



"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with each other."

U.S. General Services Administration

Advertising & Integrated Marketing Solutions
Federal Supply Schedule Price List

FSC Group: 541

Contract Number: GS-07F-205BA

Contractor:

G&G Advertising
2804 3rd Ave N
Billings, MT 59101
gng.net

Contract Administrator:

Gerald Gray
406.294.8113 • Fax 406.294.8120
ggray@gng.net

Contract Period: May 1, 2014 - April 30, 2019

Business Size/Classification: Small, Small-Disadvantaged,
American Indian Owned



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General Contract Information

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

SIN	DESCRIPTION
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Marketing Services
541-4A	Market Research and Analysis Services
541-4B	Video/Film Production Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services

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		

Standard Form 1449, Contract for Commercial Items (Cont'd)
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G & G Advertising, Inc
Contract Number (See SF 1449, Block 2)

1c. HOURLY RATES: (Services Only) To be completed by contractor on text file submission

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/price-list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor 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



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5. POINT(S) OF PRODUCTION: NA
6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Price-list.
7. QUANTITY DISCOUNTS: +.5% on orders over \$500,000.
8. PAYMENT TERMS: +1% 15 days, 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
- 11.a. TIME OF DELIVERY: N/A
- 11.b. EXPEDITED DELIVERY: Contact Contractor's Representative
- 11.c. OVERNIGHT AND 2-DAY DELIVERY: Contact the Contractor for rates
- 11.d. URGENT REQUIREMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. FOB POINT: Destination
- 13.a. ORDERING ADDRESS: Same as contractor
- 13.b. 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

Standard Form 1449, Contract for Commercial Items (Cont'd)

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G & G Advertising, Inc

Contract Number (See SF 1449, Block 2)

15. WARRANTY PROVISION: N/A
16. EXPORT PACKING CHARGES: N/A



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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: 938100633
26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an Active Registration in the SAM database.



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Company Overview

GOVERNMENT EXPERTISE

G&G has a solid history of working with many government entities, including U.S. Census Bureau for the 2000 and 2010 Decennial Census outreach campaigns. Also the Center for Disease Control, Smithsonian Museum of the American Indian, Bureau of Indian Affairs Education and Law Enforcement, Environmental Protection Agency, Office of National Drug Control Policy, Small Business Administration. Our government experience goes deep into the wide range, such as main stream America to the hard-to-reach populations that are geographic dispersed. We are well versed in working with and for government agencies with stakeholders and understand the role of stewardship for each of the particular agencies which we have done work for.

APPROACH

A highly creative-led agency, we see a world where all people have access to information and unlimited support to make decisions for a better place and a better community. Working with sound research, new findings, and the best practices, we promise (at a minimum) the following:

- To always look for ways to save costs
- To be efficient and effective
- To never be afraid to step outside the box
- To use formative research in our creative planning
- To use a team of individuals with experience and education that compliment the assignment

G&G is an organization that provides formative research, evidence-based strategy development, campaign management, and marketing/communications services.

BILLING/FEE EXPERIENCE

G&G has worked with many government agencies that have had various methods of billing and fee requirement. We have had many years experience working with ARRA Funds, clines, task orders and flat rate billing. Our accounting methods have been approved by many government agencies and prime contractors to meet certain criteria and specifications assigned by that particular agency.

SPECIALIZED AND TECHNICAL EXPERIENCE

G&G has been certified by many local, state and federal as a small disadvantaged business. G&G graduated from the Federal Small Business Administration 8(a) Program after 9 years. G&G is fully equipped with all industry standard software and hardware needed for any deliverables. G&G operates within a team-based structure providing our clients with several communication channels to assure projects are on time and on budget.



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Services



Traditional & Social Media



Public Relations



Market Analysis & Research



Branding & Brand Management



Media Strategy



Integrated Communications



Graphic Design



Web Development



Mobile Development



Video & Media Production



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Past Government Work

CENTER FOR DISEASE CONTROL

VERB is a program funded by the U.S. Centers for Disease Control that is designed to primary target all tweens (kids age 9-13) with the secondary target of parents and influencers, with the objective of motivating tweens to be physically active for a minimum of an hour a day.

G&G's role in the campaign was brand development, advertising, strategic communications, public relations, research, event planning, media research, buying and placement.



US CENSUS BUREAU 2000/2010

The Census campaign is unique in that it is a solitary, focused opportunity to persuade/recruit people to fill out their form and mail it back. The results are important, as they determine federal funding for roads, schools, and healthcare.

G&G, working with seven other contractors, was responsible for the development of a communication plan and executing the strategies, budgets, media, research, events, communications and public relations.





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SMALL BUSINESS ADMINISTRATION

SBA. G&G created a multi-faceted marketing cam- campaign for the Division of Economic Development that helped Native American tribes foster strong reservation economies. G&G also helped create a message in which the SBA promotes a tribal environment for economic progress, training and education for tribal members, and provides tribes with strategic advice and planning to maximize business opportunities. This campaign covered over 100+ reservations throughout the US.



OFFICE OF NATIONAL DRUG CONTROL POLICY

G&G was contracted by ONDCP as part of a team of agencies to help develop communications for an Anti-Drug Campaign. G&G created advertising, messaging, recommended and conducted grass roots events, and maintained a public relations outreach component.



THE ADVERTISING COUNCIL

G&G has worked with The Ad Council to identify and develop relationships with various media vendors for creative placement, and developed creative campaigns for a variety of causes. Some notable causes include: awareness for mental illness, prevention of underage drinking, and promoting health diet and exercise among youth.





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Labor Category Descriptions

Each AIMS labor category is defined with regard to general education and experience guidelines, and typical duties. G&G Advertising Recognizes that successful performance depends on having the right skills and experience. These skills and experience, in turn, are acquired through the proper mix of education and professional experience. Increasingly, we find that the skills needed to support complex efforts, and to meet today's problems and tomorrow's challenges, are not always supported by a traditional combination of education and work experience.

1. ACCOUNT DIRECTOR

The Account Director provides ultimate account oversight and is responsible for the implementation of strategic goals across all client initiatives. The Account Director leads development of overarching client strategy and manages multiple Account Managers and Account Executives in the implementation of that strategy.

Education and Experience

- BA or MBA and equivalent experience
- At least 15 years of client management experience

2. CREATIVE DIRECTOR

The Creative Director formulates creative strategies to achieve business objectives and manages a Creative Team for implementation of traditional and interactive deliverables. The Creative Director is responsible for development and presentation of exceptional creative work completed in a timely manner.

Education and Experience

- BFA/MA/MFA
- At least 15 years of experience in a creative role, 5 as a Creative Director

3. SENIOR ART DIRECTOR

Under the supervision of the Creative Director, the Art Director works with the Design Team to create traditional and interactive creative concepts based on identified strategies. The Art Director possesses strong knowledge of major design applications such as the Adobe Creative Suite and common web technologies as they relate to design.

Education and Experience

- BFA
- At least 8 years of experience in a design role, 6 as an Art Director



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4. FINANCIAL ADMINISTRATOR

The Financial Administrator handles all general administrative and financial functions including reviewing, approving and processing all employee expenditures, consultant invoices, hotel invoices, and all other relevant direct costs; reviewing and processing time sheets; preparing task order proposals; maintaining project budgets; maintaining contract files; reviewing invoices; resolving financial issues with the Government Project Officers; and other required administrative support functions.

Education and Experience

- BS/BA/MBA
- At least 15 years of financial related experience

5. ACCOUNT MANAGER

Under the supervision of the Account Director, the Account Manager leads traditional and interactive projects from initial concept to final delivery. Through careful analysis and research, the Account Manager formulates business strategies to achieve client objectives and translates those strategies into a creative challenge for the Creative Team. As the primary client contact, the Account Manager coordinates with and provides timely reports to the client.

Education and Experience

- BS/BA
- At least 5 years of client management experience.

6. COPYWRITER

Under the supervision of the Creative Director, the Copywriter translates client objectives into original copy concepts for a wide variety of traditional and interactive projects. The Copywriter possesses exceptional writing skills, as well as strong knowledge of design and web technologies and is able to adapt copy accordingly.

Education and Experience

- BS/BA in writing-related field
- At least 4 years of experience in a writing/editing role

7. PUBLIC RELATIONS SPECIALIST

The Public Relations Specialist oversees any multi-faceted communications program area, plans and coordinates public relations programs for clients with the goal of creating a favorable image for a specific good or service in the eyes of a target audience. The Public Relations Specialist organizes the set-up, execution, and breakdown of displays and equipment for public relations events, and lends support in building and sustaining a successful cross-team management structure capable of providing a broad range of media and legislative support services. The Public Relations Specialist meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Education and Experience

- BS/BA
- At least 12 years of experience as a Public Relations Specialist



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8. MEDIA PLANNER

The Media Planner develops strategic, long-term media/marketing programs and researches and records popular media and trends. The Media Planner conducts regular research to determine what means of advertisement and implementation will work best, and lends support in building and sustaining successful cross-team management structure capable of.

9. GRAPHIC DESIGNER

Under the supervision of the Art Director, the Graphic Designer implements traditional and interactive designs to specification. The Graphic Designer possesses strong knowledge of major design applications such as the Adobe Creative Suite and common web technologies as they relate to design.

Education and Experience

- BFA
- At least 3 years of experience in a design role

10. MEDIA BUYER

The Media Buyer locates and purchases media placement using Media Planner's data in preparation for execution of marketing and advertisement campaigns. The Media Buyer oversees the execution of the media plan to ensure customers' expectations were met.

Education and Experience

- BS/BA
- At least 4 years of experience buying media, including TV, print, radio, and web

11. ACCOUNT EXECUTIVE

Under the supervision of the Account Manager or Account Director, the Account Executive is responsible for the everyday operations of the account. The Account Executive will ensure that all deadlines are met and that all projects are within budget.

Education and Experience

- BS/BA
- At least 1 to 3 years of client management experience.

12. WEB DEVELOPER

Under the supervision of the Interactive Director and Producer, the Web Developer translates design concepts into working interactive applications through the use of a wide range of technologies, including:

- Client-side scripting languages such as JavaScript
- Server-side scripting languages such as ASP/ASP.NET, JSP, PHP, and Ruby
- Clean, standards-compliant language such as HTML, XHTML, XML, XSLT, CSS
- Database solutions such as SQL, MySQL
- Web servers such as Apache, IIS
- Content Management Systems such as Drupal, and DotNetNuke

Education and Experience

- BS in Computer Science or related field
- At least 3 years of experience programming



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Labor Rates

LABOR CATEGORY	EDUCATION/ CERTIFICATION LEVEL	YEARS OF EXPERIENCE	PRICE OFFERED TO GSA (INCLUDING IFF)	UNIT
Account Director	BA/MBA	15	\$116.47	HOUR
Creative Director	BFA/MA/MFA	15	\$111.05	HOUR
Senior Art Director	BFA	8	\$91.09	HOUR
Financial Administrator	BS/BA/MBA	15	\$81.91	HOUR
Copywriter	BS/BA	4	\$96.33	HOUR
Public Relations Specialist	BS/BA	12	\$96.33	HOUR
Media Planner	BS/BA	8	\$59.82	HOUR
Graphic Designer	BFA	3	\$93.29	HOUR
Media Buyer	BS/BA	4	\$62.97	HOUR
Account Executive	BS/BA	3	\$84.68	HOUR
Web Developer	BS	3	\$96.33	HOUR
Administrative	BS/BA	3	\$49.87	HOUR