

Standard Form 1449, Contract for Commercial Items
Havit Advertising, Inc.
Contract Number (See SF 1449, Block 2 - GS-07F-148BA)

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: Advertising & Integrated Marketing Solutions
FSC Group: 541

CONTRACT NUMBER: GS-07F-148BA

CONTRACT PERIOD: March 12, 2014 through March 11, 2019

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

CONTRACTOR:  Havit Advertising, Inc.
1010 Wisconsin Ave NW Ste 205
Washington, D.C. 20007-3683
Phone: 202-640-4940
<http://www.Havitad.com>
hello@Havitad.com

CONTRACTOR'S ADMINISTRATION SOURCE: Kevin Oxendine

BUSINESS SIZE: Small

SOCIOECONOMIC INDICATORS: Small

CUSTOMER INFORMATION:

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

SIN	DESCRIPTION
541-1	Advertising Services
541-3	Web Based Marketing Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Solutions

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

SIN	MODEL	PRICE
N/A - SERVICES	N/A - SERVICES	N/A - SERVICES

1c. HOURLY RATES: (Services Only)

SIN(s) PROPOSED	LABOR CATEGORY	DESCRIPTION	EDUCATION	# YRS EXPERIENCE	GSA RATE
541-1; 541-3; 541-4f; 541-5	Principal	Overall strategic management, direction, and guidance across the organization. High level strategy, oversight of overall campaigns and deliverables. Advise senior clients on strategies and business decisions.	BA	10 years	\$ 275.06
541-1; 541-3; 541-4f; 541-5	Account Director	Oversees account supervisors and handles larger national accounts. Builds strong/ lasting client relationship based on progress in achieving the clients' marketing objectives with efficiency. Functions as the principal day-to-day representative of the agency with respect to the advertising development and servicing of accounts assigned. Successfully meet all client timelines and budgets and consistently exceed expectations. Ensure quality control and accuracy on all projects.	BA	10 years	\$ 198.99
541-1; 541-3; 541-4f; 541-5	Account Supervisor	Manage assigned clients and projects with all internal departments and external contacts (client, vendors). Successfully meet all client timelines and budgets and consistently exceed expectations. Manage client marketing plans including, creative, strategy, vendors and budgets. Work with clients, internal staff and vendors to coordinate timely scheduling of assigned projects. Ensure quality control and accuracy on all projects. Coordinate and interpret research and develop analysis to support client recommendations and evaluate the effectiveness and ROI of campaigns. Grow client revenue by identifying future engagement opportunities and building wide and deep client relationships. Provide detailed summary of completed projects for billing to Business Manager.	BA	5 years	\$ 158.69
541-1; 541-3; 541-4f; 541-5	Account Executive	Primary responsibility is assisting Account Supervisor in managing assigned clients and projects with all internal departments and external contacts (client, vendors). Successfully meet all client timelines and budgets and consistently exceed expectations. Ensure quality control and accuracy on all projects (including copy, layout, versioning, offer information, quantity, due dates, etc.). Ensure quality control and accuracy on all projects (including copy, layout, versioning, offer information, quantity, due dates, etc.).	BS	1-3 years	\$ 134.51

541-1; 541-3; 541-4f; 541-5	Account Coordinator	Assists account executive in client management, timelines, and budgets.	BA/BS	1 year	\$ 112.09
541-1; 541-3; 541-4f; 541-5	Social Media Specialist	Leads and implements social media strategies, tools, and communications for customers. Acts as an advisor for implementation of social media strategies and integration into clients web platforms. Understanding of marketing and knowledge of evolving social media services.	BA	1 year	\$ 112.09
541-1; 541-3; 541-4f; 541-5	VP of Marketing Strategy	Lead discovery portion of every assignment, campaign or new business pitch, including uncovering consumer insights and motivations, analyzing industry information, and tracking competitive activity. Oversee creative brief development for current clients and new business opportunities, ensuring all briefs are strategically sound and singularly focused. Lead firm's internal marketing efforts, including managing company website, in an effort to drive increased awareness in the Metro-DC area	BA/BS	10 years	\$ 179.09
541-1; 541-3; 541-4f; 541-5	Strategic Marketing Director	Work closely with the VP of marketing strategy in developing creative briefs for clients. Provide strategic recommendations to clients to include new customers/audiences, innovative programs, and market research.	BA/BS	10 years	\$ 149.87
541-1; 541-3; 541-4f; 541-5	Executive Creative Director	Lead the creative team across all clients, foster a culture of excellence and creativity with the team. Mentor, manage and motivate the creative team, recruit top-tier talent, effectively juggle and manage multiple clients and projects, define creativity within Havit and continually review and innovate with an eye to what is best in class and developing new, innovative, and groundbreaking concepts and executions, develop, orchestrate, and win pitches with strategic concepts and by gaining client confidence as a leader.	BA/BS	10 years	\$ 247.86
541-1; 541-3; 541-4f; 541-5	Digital & 3D Creative Director	Responsible for concept creation, scripting, and direction and quality control of digital media and 3D animations and images including CG illustrations, CG animations, real time interactive media, augmented reality, websites, IOS and Android apps, and touchscreen presentations.	BA/BS	10 years	\$ 224.18
541-1; 541-3; 541-4f; 541-5	Associate Creative Director	Formulate design concepts and presentation approaches, and direct workers engaged in art work, layout design, and copy writing for visual communications media, such as magazines, books, newspapers, and packaging. Oversee copywriters, and designers and help guide vision. Oversee development of easy to read, effective communications that uphold our brand and push our message to users and partners, facilitating interaction with our websites, promotions, or sales department.	BA/BS	5 years	\$ 149.62
541-1; 541-3; 541-4f; 541-5	Art Director	Have great design skills, an innovative style, plenty of energy and are hungry to do exceptional work. Can establish a look and feel from scratch, as well as carrying out the vision of senior creative staff. Proficient in Adobe Creative Suite CS5. Ability to do basic photo retouching and photo manipulation.	BS	3-5 years	\$ 149.87

541-1; 541-3; 541-4f; 541-5	Jr Art Director	Proficient in Adobe Creative Suite CS5, ability and understanding of design for Print and Web, a keen eye for typography and overall strong attention to detail, sketching and hand-illustrating ability, ability to do basic photo retouching and photo manipulation, interest in traditional and non-traditional advertising tactics, multimedia projects, promotions and events.	BA/BS	1 year	\$ 134.51
541-1; 541-3; 541-4f; 541-5	Copywriter	Discuss the clients core message and target audience, engaging in creative brainstorming process, writing and presenting options to clients, modifying copy, have an eye for detail, and work well under pressure.	BA Journalism, Creative Writing, or English	1 year	\$ 134.51
541-1; 541-3; 541-4f; 541-5	Production Director	The production manager is responsible for directing all tasks and staff involved in producing printed advertising. This includes overseeing the print production aspects of various media, including newspapers, magazines, digital advertising, promotions, displays and exhibits	BA Journalism, Creative Writing, or English	5 years	\$ 149.92
541-1; 541-3; 541-4f; 541-5	Studio Manager	The job of an Advertising Studio Manager involves supervising artists, delegating projects to staff, setting priorities to meet deadlines, troubleshooting and other production jobs that fall outside the job description of other personnel in an advertising studio.	BA Journalism, Creative Writing, or English	5 years	\$ 149.92
541-1; 541-3; 541-4f; 541-5	Graphic Designer	Develop graphics and layouts for the web and for print materials, translate abstract concepts into visual illustrations, ensure creative alignment with branding and marketing strategy, and reinforce corporate branding through cutting edge design.	BS	1 year	\$ 125.14
541-1; 541-3; 541-4f; 541-5	VP, National Accounts	Develop and execute strategic plan for selling services, Build relationships by meeting with senior executives to discuss their business issues, present solutions and convey the value proposition of Havit's services. Provide insights from marketing visits and collaborate in the development of marketing/advertising campaigns, new programs, and future pitches. Successfully negotiate and acquire new clients and expand relationships with existing clients. Meet revenue goals.	BA/BS	10 years	\$ 179.35
541-1; 541-3; 541-4f; 541-5	Finance Manager	Clear understanding of marketing business model and billing marketing projects. Perform and record financial operations using QuickBooks. Prepare monthly Balance Sheet, Profit & Loss Statements and Cash Flow Reports, journal entries, invoices, bank reconciliations, account reconciliations, A/R and A/P agings, and various schedules. Coordinate the timing, activity and detail of all cash and investment accounts, Maintain company benefits and corporate insurance plans Coordinate Payroll and HR functions, including submitting payroll and all adjustments through ADP, assuring all employment forms are completed and received, as well as submitting completed health, disability and pre-tax program forms.	BS Accounting	5 years	\$ 158.69
541-1; 541-3; 541-4f; 541-5	Chief Marketing Officer	Primary role is new business development in local marketplace. Provide leadership to all public relations efforts, including local marketing and events. Identify and implement strategic marketing initiatives and create alliance partnerships.	BA	10 years	\$ 179.35

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: 617230433

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM)

DATABASE: Contractor has an Active Registration in the SAM database.



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