

**GENERAL SERVICES ADMINISTRATION – FEDERAL SUPPLY SERVICE**  
**AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**



Online access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through **GSAAdvantage!**<sup>®</sup>, a menu-driven database system. The internet address for **GSAAdvantage!**<sup>®</sup> is [GSAAdvantage.gov](http://GSAAdvantage.gov).

**CONTRACTOR:**  
 Gordley Design Group, Inc.  
 (DBA Gordley Group)  
 2540 N. Tucson Blvd.  
 Tucson, AZ 85716

**POINT OF CONTACT:**  
 Jen Carreon  
 Email: [jen@gordleygroup.com](mailto:jen@gordleygroup.com)  
 Tel: 520-327-6077  
 Fax: 520-327-4687  
 Web: [www.gordleygroup.com](http://www.gordleygroup.com)

**SCHEDULE NUMBER:** 541

**SCHEDULE NAME:**

Federal Supply Schedule Solicitation No. 7FCB-H2-070541-B for Multiple Award Schedule 541, Entitled Advertising & Integrated Marketing Solutions (AIMS)

**SINS:**

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-3 Web Based Marketing Services
- 541-4A Market Research and Analysis Services
- 541-4F Commercial Art and Graphic Design Services
- 541-1000 Other Direct Costs (ODCs)

**CONTRACT NUMBER:**  
 GS-07F-219AA

**CONTRACT PERIOD:**  
 April 15, 2013 – April 14, 2018

**BUSINESS SIZE:**  
 Woman-Owned Small Business



**Overview**

Gordley Group is one of Arizona’s leading brand development, advertising, public relations and graphic design firms. Founded in 1991, Gordley Group has a proven record of helping organizations define the essence of their brands and implement successful, results-driven marketing and public involvement plans.

We pride ourselves on our successful and sensitive engagement of traditionally underserved population segments, including women, Hispanic, Native American and rural populations. The firm is known for advertising, media planning, graphic design, public relations, website design, email marketing, branding initiatives, market research, stakeholder meetings, copywriting and the success of its collaborative approach in public involvement for clients and their constituents.

**Why Gordley Group?**

We get people talking — and connecting. Our team brings people together, building bridges to foster positive outcomes. When trust, respect and understanding are increased, everyone involved experiences the benefits.

**REPRESENTATIVE CLIENTS:**

- Arizona Department of Transportation
- Bureau of Land Management
- City of Tucson, Arizona
- Federal Transit Administration
- Oracle Mining Corporation
- Pima Community College
- Pima County, Arizona
- Rural/Metro Fire Department
- Town of Oro Valley, Arizona
- Town of Sahuarita, Arizona
- Tucson International Airport
- Tucson Unified School District
- U.S. National Parks Service

**PROJECT PARTNERS:**

- Federal Highway Administration
- Federal Railroad Administration
- U.S. Army Corps of Engineers
- U.S. Customs and Border Protection, Homeland Security
- U.S. Department of Transportation, Federal Motor Carrier Safety Administration
- U.S. Fish and Wildlife Service
- U.S. Forest Service



National Park Service Bryce Canyon Open House Promotional Video



Arizona Department of Transportation Public Meeting



Tucson Unified School District Television Advertisement



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| <p><b>1a Awarded SINS:</b><br/>                     541-1 Advertising Services<br/>                     541-2 Public Relations Services<br/>                     541-3 Web Based Marketing Services<br/>                     541-4A Market Research and Analysis Services<br/>                     541-4F Commercial Art and Graphic Design Services<br/>                     541-1000 Other Direct Costs (ODCs)</p> <p><b>1b Lowest Priced Item:</b><br/>                     N/A</p> <p><b>1c Hourly Rates:</b><br/>                     See pricelist attached.</p> <p><b>2 Maximum Order*:</b><br/>                     \$1,000,000 per SIN.<br/>                     *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 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.</p> <p><b>3 Minimum Order:</b><br/>                     \$100</p> <p><b>4 Scope of Delivery:</b><br/>                     Domestic, 50 states, Washington, DC, Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.</p> <p><b>5 Point of Production:</b><br/>                     N/A</p> <p><b>6 Discounts:</b><br/>                     Prices listed are GSA net, discount deducted.</p> | <p><b>7 Volume Discounts:</b><br/>                     0%</p> <p><b>8 Prompt Payment:</b><br/>                     Net 30 days.</p> <p><b>9a Government Purchase Cards:</b><br/>                     Government Purchase Cards are accepted at or below the micro-purchase threshold.</p> <p><b>9b Government Purchase Cards:</b><br/>                     Government Purchase Cards are not accepted above the micro-purchase threshold.</p> <p><b>10 Foreign Items:</b><br/>                     None.</p> <p><b>11 Delivery Time:</b><br/>                     a. Normal: To be determined at time of task order.<br/>                     b. Expedited: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.<br/>                     c. Overnight &amp; 2-day delivery: Overnight and 2-day delivery are available. Contact the Contractor for rates.<br/>                     d. Urgent Requirements: 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.</p> <p><b>12 FOB:</b><br/>                     Destination.</p> <p><b>13a Ordering Address:</b><br/>                     Same as Contractor address. Customer should contact contractor for additional addresses.</p> |
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13b	<p><b>Ordering Procedures:</b> For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.</p>	20a	<p><b>Terms and Conditions for Any Other Services (if applicable):</b> N/A</p>
14	<p><b>Payment Address:</b> Same as Contractor address.</p>	21	<p><b>List of Service and Distribution Points (if applicable):</b> N/A</p>
15	<p><b>Warranty:</b> Standard commercial warranty. Customer should contact Contractor for a copy of the warranty.</p>	22	<p><b>List of Participating Dealers (if applicable):</b> N/A</p>
16	<p><b>Export Packing Charges (if applicable):</b> N/A</p>	23	<p><b>Preventive Maintenance (if applicable):</b> N/A</p>
17	<p><b>Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micropurchase level):</b> N/A</p>	24a	<p><b>Special Attributes, Such as Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):</b> N/A</p>
18	<p><b>Terms and Conditions of Rental, Maintenance, and Repair (if applicable):</b> N/A</p>	24b	<p><b>Section 508 Compliance Information:</b> Available on electronic and information technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at <a href="http://www.Section508.gov">www.Section508.gov</a>: Contact contract administrator for more information.</p>
19	<p><b>Terms and Conditions of Installation (if applicable):</b> N/A</p>	25	<p><b>DUNS Number:</b> 826862732</p>
20	<p><b>Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts From List Prices (if applicable):</b> N/A</p>	26	<p><b>Notification Regarding Registration in CCR Database:</b> Currently Active.</p>



**GORDLEY DESIGN GROUP, INC. LABOR/TASK PRICING**

SIN	Job Title/Task	Unit of Issue	GSA Price
541-1, -2, -3, -4a, -4f	Sr. Management/Sr. Consultant	Hour	\$150.00
541-1, -2, -3, -4a, -4f	Creative Direction, Management	Hour	\$150.00
541-1, -2, -3, -4a, -4f	Media Planner/Buyer	Hour	\$113.55
541-1, -2, -3, -4a, -4f	Public Involvement, Planning & Public Relations Coordinator	Hour	\$113.55
541-1, -2, -3, -4a, -4f	Creative Concept, Design, Copywriting Coordinator	Hour	\$113.55
541-1, -2, -3, -4a, -4f	Art Production/Ad Layout	Hour	\$87.88
541-1, -2, -3, -4a, -4f	Coordination/Administration*	Hour	\$77.02
541-1, -2, -3, -4a, -4f	Clerical*	Hour	\$51.35
541-1000	Newspaper advertisement, 5 column x 10 inches, black and white, one day, Monday through Thursday edition, daily publication**	Each	\$1,327.46
541-1000	Magazine advertisement, quarter page, full color, monthly publication**	Each	\$1,670.03
541-1000	Visitor's guide, one-third page, full color, annual publication**	Each	\$5,727.96
541-1000	Brochure, 8.5" x 11", double sided, black and white, tri-fold, 80lb paper, 12,000 quantity**	package	\$2,105.68
541-1000	Newsletter with postcard insert: newsletter 11"x17", flat, tri-fold to 11" x 5.7", two-sided, full color, 100lb gloss text, no bleeds; postcard 7.5" x 5.25", full color, 110lb index, no bleeds; postcard inserts into newsletter, 50,000 quantity of both newsletter and postcard, tabbed and mail prep**	package	\$12,263.43
541-1000	Website domain, private registration, non-premium name	per year	\$118.88
541-1000	Website ultimate hosting, includes SSL	per year	\$297.07

\* Indicates SCA eligible wages.

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.

\*\* Advertising placement costs do not include commission. The amounts listed are what would be invoiced to client (net of commission).



### 541-1 ADVERTISING SERVICES

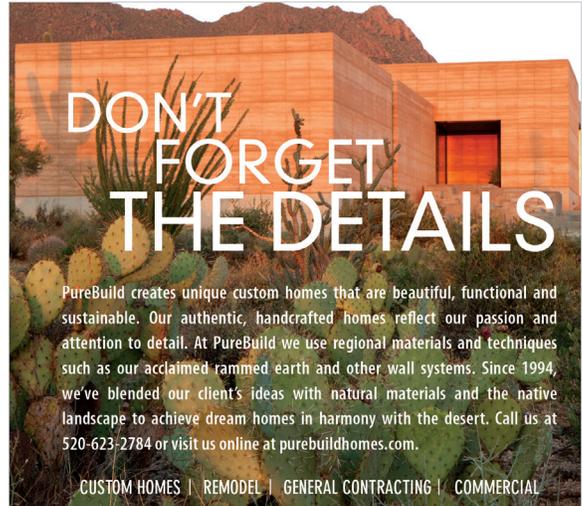
Gordley Group has decades of experience in researching, planning, developing and implementing strategic paid-media and earned-media campaigns, in both English and Spanish languages, to effectively reach a variety of audiences. We promote public awareness of an organization's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information.

- Issues Management
- Marketing Strategy
- Strategic Paid-Media and Earned-Media Campaigns
- Bilingual Communications: English and Spanish Languages
- Brand Awareness
- Print, Radio, TV and Online Advertising

### 541-2 PUBLIC RELATIONS SERVICES

Gordley Group's public relations team will give you the strategy you need to help you take control of your brand's message and generate the awareness you desire. We provide customized media and public relations services, such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; and preparing media materials, such as background materials, press releases, speeches and presentations, and press kits.

- Public Relations
- Communication Planning
- Bilingual Meeting Facilitation
- Community Outreach
- Crisis Communications
- Image Awareness
- Media Relations



PureBuild Print Advertisement



Arizona-Sonora Border Master Plan Bilingual Newsletter



Arizona-Sonora Border Master Plan Bilingual Committee Meeting



541-3 WEB BASED MARKETING SERVICES

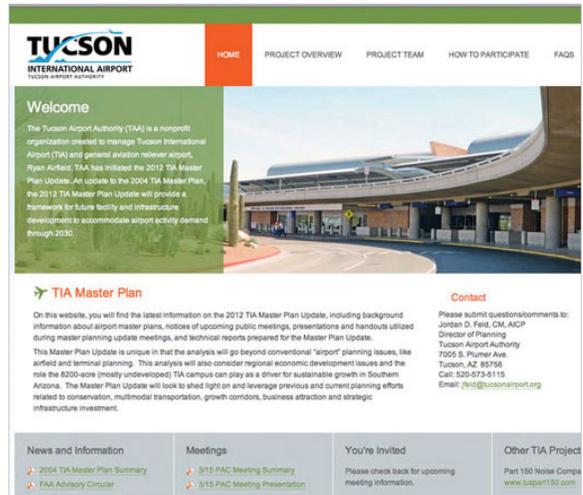
Gordley Group's team integrates various online platforms to build brand awareness, generate buzz, inform audiences and encourage users to share information. We offer consultation, development and implementation of various website and internet-based marketing solutions. We can help you select the appropriate platform to facilitate your communication needs.

- Website Design
- Social Media
- Email Marketing
- Section 508 Compliance

541-4A MARKET RESEARCH AND ANALYSIS SERVICES

Gordley Group specializes in both market research and analysis, offering services such as interviews, evaluation, marketing and communications audits, marketing and media planning, and public relations and outreach.

- Brand Initiatives and Repositioning
- Market Identification
- Marketing Trends Analysis
- Workshops
- Print, Telephone and Web-Based Surveys
- Focus Groups
- Results compilation and analysis



Tucson International Airport Master Plan Website



Town of Oro Valley MindMixer Website



Town of Oro Valley Brand Workshop



### 541-4F COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

Our award-winning creative team develops effective visual and verbal communication materials in both English- and Spanish-language formats. Types of services we offer include creating sketches and drawings, publication design and typographic layout, as well as furnishing custom artwork.

- Conceptual Design and Layout
- Copywriting and Technical Writing
- Publication Design
- Custom Illustration
- Video and Photography
- Bilingual Materials
- Fliers and Brochures
- Logo Design
- Branding

### 541-1000 OTHER DIRECT COSTS (ODCS)

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as newspaper advertisements, magazine advertisements, visitors' guides, brochures, newsletters with inserts, etc.



**LEE LAMBERT**  
Chancellor, Pima Community College

*Pima Community College Television Commercial*



#### **How to Get Around!**

In- and off-ramps between Prince Road and 29th Street are closed until spring, 2010. Local traffic is shifted onto frontage roads, and I-10 is open, with two lanes in each direction. To reach local cross streets from I-10, exit at Prince Road (#264) or 29th Street (#259) and use frontage roads. Through-traffic stays on I-10.  
I-10, frontage roads and local cross streets stay open.  
Signs, routes and access stay consistent.  
Extensive directional signs.  
Easy access to destinations.  
On the three-lane frontage roads, stops (signals) are at major

#### **¡Cómo Llegar a su Destino!**

Las rampas de acceso y salida entre Prince Road y 29th Street permanecen cerradas hasta la primavera del 2010. El tráfico local será desviado hacia los caminos laterales, y la autopista permanecerá abierta con dos carriles en cada dirección. Para llegar a las calles locales que cruzan con I-10, salga en Prince Road o 29th Street y use los caminos laterales. Los vehículos que no necesitan salir en Prince Road (#254) y 29th Street (#259) transitarán sobre la I-10 a través de la zona de construcción.  
• Calles locales con travesía permanecerán abiertas durante la construcción.  
• Leteros, rutas y acceso permanecerán consistentes.  
• Información extensa disponible respecto a la circulación.  
• Fácil acceso a sus lugares de destino.

*Interstate 10 Widening Project Bilingual Materials*



*PureBuild Homes Advertorial*

