

**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.gsadvantage.gov>

SCHEDULE TITLE: 541 - Advertising and Integrated Marketing Solutions (AIMS)

FSC GROUP: N/A

CONTRACT NUMBER: GS-07F-105AA

CONTRACT PERIOD: Jan. 1, 2012 to Dec. 31, 2017

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



PULSAR

CONTRACTOR:

Pulsar Advertising Inc.
10940 Wilshire Blvd, Suite 1050
Los Angeles, CA 90024
Phone number: 703-801-9758
Fax number: 609-939-3907
Email: jwright@pulsaradvertising.com

CONTRACTOR'S ADMINISTRATION SOURCE: James Wright/ jwright@pulsaradvertising.com

BUSINESS SIZE: Small

CUSTOMER INFORMATION:

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

SIN	DESCRIPTION
541 1	Advertising Services
541 2	Public Relations Services
541 1000	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours

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

1c. HOURLY RATES:

SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Job Title/Task)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA (including IFF)
541 1, 541 2	Account Coordinator	Hourly	\$ 76.87
541 1, 541 2	Account Manager	Hourly	\$ 151.76
541 1, 541 2	Intern	Hourly	\$ 42.46
541 1, 541 2	Art Directioner	Hourly	\$ 128.36
541 1, 541 2	Copywriter	Hourly	\$ 134.22
541 1, 541 2	Creative Director	Hourly	\$ 138.82
541 1, 541 2	Graphic Designer	Hourly	\$ 93.45
541 1, 541 2	Media Planner/Buyer	Hourly	\$ 138.92
541 1, 541 2	Print Production Supervisor	Hourly	\$ 107.90
541 1, 541 2	Public Relations - Business/Community Outreacher	Hourly	\$ 138.92

541 1, 541 2	Senior Research Planner	Hourly	\$ 142.38
541 1, 541 2	Strategic Planner	Hourly	\$ 138.83

SCA Eligible Contract Labor Category	SCA Equivalent Code and Title	WD Number
None Offered	None Offered	Not Applicable

“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.”

SIN(s) PROPOSED	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541-1000	Copying (black & white)	per page	\$ 0.15
541-1000	Copying (color)	per page	\$ 0.71
541-1000	Translation Services (1 8.5"x11" Flyer, transcreation)	per flyer	\$ 1,511.34
541-1000	Focus Group (Develop moderator's guide, recruitment guide, recruit participants, provide facilities, offer taping services, incentives for participants, travel)	up to 2 groups, max 15 people per group	\$ 53,639.29
541-1000	Folders (production, 9"x12", 2 glued pockets)	per 1000	\$ 2,518.89

541-1000	Brochure (four color, two fold, stock photography, and production)	per 5,000	\$ 1,511.34
541-1000	Fact Sheet (4 color, 80# Gloss Text, stock photography and production, 8.5"x11", two sided)	per 15,000	\$ 2,720.40
541-1000	Photography (original photography, on location, photographer, assistant, art direction, licensing, travel)	per day	\$ 7,556.68
541-1000	Signage (foamcore, max 3'x3', full color, matte finish)	per sign	\$ 201.51
541-1000	Broadcast TV/PSA (:30 a, production, talent, travel)	per ad	\$ 60,453.40
541-1000	Broadcast Radio (:30, production, talent, travel)	per ad	\$ 7,052.90
541-1000	Radio Media Buy (:30 spots)	per campaign, per market	\$ 176,322.42
541-1000	Television Media Buy (:60 spot)	per campaign, per campaign	\$ 277,078.09
541-1000	Newspaper Media Buy (Full Page ad)	per insertion	\$ 151,133.50

2. **MAXIMUM ORDER*:** \$1,000,000.00
3. **MINIMUM ORDER:** \$100.00
4. **GEOGRAPHIC COVERAGE:** 48 contiguous states, Alaska, Hawaii, Washington D.C., Puerto Rico, U.S. Territories, and to a port or consolidation point within the aforementioned locations for orders that are received from overseas activities.
5. **POINT(S) OF PRODUCTION:** USA
6. **DISCOUNT FROM LIST PRICES:** 2% basic discount
7. **QUANTITY DISCOUNT(S):** Additional 1%>\$150,000, 2%>\$250,000, 3%>\$500,000
8. **PROMPT PAYMENT TERMS:** Net 30 Days

- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are accepted above the micro-purchase threshold.**
- 10. **FOREIGN ITEMS: N/A**
- 11a. **TIME OF DELIVERY: At task order level**
- 11b. **EXPEDITED DELIVERY: At task order level**
- 11c. **OVERNIGHT AND 2-DAY DELIVERY: At task order level**
- 11d. **URGENT REQUIRMENTS: 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: 1023 15th Street, NW, Suite 800, Washington, DC 20005**
- 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: 10940 Wilshire Blvd, Suite 1050, Los Angeles, CA 90024**
- 15. **WARRANTY PROVISION: SCW**
- 16. **EXPORT PACKING CHARGES: N/A**
- 17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: 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: N/A**
- 25. **DUNS NUMBER: 874881188**

26. Contractor has an active registration in the SAM database

Job Descriptions

Labor Category	Minimum/ General Experience	Functional Responsibility	Educational Requirements
Account Coordinator	5 years	Responsible for providing support to his/her assigned team: media tracking and list building, Internet research, copy editing, crafting materials, and general office and client support. Other tasks may include coordinating event logistics.	Bachelor's degree
Account Manager	5 years	Serves as the primary business contact for the client and is responsible for client satisfaction, customer service to accounts, as well as the ability to represent client needs and goals within the organization to ensure quality.	Bachelor's degree in a related area or applicable experience may be substituted for degree requirements.
Intern	1 Year	Provides assistance to their supervisor and team.	High school diploma
Art Direction	4 years	The art director supervises and performs creative design, identity development and client consultation work. The art director should create visual solutions to clients' problems by working closely with the account team.	Bachelor's degree. A Master's degree substitutes for two-years of experience.
Copywriter	2 years	Works with art director(s) to interpret concepts/copy into completed design; creating copy and concepts in the production of advertising and communications / marketing.	Bachelor's degree (or 3 years copywriting experience in lieu of degree)
Creative Director	2 years	Responsible for the overall supervision of the agency's creative product, both design and copy; interface between the client, the account executive and the creative department and be responsible for taking strategic marketing plans and interpreting them into "big ideas."	Bachelor's degree in art design, fine arts, or applicable discipline

Graphic Designer	2 years	Develop multiple graphic options. Present options to the client and provide concept explanation. Provide designs for advertising art while as walking designs through the production and post-production process. Oversee budget for each particular project.	Bachelor's degree
Media Planner/Buyer	5 years	Works with clients to maximize the impact of their advertising campaigns through the use of a range of media. Ensures that campaigns reach their target audiences and combine creative thinking with factual analysis to develop appropriate strategies. Works with clients to identify keys messages to target and buy various media mediums.	Bachelor's degree
Print Production Supervision	5 years	Responsible for the planning, execution and project management of the company's entire process of print production within marketing direct mail acquisitions. This includes the supply chain process for all print production requirements from planning, and RFQ.	Bachelor's degree
Public Relations - Business/Community Outreach	2 years	Provides outreach to provide strategies for creating partnerships at the local, regional, national and international level.	Bachelor's degree and 5 years experience.
Senior Research Planner	5 years	Plans, administers and coordinates multiple, complex advance/special projects; organizes and employs resources to achieve project objectives; prepares and monitors project budgets. Organizes and administers research studies and conducts analyses.	Bachelor's degree. A Master's degree substitutes for two-years of experience.
Strategic Planner	2 years	Assists clients in the process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.	Bachelor's degree. A Master's degree substitutes for two-years of experience.