



250 W COVENTRY CT STE 300
MILWAUKEE, WI, 53217

WWW.BVK.COM

LARGE BUSINESS

FEDERAL SUPPLY GROUP: 541 CLASS: R701, R708, D304, R422, AND T006

SIN 541 1 – ADVERTISING SERVICES

SIN 541 2 – PUBLIC RELATIONS SERVICES

SIN 541 3 – WEB BASED MARKETING SERVICES

SIN 541 4A – MARKET RESEARCH AND ANALYSIS

SIN 541 4B – VIDEO/FILM PRODUCTION

SIN 541 5 – INTEGRATED MARKETING SERVICES

Contract Number: GS-07F-061CA

Period Covered by Contract: 6 January 2015 thru 5 January 2020

Pricelist current through Modification PA-0005 dated 4 May 2015

Contact for Contract Administration

Primary: Nick Verbeten, Account Supervisor, NickV@BVK.com

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

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 GSA Advantage! ® is: GSAAdvantage.gov.

BVK is made up of

230

**disciplined,
insightful and
creative rule-
breakers.**

Fiercely independent,* and with 5 offices across the country, we are linked by our passion for non-traditional thinking, our love of new technology and our fearless approach to repositioning and reinvigorating challenger brands.

We believe in the power of
> movements.

In starting crusades. Because successful brands don't just launch ad campaigns anymore. They stand for something bigger. Bigger than the product or service they sell. We never forget that consumers always have one finger on the fast forward button. So we have to move them in the way they want to be moved. In places that are unexpected. Using messaging and technology they find interesting. Then we need to reward them for their participation, by making sure every brand interaction adds value to their lives. Whether it's by entertaining them, supporting social causes or creating a community of individuals they want to connect with.

Some other things we believe in:

- We believe in the power of curiosity and surprise.
- We believe in understanding our audience better than they understand themselves.
- We believe in doing the opposite of what everyone else is doing.
- We believe in researching where people are headed, not where they've been.
- We believe that in advertising, the word "safe" means the same as "invisible."
- We believe rules were made to be broken.
- We believe in the refreshing power of honesty.
- We believe that it is our responsibility to give back.
- We believe that no matter how big the challenge is, we can move mountains.

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Customer Information

1. TABLE OF AWARDED SPECIAL ITEM NUMBERS

SIN	Rates
SIN 541 1 & 541 1RC – Advertising Services	Attachment II
SIN 541 2 & 541 2RC – Public Relations Services	Attachment II
SIN 541 3 & 541 3RC – Web Based Marketing Services	Attachment II
SIN 541 4A & 541 4ARC – Market Research and Analysis	Attachment II
SIN 541 4B & 541 4BRC – Video/Film Production	Attachment II
SIN 541 5 & 541 5RC – Integrated Marketing Services	Attachment II

1B. IDENTIFICATION OF THE LOWEST PRICED MODEL NUMBER AND LOWEST UNIT PRICE

N/A Services Only

1C. LABOR CATEGORY DESCRIPTIONS

See Attachment I below

2. MAXIMUM ORDER

The Maximum Order is \$1,000,000

3. MINIMUM ORDER

The Minimum of orders to be issued is \$100

4. GEOGRAPHIC SCOPE OF CONTRACT

Domestic delivery only (the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories)

5. POINTS OF PRODUCTION

NOT APPLICABLE

6. DISCOUNT FROM LIST PRICES

Prices shown are net prices; basic discounts have been deducted

7. QUANTITY DISCOUNTS

None

8. PROMPT PAYMENT DISCOUNTS

Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. NOTIFICATION THAT GOVERNMENT PURCHASE CARD ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD

- a. At or below the Micro Purchase Threshold: YES
- b. Above the micro-purchase threshold: NO



10. FOREIGN ITEMS

Not Applicable

11. TIME OF DELIVERY

- a. Time of delivery: BVK will adhere to the delivery schedule stipulated on each individual Delivery/Task Order
- b. Expedited Delivery: Not Applicable
- c. Overnight & 2-Day delivery: Not Applicable
- d. Overnight & 2-Day delivery: BVK will adhere to the delivery schedule stipulated on each individual Delivery/Task Order

12. FOB

Destination

13. ORDERING

- a. Address:
250 W COVENTRY CT STE 300
MILWAUKEE, WI, 53217
- b. 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

250 W COVENTRY CT STE 300
MILWAUKEE, WI, 53217

15. WARRANTY PROVISIONS

Standard Commercial Warranty

16. EXPORT PACKING CHARGES, IF APPLICABLE

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 (IF APPLICABLE)

Not Applicable

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)

Not Applicable

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE)

Not Applicable

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)

Not Applicable



21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)

Not Applicable

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE)

Not Applicable

23. PREVENTIVE MAINTENANCE (IF APPLICABLE)

Not Applicable

24. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS)

Not Applicable

24b. SECTION 508 COMPLIANCE

If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/

Not Applicable

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER.

117530550

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR), NOW SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE.

BVK is registered in CCR database, now SAM

Attachment I: Labor Category Descriptions

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
Account Management	Group Account Director	Oversee the account management group as well as the quality control of all accounts. The Group Account Director works closely with the Account Director and Account Supervisors to create estimates & finalize projects.	Bachelors	5
	Account Director	Account Directors oversee the planning and execution of traditional and digital communications programs, including Social Media, to meet a clients business objectives. Account Directors think creatively and develop concepts and plan strategically and globally. They manage key accounts with little supervision; communicate daily with staff regarding our clients' business. They provide ideas, concepts and designs proactively to clients to maximize results and anticipate issues while ensuring client objectives are met.	Bachelors	3
	Account Supervisor	Account Supervisor oversee the planning and execution of traditional and digital communications programs to meet a clients business objectives. They manage key accounts with little supervision; communicate daily with staff regarding our clients' business. They provide ideas, concepts and designs proactively to clients to maximize results and anticipate issues while ensuring client objectives are met.	Bachelors	2
	Senior Account Executive	Senior Account Executives play a primary, independent implementation role in client work by writing advanced-level feature articles, releases and communications for digital platforms, and developing creative communication plans and planning documents for client review. They demonstrate a mastery of both traditional and digital media relations including social media. Senior Account Executives will be capable of managing discrete projects and analyzing results, as well as demonstrating tactical excellence in executing plans.	Bachelors	2
	Account Executive	Account Executive has direct contact with clients, initiates ideas and works autonomously on structured tasks with sound judgment. They demonstrate solid thinking regarding research options and sources of information and have solid writing, traditional and digital media, organizational, and production skills. They will be able to review and summarize information and provide analysis of news and trends for any client.	Bachelors	1

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
	Assistant Account Executive	Assistant Account Executive provides client service by assisting with day-to-day project coordination, including assisting in the implementation of creative projects, research, media relations, both traditional and digital, materials development, and handling administrative tasks as necessary. They will have written and oral presentation skills and will be able to write news releases, fact sheets and other communications for social media platforms.	Bachelors	1
Content Studio	Graphic Services Director	Oversee the graphic services group as well as the quality control of the product being produced. The Graphic Services Director works closely with the Senior Graphic Designer and graphic designers to create estimates & finalize projects.	Bachelors	3
	Senior Graphic Designer	The Senior Graphic Designer oversees the work of the other graphic designers and is responsible for the layout, design and graphic elements that make up an ad, TV, website, banner or outdoor)	Bachelors	2
	Graphic Designer	Our Graphic Designers at BVK design and create graphic and artistic materials for projects using the latest graphic design software programs. They ensure their work is designed to meet specific standards and they help to coordinate all projects with the Production Coordinator.	Bachelors	1
	Production Artist	Production Artist focus on fast turnaround print design projects, ranging from print collateral to newspaper and magazine advertising. They also re-size print ads for varying publications and make minor layout and design changes to print work.	Bachelors	1
Creative	Creative Director	The Creative Director provides conceptual creative design and development for marketing, advertising, Web, public outreach campaigns and other graphic design projects. They are responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and messaging. The Creative Director also oversees the production implementation of the campaigns.	Bachelors	5
	Retoucher	Digital manipulation and enhancement of art images used for print, online, social and broadcast use. Also responsible for shooting in-house photography and retouching of photos.	Bachelors	3
	Associate Creative Director	Oversees the writers and art directors. Responsible for supervising and directing the development of all aspects of the creative process, including creative design, copy, concept across all mediums. They work under the supervision of the creative director	Bachelors	3

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
	Senior Copywriter/ Art Director	A Senior Copywriter/ Art Director supervises the work of other copywriters and interns. They are tasked with creating the copy for internal and external communications for a variety of media and participates heavily in the creative conceiving process for various campaigns.	Bachelors	2
	Copywriter/ Art Director	The Copywriter/ Art Director supervises implementation of conceptual development; provides input and direction for new design and oversees the progress of design and production staff. Maintains quality control, and interfaces with printers, producers, and webmasters/publishers to review all final products.	Bachelors	2
Digital	Digital Director	The Digital Director sets the overall strategy, vision and direction of the strategy and creative direction. They are responsible for multiple categories of organizational development including innovation, sourcing, development and leadership.	Bachelors	5
	User Experience Designer	A User Experience Designer emphasizes human factors that can impact the overall interactive experience. Skills can include persona development, user analysis, wire framing, prototype development and interaction modeling.	Bachelors	3
	Digital Producer	The Digital Producer is responsible for overseeing the planning, management and delivery of web/interactive projects from concept through completion.	Bachelors	2
	Information Architect	The Information Architect applies user-centric insight in order to organize website and application content. This can include the development of site map, navigation, labeling and search system architecture.	Bachelors	2
	Senior Developer	A Senior Developer may utilize a number of technologies and scripting languages including HTML, CSS and JavaScript to create user interfaces based on wireframes, designs and illustrations.	Bachelors	2
	Senior Digital Designer	A Senior Digital Designer is responsible for both conceptualization and design of all related creative solutions. They are capable of making critical design decisions and may oversee the work of junior designers.	Bachelors	2
	Digital Designer	The Digital Designer is responsible for creating and executing design concepts with consistency of visual appearance, usability and brand standards.	Bachelors	2

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
Earned Media	Account Director	Earned Media Account Directors oversee the planning and execution of traditional and digital communications programs, including Social Media, to meet a clients business objectives. Account Directors think creatively and develop concepts and plan strategically and globally. They manage key accounts with little supervision; communicate daily with staff regarding our clients' business. They provide ideas, concepts and designs proactively to clients to maximize results and anticipate issues while ensuring client objectives are met. Our Earned Media Account Directors have a proven track record in developing and maintaining strong client relationships.	Bachelors	3
	Account Supervisor	Earned Media Account Supervisor oversee the planning and execution of earned media projects to meet a clients business objectives. They manage key accounts with little supervision; communicate daily with staff regarding our clients' business. They provide ideas, concepts and designs proactively to clients to maximize results and anticipate issues while ensuring client objectives are met.	Bachelors	2
	Senior Account Executive	Earned Media Senior Account Executives play a primary, independent implementation role in client work by writing advanced-level feature articles, releases and communications for digital platforms, and developing creative communication plans and planning documents for client review. They demonstrate a mastery of both traditional and digital media relations including social media. Senior Account Executives will be capable of managing discrete projects and analyzing results, as well as demonstrating tactical excellence in executing plans.	Bachelors	2
	Account Executive	Earned Media Account Executive has direct contact with clients, initiates ideas and works autonomously on structured tasks with sound judgment. They demonstrate solid thinking regarding research options and sources of information and have solid writing, traditional and digital media, organizational, and production skills. They will be able to review and summarize information and provide analysis of news and trends for any client.	Bachelors	1

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
	Assistant Account Executive	Earned Media Assistant Account Executive provides client service by assisting with day-to-day project coordination, including assisting in the implementation of creative projects, research, media relations, both traditional and digital, materials development, and handling administrative tasks as necessary. They will have written and oral presentation skills and will be able to write news releases, fact sheets and other communications for social media platforms.	Bachelors	1
Insight	Group Director	The Insight Group Director is responsible for managing all phases of the research process from project conception to client presentation. They are proficient in qualitative and quantitative research design, data collection methodologies (mail, telephone, mall intercepts, online, fax, personal interviews) and types of research (i.e., attitude/awareness, concept testing, customer satisfaction, and pricing studies.)	Bachelors	5
	Director	The Insight Director leads/participates in strategy development and brainstorming sessions, including the branding process, to discover and define consumer and brand insights. They are aware of and understand the variety of traditional and online research tools and methodologies that can be utilized for client success.	Bachelors	3
	Supervisor	A Supervisor within the Insight Group is tasked with recommending and overseeing the implementation of a broad array of qualitative and quantitative research programs, and advises agency/client management on strategic issues and research requirements. The Insight Supervisor will also analyze and interpret research results and survey data and develop research reports, presentations, white papers and general business communications.	Bachelors	2
	Senior Analyst	The Senior Analyst assists in the development and execution of research projects, including: Qualitative and quantitative research design, Proposal writing and project costing, Questionnaire development, Project and Vendor management. Once the studies are complete, the Senior Analyst assists identifies relevant and meaningful insights in the data, from which conclusions and recommendations can be drawn, and presents these conclusions in a report.	Bachelors	2
	Analyst	The Analyst supports the Senior Analyst in the design and execution of research projects, including questionnaire programming, data tabulation, and statistical analyses.	Bachelors	1

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
Media	Media Director	The Media Director is responsible for managing all phases of the research process from project conception to client presentation. They are proficient in qualitative and quantitative research design, data collection methodologies (mail, telephone, mall intercepts, online, fax, personal interviews) and types of research (i.e., attitude/awareness, concept testing, customer satisfaction, and pricing studies.)	Bachelors	5
	Associate Media Director	The Associate Media Director is responsible for the strategic research, selection, and recommendation of media plans to clients, with the assistance and guidance of others on the media team. They utilize comprehensive media research and competitive spending data to assess a wide variety of media options including broadcast, print, online, out-of-home and other media channels to determine the best media mix for client programs.	Bachelors	3
	Media Supervisor	The Media Supervisor manages the day-to-day process of researching and recommending all media purchases for clients to meet their marketing objectives. They confer with the Media Director, clients, and account service team members to establish media objectives and strategies for advertising campaigns that can include broadcast, print, online, out-of-home and any other form of media. The Media Supervisor evaluates a wide range of media vehicles to determine which would most effectively reach the desired target audiences with the greatest impact and cost efficiencies.	Bachelors	2
	Senior Media Buyer	The Senior Media Buyer assists the Media Director and Associate Media Director in the purchase and placement of all broadcast, print, online, out-of-home and other forms of media on behalf of clients. The Senior Media Buyer oversees the research and communications with media representatives; including issues insertion orders to ensure proper media tracking and verification.	Bachelors	2
	Media Buyer	The Media Buyer assists the Media Director and Associate Media Director in the purchase and placement of all broadcast, print, online, out-of-home and other forms of media on behalf of clients. The Media Buyer conducts research, communicates with media representatives, issues insertion orders and ensures proper media tracking and verification.	Bachelors	1

BVK Team Department	Labor Category Title	Job Descriptions	Minimum Education	Minimum Experience
	Media Assistant	This is an entry level position where the assistants learn the business of media. The primary functions are inputting of the buys and auditing the vendor invoices to make certain they are consistent with the original purchase. Other functions include working with the other team members to solve discrepancies, issue insertion orders, monitor schedules and any other functions that are needed. Once these tasks have been learned, the assistants are given market assignments and begin to buy print, some online and radio leading eventually to television.	Bachelors	1
Production	Edit Suite	Staffed by an editor, the edit suite is the place for editing of TV, radio and long form video projects. The edit suite is also available for dubbing of tapes, edit changes, graphics, and audio recording.	Bachelors	5
	Broadcast Production Director	Oversees and coordinates cast, crew, and resources during filming of a video. Ensures that all cast and crew know their responsibilities and places during shooting. Allocates resources as necessary to ensure a smooth process throughout shooting and into post-production.	Bachelors	5
	Print Production Director	Oversee the Production Coordinator as well as the production and printing of all printed materials, print ads and premium items. The Print Production Director works closely with the Art Director and writers to create estimates, get print retouching and digital files prepped.	Bachelors	3
	Traffic Manager	Is the liaison between the edit suite, media buyers and the broadcast media that is running. Traffic is responsible for creating trackable codes for each radio and TV spot and getting them to the right stations with the right station,	Bachelors	1
	Production Coordinator	The Production Coordinator's primary responsibility is to manage the final layout, production and publication of advertisements. He or she ensures the creative is received by each publication in the media plan and meets appropriate size standards and specifications. Other responsibilities include quality control, proofing copy, managing creative personnel and ensuring that deliverable and publication deadlines are met.	Bachelors	1

Attachment II: GSA Prices

Department	Labor Category Title	GSA Rate W/IFF
Account Management	Group Account Director	\$250.00
	Account Director	\$195.00
	Account Supervisor	\$150.00
	Senior Account Executive	\$125.00
	Account Executive	\$105.00
	Assistant Account Executive	\$90.00
Content Studio	Graphic Services Director	\$150.00
	Senior Graphic Designer	\$110.00
	Graphic Designer	\$85.00
	Production Artist	\$70.00
Creative	Creative Director	\$250.00
	Retoucher	\$225.00
	Associate Creative Director	\$195.00
	Senior Copywriter/ Art Director	\$150.00
	Copywriter/ Art Director	\$110.00
Digital	Digital Director	\$250.00
	User Experience Designer	\$180.00
	Digital Producer	\$150.00
	Information Architect	\$150.00
	Senior Developer	\$150.00
	Senior Digital Designer	\$150.00
	Digital Designer	\$110.00
Earned Media	Account Director	\$195.00
	Account Supervisor	\$150.00
	Senior Account Executive	\$125.00
	Account Executive	\$105.00
	Assistant Account Executive	\$90.00
Insight Group	Group Director	\$250.00
	Director	\$195.00
	Supervisor	\$150.00
	Senior Analyst	\$125.00
	Analyst	\$105.00
Media	Media Director	\$250.00
	Associate Media Director	\$195.00
	Media Supervisor	\$150.00
	Senior Media Buyer	\$125.00
	Media Buyer	\$105.00
	Media Assistant	\$90.00
Production	Edit Suite	\$250.00
	Broadcast Production Director	\$200.00
	Print Production Director	\$150.00
	Traffic Manager	\$95.00
	Production Coordinator	\$75.00