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.

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

**CONTRACT: GS-07F-0610X**

Contract Period: June 21, 2016 through June 20, 2021

**CONTRACTOR:**

ADZ Etc., Inc.
N88 W16749 Main Street, Suite 3
Menomonee Falls, WI 53051
Phone: 262.502.0507
http://www.adzetc.com

**CONTRACT ADMINISTRATION SOURCE:**

Beth Grzesiak, President
262.502.0507
beth@adzetc.com

**BUSINESS SIZE:** SMALL

**STATUS:** WOMAN OWNED

Prices shown herein are Net (discount deducted).

Price list dated 5/12/2020
Price list current as of Modification # PS-A812 effective March 6, 2020.
ABOUT ADZ ETC., INC.

ADZ Etc. provides cost-effective Recruitment Advertising Solutions to the busy Human Resources professional. Our expertise in research, recommendations, design and ad placement assists our clients in attracting the best talent for the lowest cost.

CUSTOMER INFORMATION

1a. TABLE OF AWARD SPECIAL ITEMS NUMBERS (SINS)

<table>
<thead>
<tr>
<th>OLM</th>
<th>Order-Level Materials (OLM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICE MODEL NUMBER & LOWEST PRICE UNIT PRICE

ADZ ETC., INC. Hourly Labor Rates for Services

SIN 541810 - Advertising Services

<table>
<thead>
<tr>
<th>LABOR/TASK:</th>
<th>UNIT PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Development</td>
<td>$100.21/hour</td>
</tr>
<tr>
<td>Project Management</td>
<td>$84.53/hour</td>
</tr>
<tr>
<td>Creative / Graphic Designer</td>
<td>$68.85/hour</td>
</tr>
<tr>
<td>Copywriting</td>
<td>$68.85/hour</td>
</tr>
<tr>
<td>Collateral Production</td>
<td>$68.85/hour</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>$68.85/hour</td>
</tr>
<tr>
<td>Media Buying</td>
<td>$68.85/hour</td>
</tr>
<tr>
<td>Research</td>
<td>$56.63/hour</td>
</tr>
<tr>
<td>Online Job Board Placement</td>
<td>$56.63/hour</td>
</tr>
<tr>
<td>Proofing</td>
<td>$56.63/hour</td>
</tr>
<tr>
<td>Administrative</td>
<td>$47.12/hour</td>
</tr>
<tr>
<td>Production/Ad Layout</td>
<td>$44.41/hour</td>
</tr>
<tr>
<td>Ad Trafficking</td>
<td>$44.41/hour</td>
</tr>
</tbody>
</table>

SIN 541810ODC - OTHER DIRECT COSTS FOR MARKETING AND PUBLIC RELATIONS SERVICES

<table>
<thead>
<tr>
<th>ITEM</th>
<th>CEILING PRICE</th>
<th>UNIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Newspaper Insertion</td>
<td>$82,752.05</td>
<td>Per Newspaper Insertion</td>
</tr>
<tr>
<td>Print Trade Journal Insertion</td>
<td>$15,809.10</td>
<td>Per Trade Journal Insertion</td>
</tr>
<tr>
<td>Spot Radio Buy Per Station Per Month</td>
<td>$186,868.11</td>
<td>Per Radio Station Per Month</td>
</tr>
<tr>
<td>Internet Job Board Single Ad Placement</td>
<td>$4,476.34</td>
<td>Per Internet Job Board Ad</td>
</tr>
<tr>
<td>Internet Job Board Package</td>
<td>$202,655.24</td>
<td>Per Internet Job Board Package</td>
</tr>
<tr>
<td>Interactive Email Campaign</td>
<td>$87,759.18</td>
<td>Per Interactive Email Campaign</td>
</tr>
<tr>
<td>Online Banner Ad Campaign</td>
<td>$49,792.44</td>
<td>Per Online Banner Ad Campaign</td>
</tr>
<tr>
<td>Social Media Advertising Campaign</td>
<td>$212,275.14</td>
<td>Per Social Media Advertising Campaign</td>
</tr>
<tr>
<td>Online Pay-Per-Click Ad Campaign</td>
<td>$119,501.86</td>
<td>Per Online Pay-Per-Click Ad Campaign</td>
</tr>
<tr>
<td>Outdoor Billboard</td>
<td>$140,590.43</td>
<td>Per 4 Weeks Per Outdoor Billboard</td>
</tr>
<tr>
<td>Outdoor Billboard Production/Installation</td>
<td>$105,442.82</td>
<td>Per Production/Installation for Outdoor Billboard</td>
</tr>
<tr>
<td>Outdoor Digital Billboard</td>
<td>$41,005.54</td>
<td>Per 4 Weeks Per Outdoor Digital Billboard</td>
</tr>
</tbody>
</table>
DIRECT MAIL

<table>
<thead>
<tr>
<th>ITEM</th>
<th>CEILING PRICE</th>
<th>UNIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard Printing for Direct Mail</td>
<td>$13,155.28</td>
<td>Per Postcard Project Printing for Direct Mail</td>
</tr>
<tr>
<td>Mail House Services for Direct Mail</td>
<td>$7,982.68</td>
<td>Per Mail House Services for Direct Mail</td>
</tr>
<tr>
<td>Mail List for Direct Mail</td>
<td>$13,163.34</td>
<td>Per Mail List for Direct Mail</td>
</tr>
<tr>
<td>Stock Photo</td>
<td>$2,362.87</td>
<td>Per Stock Photo</td>
</tr>
</tbody>
</table>

1c. LABOR CATEGORY DESCRIPTIONS

- Business Developer
- Project Manager
- Creative / Graphic Designer
- Copywriter
- Collateral Specialist
- Direct Mail Specialist
- Media Buyer
- Research Specialist
- Online Job Board Placement
- Proofreader
- Online Job Board Specialist
- Administrative Assistant
- Production/Ad Layout Specialist
- Ad Trafficking Coordinator

2. MAXIMUM ORDER $1,000,000

3. MINIMUM ORDER $100.00

4. GEOGRAPHIC COVERAGE (DELIVERY AREA)
   Domestic 50 states and Washington D.C.
5. POINT(S) OF PRODUCTION  Menomonee Falls, Wisconsin, USA

6. DISCOUNT FROM LIST PRICE
   ADZ Etc., Inc. offers the Government a 1% discount off the List Price.

7. QUANTITY DISCOUNTS
   ADZ Etc., Inc. offers the Government an additional 1% volume discount (labor only) on single orders > $100,000.00.

8. PAYMENT TERMS & PROMPT PAYMENT DISCOUNT
   Net 30 Days. 1% 20 Days (this does not apply to credit card payments).
   Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. GOVERNMENT PURCHASE CARD
   a) ADZ Etc., Inc. accepts the Government commercial credit card with no additional discount at or below the micro-purchase threshold.
   b) ADZ Etc., Inc. accepts the Government commercial credit card above the micro-purchase threshold with no additional discount.

10. FOREIGN ITEMS   N/A

11a. TIME OF DELIVERY
   Will adhere to the delivery schedule as specified by the agencies purchase order.

11b. EXPEDITED DELIVERY
   Contact contractor for faster delivery or rush requirements.

11c. OVERNIGHT AND 2-DAY DELIVERY
   Contact contractor for overnight and 2-day delivery.

11d. EXPEDITED DELIVERY
   Contact contractor for faster delivery or rush requirements.

12. F.O.B. POINTS   Destination

13a. ORDERING ADDRESS
   ADZ Etc., Inc.
   N88 W16749 Main Street, Suite 3
   Menomonee Falls, WI 53051
   Phone: 262.502.0507
   Email: cori@adzetc.com and/or beth@adzetc.com
13b. MINIMUM ORDER
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. PAYMENT ADDRESS
ADZ Etc., Inc.
N88 W16749 Main Street, Suite 3
Menomonee Falls, WI 53051

15. WARRANTY PROVISION
ADZ Etc., Inc. warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. EXPORT PACKAGE CHARGES
N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE
(Any threshold above the micro-purchase level) Contact Contractor

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR
N/A

19. TERMS AND CONDITIONS OF INSTALLATION
N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.
N/A

20a. TERMS AND CONDITIONS OF ANY OTHER SERVICES
N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS
N/A

22. LIST OF PARTICIPATING DEALERS
N/A

23. PREVENTATIVE MAINTENANCE
N/A

24a. SPECIAL ATTRIBUTES
N/A

24b. SECTION 508 COMPLIANCE INFORMATION
N/A

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER
966451833

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE
ADZ Etc., Inc. is currently registered in the System for Award Management (SAM) database.
Service Contract Labor Standards (SCLS) Statement

The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Here’s what an ADZ Etc. government customer has to say:

“We are extremely pleased with the products and services from ADZ Etc. They are truly the experts; their representatives know all of the latest publications and websites to help us reach medical and other professionals. We provide the information and ADZ Etc. designs the perfect ad, at a cost at or below what we would pay if we had to do it all ourselves.

It couldn’t be easier!”

How Can We Help You?

• Research & recommend the best media placements for your Physician, Allied Health, Professional and other job openings – including local and national print and online, radio plus trade/association print and online
• Ad writing, design and ordering
• Direct mail targeted both geographically and by specialty

Don’t Settle for Plain, Pub-Set Journal Ads!

Instead of a publication-set ad like this...

ADZ Etc. will create an employer branded ad design that will
Get Your Recruitment Ads Noticed!
Our extensive Media Database gives us the capabilities to quickly research & recommend the best targeted Print & Online Job Board placements.

HEALTH CARE TRADE/ASSOCIATION JOURNALS & ONLINE JOB BOARDS:

**PHYSICIAN / PA**
- American College of Emergency Physicians (ACEP.org)
- American College of Cardiology (cardiosource.org/acc)
- American Gastroenterology Association (gastro.org)
- Annals of Neurology (neuroa.org)
- The Annals of Thoracic Surgery
- Blood (BloodJournal.org)
- Society of Hospital Medicine & The Hospitalist (hospitalmedicine.org)
- Journal of the American Dental Association (ADA.org)
- JAMA - Journal of the American Medical Association (jama.ama-assn.org)
- The Journal of Urology (auanet.org)
- New England Journal of Medicine (NEJM.org)
- Psychiatric Times (psychiatrictimes.com)
- Radiological Society of North America (RSNA.org)
- Surgery Journal (surgjournal.com)
- AND MANY, MORE SPECIALIZED OPTIONS...

**NURSING / NP**
- ANA – American Nurses Association (NursingWorld.org)
- AJN (American Journal of Nursing)
- Nursing Spectrum / Nurse.com
- Journal of the American Academy of Nurse Practitioners (aanp.org)
- State Nursing Publications & Websites
- AND MANY, MORE SPECIALIZED OPTIONS...

**HEALTH CARE MANAGEMENT & ADMINISTRATION / OTHER**
- American College of Health Care Executives (ACHE.org)
- American Health Information Management Association (AHIMA.org)
- Healthcare Financial Management (HFMA.org)
- Journal of Healthcare Finance
- HealthcareFinanceNews.com

**PHARMACY**
- APhA - American Pharmacist Association / Pharmacy Today (Pharmacist.com)
- American Journal of Hospital Pharmacy / ASHP (CareerPharm.com)
- Pharmacy Week / PharmacyWeek.com
- State Pharmacy Associations

**RADIOLOGY**
- American Society of Radiologic Technologists (ASRT.org)
- ADVANCE for Imaging and Radiation Therapy (AdvanceWeb.com)
- Radiology Today Magazine (RadiologyToday.net)
- RT Image

**THERAPY**
- American Physical Therapy Association (APTA.org)
- ADVANCE for Physical Therapy & PTAs (AdvanceWeb.com)
- The ASHA Leader (American Speech-Language-Hearing Association) - ASHA.org
- American Occupational Therapy Association / AOTA (OTJoblink.org)
- State PT/PTA/OT/SLP Publications & Websites

**AND Many, Many More Niche Publications & Job Boards / By Specialty!**

We will be happy to research and find the best, targeted media to meet your recruitment needs.
ORDERING EXAMPLE

Contact us with your open job requisition such as this...

Job Title: Physician (Intensivist/Hospitalist)
Department: Department of Veterans Affairs
Agency: Veterans Affairs, Veterans Health Administration
Job Announcement Number: FHCX-11-262-WS

Salary Range: Salary and appointment eligibility are determined by a Physician
Series & Grade: Board certified in Internal
Promotion Potential: None
Salary and appointment eligibility are determined by a Physician
Position: None
Salary: 8a-10a
Location: North Chicago, IL
Full-Time Permanent
Education: None
Applications will be accepted from United States citizens and nationals.
Job Summary: We seek an academically oriented physician BC in Internal
Major Duties:
The Captain James A. Lovell Federal Health Care Center (FHCC), established on October 1,
EEO: None
Closing Date: 30 days
Deadline: June 11, 2011
Pre-employment/Drug Screening: None
On-line Job Application: Online only, 30 days - $665
Deadline: June 11, 2011
Salary and appointment eligibility are determined by a Physician
We'll create an ad proof with placement recommendations and costs for your review,
like this...
Along with recommendations for targeted online job
board postings, such as this....

www.hospitalmedicine.org
Online with print ad, 30 days - $120
Online only, 30 days - $665

Once approved, we take care of all ad placements.
DIRECT MAIL EXAMPLES

**DISCOVER THE MADISON VA**

Because where you live is as important as where you work.

Madison, Wisconsin is a vibrant community with excellent opportunities for healthcare. It is home to the University of Wisconsin, Madison, School of Medicine, which is one of the top medical schools in the nation. Madison is also the home of the University of Wisconsin-Madison, School of Business, which offers a wide range of graduate and undergraduate programs.

Madison hosts the following:

- #8 in the 2007 Best Places to Raise a Family
- One of the 10 Fastest-Growing Cities in the U.S.
- One of the 10 Best Cities in America
- The W. S. Middleton VA Medical Center, Madison, in conjunction with the University of Wisconsin, Department of Medicine, Cardiology Services, seeks a:
  - **Cardiologist**
  - Full-time
  - Board Certified/Board Eligible

For more information on the Madison area, visit:

www.visitmadison.com

**Come to Where You are Valued!**

We Value You!

Be a member of the Rockford team providing compassionate healthcare to veterans. We are an employer of choice and a center of excellence in patient care, education and research. We take trust, respect, commitment, compassion and excellence— we value you!

Our Community-Based Outpatient Clinic is affiliated with the William S. Middleton Memorial Veterans Hospital in Madison, WI.

If you’re interested in arts and culture, performing arts and theater, parks and gardens, outdoor sports and recreation, the Rockford area has something for you.

**Primary Care Physicians:**

- Family Medicine
- Family Practice
- General Practice
- Internal Medicine

**Community-Based Outpatient Clinic**

Rockford, Illinois

Complete Direct Mail services from List Sourcing to Design to Mailing.

beth@adzetc.com
cori@adzetc.com