A. degree and be highly attentive to detail.

About GKV

GKV is celebrating 30 years of creating advertising, direct marketing, branding, interactive and public relations campaigns on behalf of our clients. Our success is rooted in our ability to create and execute breakthrough strategies for companies and organizations that are out-spent in their categories. GKV and its clients succeed by challenging the category status quo. On their behalf, we have created advertising that has succeeded consistently in the marketplace and in industry award competitions by demonstrating thought leadership, emotional power and confidence.

We take great pride in the fact that we are a well-run organization financially and a good steward of our clients' money. We have been a member in good standings since our inception with the Advertising Agency Association of America.

With a client roster of international, national and regional clients, GKV is located near Baltimore's Inner Harbor (just five minutes off of Interstate 95). We are just a short drive away from federal agencies located throughout the Baltimore-Washington Metropolitan areas.

Additional information is available at www.gkv.com.

MISSION

Identify and support organizations that believe marketing communications is an important component to their success. We have had the same mission since we opened our doors in 1981 — it doesn't matter what product or service category a company is in or where it is located.

PARTNER-IN-CHARGE

To shorten the distance between goals and results, we insist on senior-level relationships. A GKV principal holds the "Partner-in-Charge" position for every client on our roster. Our mission and our Partner-in-Charge philosophy have created productive, long-term relationships with our clients for 30 years.

MARKETING SOLUTIONS

GKV offers end-to-end creative marketing solutions. Tradition labels us an advertising agency. But what we really do is bring critical thinking, planning, and innovative execution to the ever-growing number of ways you have to connect with your stakeholders and customers. Our integrated services include:

- Strategic Planning
- Direct Marketing
- Advertising
- Research
- Brand Development & Positioning
- Media Planning & Buying
- Digital Services
- Social Media
- Web Design
- Search Marketing
- Event Planning
- Community Outreach
- Grassroots/Mobile Marketing
- Promotions/Partnerships
- Media/Public Relations
- Community Action Toolkits



CATEGORY EXPERIENCE

While our category list is diverse, the clients who have chosen to work with us have one thing in common — their desire to change the status quo to achieve greater success. They have sought our guidance to help them break from conventional marketing thinking to develop new approaches.

- Federal, State & Local Governments
- Cause Marketing
- Financial Services
- Health Insurance
- Health Systems
- Travel & Tourism
- Higher Education
- Packaged Goods/Food
- Attractions & Restaurants
- Retail
- Business-to-Business