



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

SCHEDULE TITLE: Advertising & Integrated Marketing Solutions
FSC Group: 541

CONTRACT NUMBER: GS-07F-106BA

CONTRACT PERIOD: January 13, 2014 through January 12, 2019

CONTRACTOR: **Mico Promotions, Inc.**
38 West 21 Street, 8th floor
New York, NY 10010-6968
Phone: 212-255-5785
Fax: 212-255-2461
Website: www.micopromotions.com

CONTRACTOR'S ADMINISTRATION SOURCE:

Name: Maia Michaelson
Title: President
Email: maia@micopromotions.com

BUSINESS SIZE: Small

SOCIOECONOMIC INDICATORS: s, w



CUSTOMER INFORMATION

Since 1992, Mico Promotions, Inc. has provided advertising, marketing support and creative services, including concept development, copywriting, art direction, graphic design, art studio services and production management. We are fluent in both consumer and B2B advertising, with extensive experience in traditional direct response advertising, including direct mail and print.

Most of our employees are veteran advertising executives, each having over 25 years of experience. We use a business model that combines job functions that are typically separate at traditional advertising agencies – our Art Directors are highly skilled production artists and execute their own work; in other words, our “studio” employees are trained Art Directors and Designers. This model adds value for our clients 1) by ensuring that all work has a designer’s eye looking at it, and 2) by significantly reducing the cycle time required to complete a project. Our business model, in conjunction with our years of experience and our creative talent, are the main reasons why our clients continue to work with us.

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

SIN	DESCRIPTION
541-1	Advertising Services
541-4F	Commercial Art and Graphic Design Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Labor Category or Job Title/Task)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA (including IFF)
541 1; 541 4F	Electronic Typesetting and Mechanicals	Per Hour	\$114.86
541 1; 541 4F	Generate PDFs	Each	\$14.36
541 1; 541 4F	Generate Color Lasers	Each	\$6.70
541 1; 541 4F	Prepare Comps	Each	\$215.37



SERVICE DESCRIPTIONS:

Typesetting and Mechanicals

Electronic type and Mechanicals to create new and/or update existing electronic files for marketing materials, print advertisements, direct mail kits, fulfillment, collateral, websites and other related informative and promotional material. These services require graphic design skills and are based on the knowledge of how to properly prepare electronic files, including referencing marketing and/or mail plans and component code grids, separating preprint from variable data and conforming to postal regulations for direct mail components (this is a graphic design service relating to advertising services, web based marketing services and specialized marketing services).

Generate PDFs

Generate PDFs to capture an accurate picture of what the electronic file looks like. Use PDFs, or "portable data files," to email for proofreading and client review using Adobe Acrobat Reader. Files of multiple components can be combined into one PDF that includes a project overview. In addition, pages sometimes are extracted from a printer-supplied template in order to create a PDF that is right-reading for client review (this is a graphic design service relating to advertising services, web based marketing services and specialized marketing services).

Generate Color Lasers

Generate color lasers to show, in hard copy format, what the electronic file looks like. Use for proofreading, preparing comps, instructing printers, submitting for client and legal reviews (this is a graphic design service relating to advertising services, web based marketing services and specialized marketing services).

Prepare Comps

Prepare a comprehensive layout, or "comp", that is a paper representation of what the final printed product will look like. It includes all copy and art in position and is a three dimensional prototype of the finished product (this is a graphic design service relating to advertising services, web based marketing services and specialized marketing services).



2. **MAXIMUM ORDER*:** \$1 million per SIN and \$1 million per order

*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 contactor 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, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **POINT(S) OF PRODUCTION:** NA
6. **DISCOUNT FROM LIST PRICES:** GSA Net Prices are shown on the attached GSA Pricelist.
7. **QUANTITY DISCOUNTS:** None
8. **PAYMENT TERMS:** net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Card accepted for purchases above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** N/A
- 11b. **EXPEDITED DELIVERY:** Contact Contractor's Representative



- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact the Contractor for rates
- 11d. **URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
- 12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as contractor
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
- 14. **PAYMENT ADDRESS:** Same as contractor
- 15. **WARRANTY PROVISION:** N/A
- 16. **EXPORT PACKING CHARGES:** N/A
- 17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Government Purchase Card accepted for purchases above the micro-purchase threshold.
- 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:** as applicable
- 25. **DUNS NUMBER:** 930094396
- 26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.