

A LOVE
FOR WHAT
WE DO

CATALOG & PRICE LIST

WALDINGER CREATIVE
COMMUNICATIONS, INC.

ADVERTISING & INTEGRATED
MARKETING SOLUTIONS (AIMS)

AUTHORIZED FEDERAL SUPPLY
SCHEDULE PRICE LIST

Waldinger Creative is a full-service branding and marketing communications agency with a 25-year track record of providing creative ideas, insightful strategy, superior design and smart communications solutions that get noticed and get results. We're focused on making a meaningful difference for every government and non-profit client by delivering impeccable graphic design, writing/editing, website development, video production, photography, cutting-edge PowerPoint presentations and much more.



CONTACT

Tom Waldinger
Waldinger Creative
606 Bosley Avenue, Suite 2B
Towson, MD 21204

Phone: 410.321.5522
Email: tom.waldinger@creativeW.com
www.creativeW.com

BUSINESS SIZE

Small business

SCHEDULE 541

Advertising & Integrated Marketing
Solutions (AIMS)

GSA CONTRACT NUMBER

GS-07F-440AA

SIN CATEGORIES:

541 3
541 4D
541 4F
541 1000

CONTRACT PERIOD

June 25, 2012 – June 24, 2017

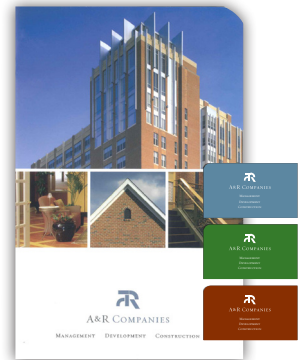
The animating goal of our business is to provide “big agency” results without the stereotypical big agency ego, attitude and price. We love our work. And that love elevates the quality of our work.

Exceeding expectations is what we do. Our strategic thinking, contemporary design and deep technical expertise are at the heart of our team’s strengths. And we exude a passionate chemistry for the work we do. That passion makes the process of working together an engaging, enjoyable and reassuring experience for you and a catalyst for achieving shared success.



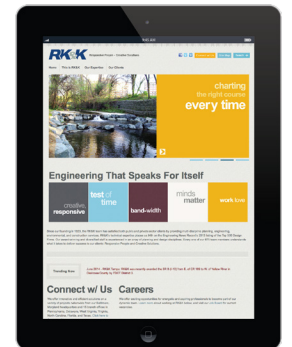
**BRANDING
STRATEGY
POSITIONING
CONTENT**

Branding, strategy and message development are at the core of everything we do. We help you achieve brand consistency to ensure your message breaks through the clutter. **We create results** by facilitating our Day One brand strategy session...breathing new life into your communications tools... helping you unlock the power of your message.



**INTERACTIVE
WEB
ANIMATION
VIDEO**

Our deep portfolio of interactive solutions includes responsive web design, highly brand-focused videos and animated infographics that consistently surpass expectations. **We create engagement** through development of effective websites, optimized SEO, provocative animations, image-focused videos, attention-getting interactive displays – and much more.



**DESIGN
CONCEPT
CREATIVE
GRAPHICS**

People remember visuals more than any other element of communication. So we take care to craft a visual face for your message to advance your goals and make new connections at every touch point. **We create relationships** by giving your brand a distinct personality and voice, building familiarity, trust, appeal and action.



PARTIAL CLIENT LIST:



AUTHORIZED FEDERAL
SUPPLY SCHEDULE
PRICE LIST

SCHEDULE TITLE

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GS-07F-440AA

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OVERVIEW

GENERAL INFORMATION

SIN CATEGORIES:

541-3 WEB BASED MARKETING SERVICES

Services provided under this SIN include the development of strategies for an agency to provide the maximum use of their Internet capabilities. Services include, but are not limited to the following components: website design and maintenance services, search engine development, e-mail marketing, interactive marketing, web based advertising (including social media outlets), web based training, web casting, video conferencing via the web, section 508 compliance, including captioning services, on-line media management; and related activities to web based marketing services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES

Services provided under this SIN include the making of all necessary arrangements for conferences, seminars and trade shows. Services include, but are not limited to the following components for a show, event and/or booth: project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

541-4F COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

Services provided under this SIN include commercial art, graphic design, and special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing materials may also be required. Services include, but are not limited to the following components: developing conceptual design and layouts, providing copywriting and technical writing services, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

541-1000 OTHER DIRECT COSTS (ODCs); EXPENSES OTHER THAN DIRECT LABOR HOURS

All ODCs proposed are 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 such items such as subcontract labor, audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

CUSTOMER INFORMATION

AWARDED CONTRACT PRICE LIST

1a. **SINS Awarded:**

541-3 Web Based Marketing Services
 541-4D Conference, Events and Tradeshow Planning Services
541-4F Commercial Art and Graphic Design Services
 541-1000 Other Direct Costs (ODCs)

1b. **Lowest Price:** N/A.

1c. **Hourly Rates:** (Services Only)

LABOR TASK CATEGORY	GOVERNMENT HOURLY RATES 6/25/2015 to 6/24/2016	GOVERNMENT HOURLY RATES 6/25/2016 to 6/24/2017
Account Service	\$85.31	\$87.86
Art Direction	\$90.92	\$93.64
Art Production	\$74.07	\$76.29
Concept Development	\$113.38	\$116.78
Graphic Design	\$96.54	\$99.43
Project Management	\$79.69	\$82.08
Media Contact	\$96.54	\$99.43
Production Coordination	\$74.07	\$76.29
Copywriting	\$90.92	\$93.64
Research/Planning	\$85.31	\$87.86
EMedia	\$107.75	\$110.98

2. **Maximum Order per SIN:** \$1,000,000

3. **Minimum Order per SIN:** \$100

4. **Geographic Coverage:** Worldwide

5. **Point of Production:** Towson (Baltimore), Maryland

6. **Discount from List Prices:** Refer to 1c for SINs Awarded in 1a.

7. **Quantity Discount:** None

8. **Prompt Payment Discount:** 1.5% within 15 days. Net 30 days.

9a. **Government Commercial Credit Cards:** Yes, accepted at or below the micro-purchase threshold.

9b. **Government Commercial Credit Cards:** Yes, accepted above the micro-purchase threshold.

10. **Foreign Items:** N/A.

CUSTOMER INFORMATION

AWARDED CONTRACT PRICE LIST

- 11a. **Time of Delivery:** Will adhere to the delivery schedule as specified by the Agency's purchase order.
- 11b. **Expedited Delivery:** Contact the contractor for expedited delivery.
- 11c. **Overnight and 2 Day Delivery:** Contact the contractor for rates for overnight and 2-day delivery.
- 11d. **Urgent Requirements:** Contact the contractor for faster delivery or rush requirements.
- 12. **F.O.B. Point(s):** Destination.
- 13a. **Ordering Address:**
Waldinger Creative, Inc.
606 Bosley Avenue, Suite 2B
Towson, MD 21204
- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. **Payment Address:** See 13a.
- 15. **Warranty Provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. **Export Packing Charges:** N/A.
- 17. **Terms and Conditions of Government Purchase Card Acceptance:** See items 9a & 9b.
- 18. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A.
- 19. **Terms and Conditions of Installation:** N/A.
- 20. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:** N/A.
- 20a. **Terms and Conditions for Any Other Services:** N/A.
- 21. **List of Service and Distribution Points:** N/A.
- 22. **List of Participating Dealers:** N/A.
- 23. **Preventive Maintenance:** N/A.
- 24a. **Special Attributes Such as Environmental Attributes:** N/A.
- 24b. **Section 508 Compliance for EIT:** Available on Electronic and Information Technology (EIT) supplies and services; full details can be found www.Section508.gov/
- 25. **Data Universal Number System (DUNS) Number:** 19-767-0529.
- 26. **Central Contractor Registration:** Waldinger Creative, Inc., is registered with the CCR database.

CUSTOMER INFORMATION

LABOR TASK CATEGORY DESCRIPTIONS

ACCOUNT SERVICE

Professional, day-to-day client service, typically handled via phone or e-mail. Oversee all aspects of a project by maintaining budgets and ensure timelines remain on-schedule. Account Service employees are graduates of specialty courses, schools and programs with concentrations in communications, public relations, business management, marketing and/or advertising. Employees have at least three years of industry experience.

ART DIRECTION

Professional design supervision of art creation, photography, and other elements to ensure design consistency and creativity. Art Directors are graduates of visual and fine arts schools and programs with concentration in marketing, advertising, communications and branding. Employees have at least five years of industry experience.

ART PRODUCTION

Professional production of final artwork. Employees are graduates of visual and fine arts schools and programs, as well as curricula related to communications, marketing and branding. Employees have at least three years of industry experience.

CONCEPT DEVELOPMENT

Professional brainstorming and idea development and creation. Employees are graduates of schools with a concentration in communications, marketing, design and/or advertising. Employees have at least three years of industry experience.

COPYWRITING

Professional, original writing. Copywriters have demonstrated experience in the communications/marketing field and are graduates of schools with a concentration in writing, journalism, communications, marketing, English and/or related specialty. Employees have at least three years of industry experience.

GRAPHIC DESIGN

Professional creation of the "look and feel" of communications tools. Employees are graduates or students of visual communications and fine arts schools. Employees have at least five years industry experience.

MEDIA CONTACT

Professional notification of media regarding press releases and other associated media relations duties to gain visibility for projects, programs or products. Employees have at least five years industry experience.

CUSTOMER INFORMATION

LABOR TASK CATEGORY DESCRIPTIONS

PRODUCTION COORDINATION

Professional management of external vendors such as printers and mailhouses. Production Coordinators are graduates of visual and fine arts schools and programs, with a concentration in marketing and advertising. Coordinators have previous years experience working in print warehouses. Employees have at least 10 years industry experience.

PROJECT MANAGEMENT

Professional supervision of all project development details. Project managers are graduates of universities, schools and specialty programs relating to marketing and advertising, visual communications and business management. Employees have at least three years industry experience.

RESEARCH/PLANNING

Professional project-related investigation to compile relevant subject-matter information and to create a project timeline. Extensive time and dedication is devoted to each project and topic that is being planned. Employees have at least two years industry experience.

EMEDIA

Professional-level graphic design of digital products such as thumb drives, CDroms, DVDs, websites and other similar media; also includes HTML coding. E-media employees have extensive experience in the virtual/digital world of communications and are graduates of universities and specialty schools. Employees have at least five years of industry experience.

CUSTOMER INFORMATION

OTHER DIRECT COSTS

SIN 541-1000

Other Direct Costs (ODCs) described below are applicable to the services performed.

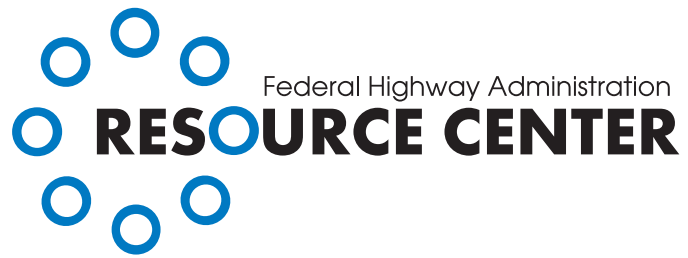
ITEM	GSA PRICE
A/V Materials	\$10,179.33
A/V Production	\$2,036.58
CD-ROM	\$100.75
Freight/Ship/Postage	\$5,755.80
Programming	\$2,030.02
Stock Photos	\$3,465.50
Hosting Fees	\$1,929.28
Display Graphics	\$20,108.82
Display Materials	\$16,118.29
Display Structure	\$10,427.17
Equipment Rental	\$9,996.99
Lighting/Effects	\$2,095.51
Materials	\$6,964.54
Messenger Fees	\$113.84
Packaging	\$6,964.54
Printing	\$10,074.56
Storage	\$307.27



SAMPLE SHOWCASE

A FEW EXAMPLES
OF OUR WORK

FEDERAL HIGHWAY ADMINISTRATION



Federal Highway Administration

RESOURCE CENTER

Our team undertook a massive assignment: developing a cohesive, powerful brand for the Department of Transportation's national Resource Center. We created a new brand icon, color palette, messaging architecture, brand style guide, extensive new website and a full suite of companion communication tools – each tied to the technical service teams within the Center.

The consistent, seamless approach to our branding effort produced much higher awareness of the Resource Center's vital, "key" services and improved essential cooperation between Federal and state agencies.

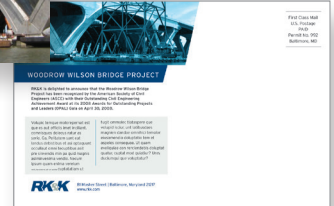
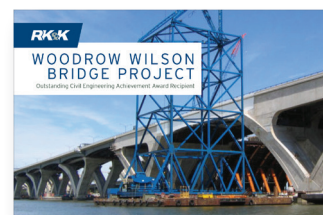
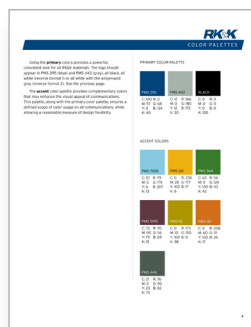
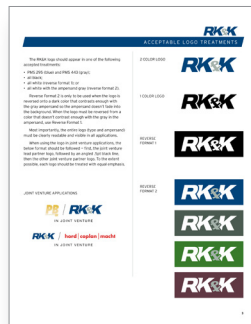


RK&K

This 89-year-old civil engineering firm, one of the largest and most respected on the East Coast, was clearly doing an incredible job in serving many high-profile clients and projects, but its visual identity and overall brand cohesion did not measure up to the firm's sterling reputation.

We brought together stakeholders from throughout the firm to participate in our Day One discovery session. From that powerful beginning, we conducted research with past and current clients to clearly define the differentiating characteristics of the business and its people. Armed with this valuable input, we produced a concise positioning assessment and a succinct tagline that resonated internally and externally.

We created RK&K's new logo, color palette, brand guide and the design for various communications and marketing tools, including a new website and various videos.



ECOG-ACRIN CANCER RESEARCH GROUP

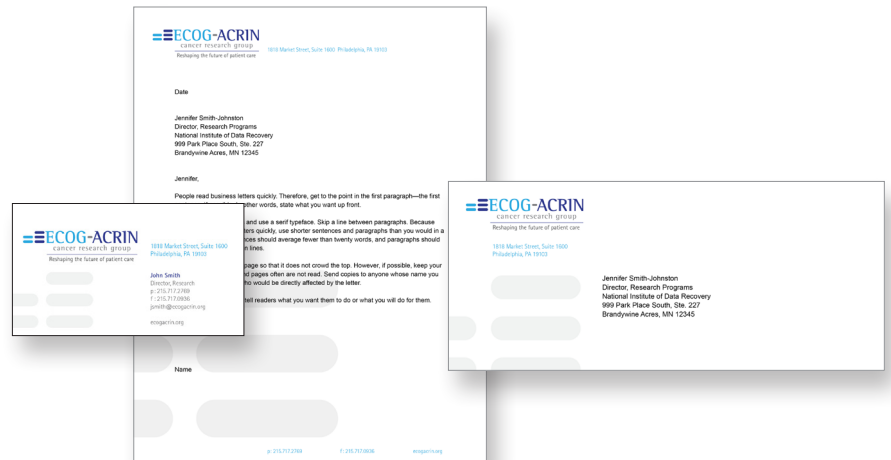
An alliance between two highly respected cancer research organizations – each bringing complementary, non-overlapping expertise across the full continuum of cancer care – resulted in the need to name, brand and position this new, unified entity.

Our Day One process launched this branding initiative, aided by input from key stakeholders in both organizations. After an exhaustive review of a wide range of alternative naming options, the combined branding team ultimately decided that the name recognition and brand equity associated with the two organizations' acronyms were too valuable to set aside.

We created the brand logotype, companion biomarker symbology and positioning tagline for "ECOG-ACRIN Cancer Research Group" and produced a comprehensive brand guide as well as website design and brand launch.

ECOG-ACRIN cancer research group

Reshaping the future of patient care



FMC CORPORATION

Since 2001, we have successfully designed and produced all corporate annual and sustainability reports for FMC Corporation – one of the world’s foremost diversified chemical companies, with leading positions in agricultural, health and nutrition, and consumer markets.

Each report has required cutting-edge concept development, photography, graphic design, layout and production.



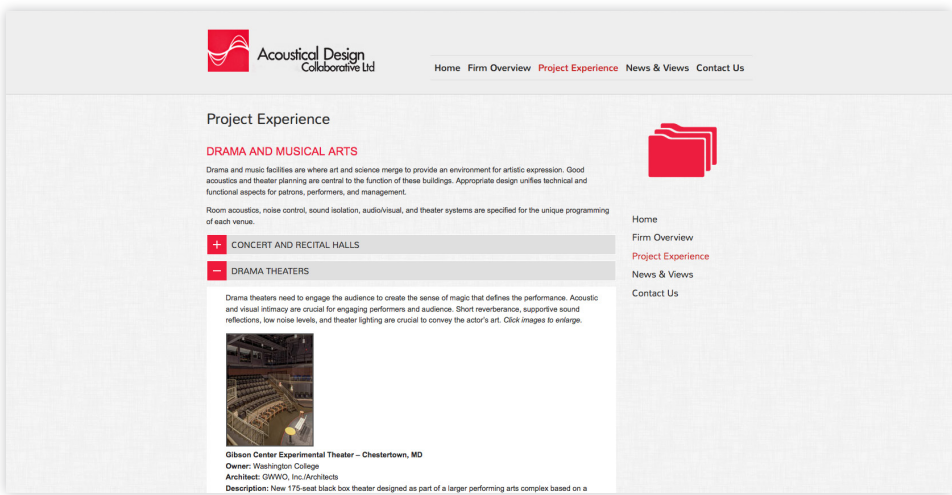
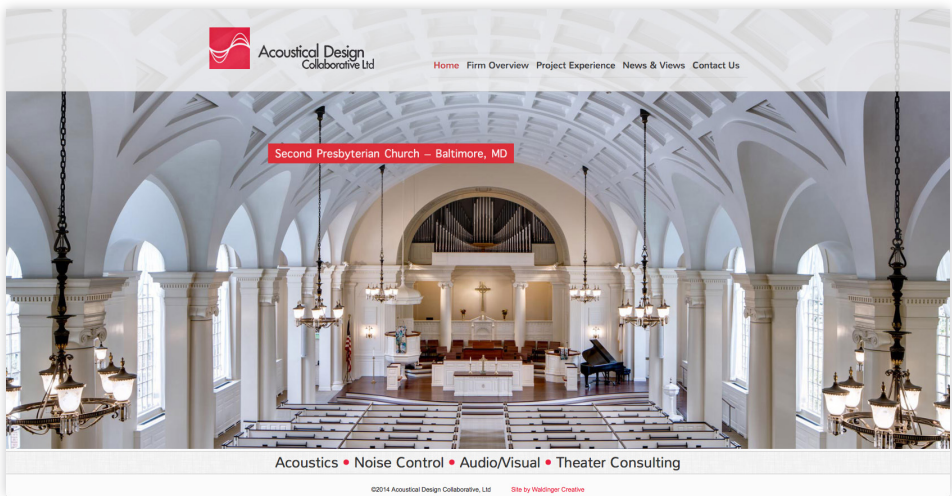
ACOUSTICAL DESIGN COLLABORATIVE

The Acoustical Design Collaborative is a nationally renowned consultancy, specializing in acoustics, noise control, audio/visual, and theater audio consulting. Over 70 percent of its business comes from repeat clients, direct referrals and mutual working relationships within the industry. ADC's desire for a new website sprung from a clear need to visually present its stunning work.

Our design for the new website focused on beautifully and clearly presenting visuals of ADC's design work. This incredible work now serves as the focal point of an energized and elegant website.



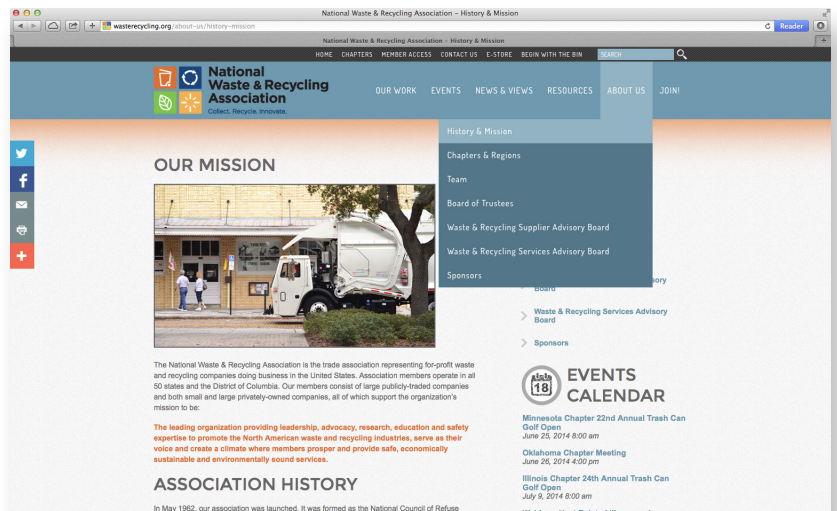
Acoustical Design
Collaborative Ltd



NATIONAL WASTE & RECYCLING ASSOCIATION

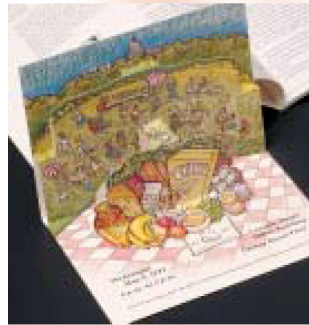
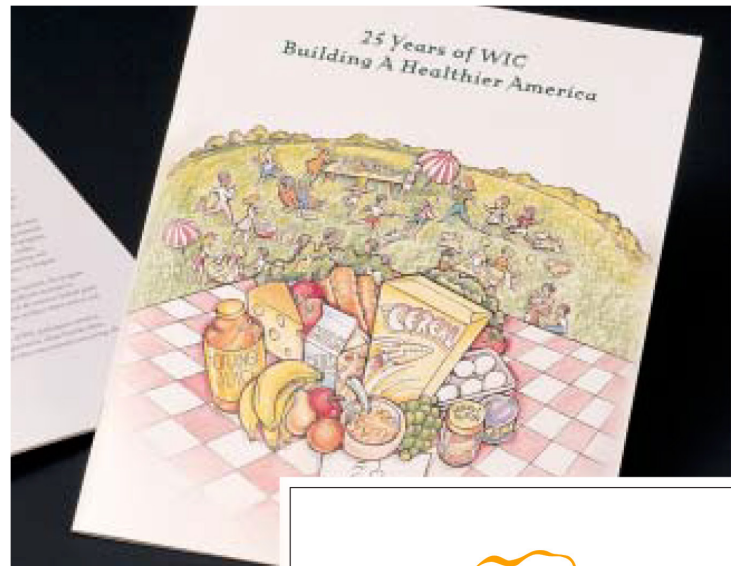
When we first connected with what is now the National Waste & Recycling Association, it was preparing for a major reorganization – merging three large organizations into one.

Our team brought to life a new Waste & Recycling brand through a fresh website and introduced it to the world in an infographic-style video. We produced a website that shines light on the innovative work being done by the Association every day. We also created a photo and video brand guide for the Association and additional videos to further support this new, dynamic brand.



WIC ANNIVERSARY LOGO

WIC is the nation's premier public health nutrition program for women, infants and children. The logo we designed for its 25th anniversary went to the heart of WIC's mission with a sensitive, artistic depiction of the mother-child bond. Although highly stylized, the logo was flexible enough to be applied to a variety of WIC literature and has been adopted by the National WIC Association.



U.S. ACCESS BOARD CD-ROM

We designed and programmed an accessible CD for the Access Board, an independent federal agency dedicated to ensuring compliance with the Americans with Disabilities Act.

The CD features a screen-reader-ready version of the Board's public rights-of-way design recommendations, as well as a PowerPoint presentation designed to "sell" the recommendations to the engineering community.





waldinger
creativesm

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