

Schedule 541

Contract# GS-10F-039CA

SINs

541 1 Advertising Services
541 2 Public Relations Services

Contract Period

January 6, 2015 -
January 5, 2020

Business Size: Small



ADVERTISING & INTEGRATED MARKETING SERVICES

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Point of contact:

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

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 GSAAAdvantage!®, a menu-driven database system. The internet address for GSAAAdvantage!® is GSAAAdvantage.gov.



StartSMART®

BBG&G's core competency is our research, thinking, and planning process and the creative solutions it drives. It is this critical intake and evaluation that aid us in creating successful marketing solutions for our clients.

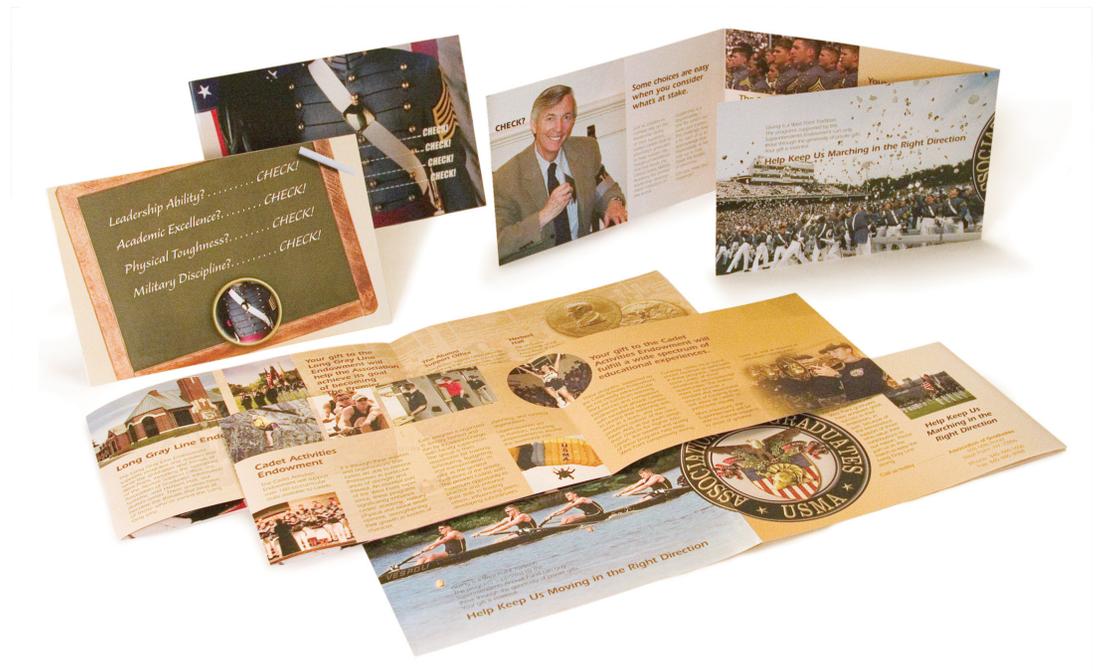
Without it, we would be embarking on a mission with no clear intelligence to guide us. We call it "the work we do before we do the work" and it enables our clients to achieve success.

Research In order to identify and achieve marketing goals, and associated specific objectives defined with our clients, we will first conduct research and analysis, and define goals in order to develop a sound plan.

Planning occurs before we enter into creative development of any kind. Put simply, planning allows us to understand the real issues, contribute most effectively towards your overall objectives, manage timelines, and make the most of opportunities!

Implementation Once a clear plan is outlined and approved by you, we will create all communications and implement on a strategic timeline.

Tracking ROI we set goals, track our successes, evaluate what is working and what isn't, and make changes as necessary to decrease waste.





We are in this business to make a difference.

BBG&G ADVERTISING - OVERVIEW

Founded in 1997, BBG&G Advertising, Inc. is a full service advertising, marketing, and public relations firm with strengths in strategic planning and implementation. Our communication programs are designed - and messages crafted - to foster public awareness, effectively influence behavior, and change public opinion and attitudes.

Our single-minded purpose is to achieve our clients' objectives, regardless of the challenges they face. We are in this business to make a difference, and we accomplish this by combining our marketing savvy with our research-based creative solutions.

PRACTICE AREAS:

- Brand Strategy
- Marketing Planning
- Public Relations
- Digital Advertising
- Newsletters/Brochures
- Advertising (TV, radio, print)
- E-marketing / Blogs
- Social Media
- SEO
- Marketing Automation
- Direct Marketing
- Media Planning & Buying
- Website Development
- Event Planning

INDUSTRY AREAS OF EXPERTISE: Current and former BBG&G clients represent a breadth of industries, including education, banking and financing, real estate and development, healthcare, tourism and hospitality, and transportation. Valued clients include Dutchess County Tourism, Orange County Trust Company, Homewood Suites by Hilton, The Garrison, The Greater Hudson Valley Family Health Center, Leadership Orange, Michael's Appliance Center, Wagner Technical Services, the New York State Thruway McDonald's Operators, and SUNY Ulster. We also worked with West Point, in our early years, developing and implementing a successful fundraising campaign.



Customer Information

1a. Awarded Services

We are proposing to provide services under the following Advertising & Integrated Marketing Services (AIMS) under the following SINs:

541-1: Advertising Services

541-2: Public Relations Services

1b. Labor Category Descriptions: Prices by labor categories are NET.

1c. Labor Categories: see descriptions of labor categories and education/experience requirements on page 5

2. Maximum Order: \$1 million for all SINs

3. Minimum Order: \$100 for all SINs

4. Geographic Coverage (delivery area): Domestic delivery within the United States, DC and Puerto Rico

5. Point Of Production: Campbell Hall, NY, USA

6. Discount From List Prices or Statement Of Net Price: Prices are net with all discounts deducted.

7. Quantity Discounts: 1% for CONTRACTS OVER \$250,000

8. Prompt Payment Terms: Net 30 days

9a. Government Purchase Cards: Accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards: Not accepted above the micro-purchase threshold.

10. Foreign Items: (list items by country of origin): None

11a. Time of Delivery: Determined at time of task order

11b. Expedited Delivery: Determined at time of task order

11c. Overnight and 2 Day Delivery: N/A

11d. Urgent Requirements: Under i-FSS-140-B, the Agency may contact us for the purpose of obtaining accelerated delivery.

12. F.O.B. Point: Destination

13a. Ordering Address:

BBG&G Advertising, 3020 Route 207, Suite 101
Campbell Hall, NY 10916

13b. Ordering Information

Telephone Number: 845-615-9084

13c. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address:

BBG&G Advertising
3020 Route 207, Suite 101
Campbell Hall, NY 10916



Customer Information

- 15. **Warranty Provision:** N/A
- 16. **Export Packing Charges:** N/A
- 17. **Terms and Conditions of Government Purchase Card Acceptance:** N/A
- 18. **Terms and conditions of rental, maintenance, and repair:** N/A
- 19. **Terms and conditions of installation:** N/A
- 20a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** N/A
- 20b. **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. **Environmental and Other Special Attributes:** N/A
- 24b. **Electronic and Information Technology:** N/A
- 25. **Data universal number system (DUNS) number:** 024365376
- 26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered with the Central Contractor Registration Database.

SINS PROPOSED	JOB TITLE/TASK	RATE PER HOUR
541-1; 541-2	Account Service/Project Manager	74.66
541-1; 541-2	Web Developer: Advanced Coding	105.00
541-1; 541-2	Web Developer: Basic Coding	57.43
541-1; 541-2	Photoshop Work	99.54
541-1; 541-2	Graphic Designer	105.00
541-1; 541-2	Production & Prepress Services	74.66
541-1; 541-2	Marketing & Consulting	129.22
541-1; 541-2	Public Relations Services	105.00
541-1; 541-2	Public Relations Support Services	52.64
541-1; 541-2	Copywriter	109.47



Labor Categories

Account Service/Project Manager

Our account service team handles the day-to-day contact with clients as well as provides the behind-the-scenes work that is so valuable to our clients. They ensure our relationships with clients, vendors, and the media are second to none. Responsibilities include project management, the development of and adherence to timelines, the overseeing of outsourced printing projects and media placement for clients, proofreading, adherence to budgets, and the coordination of all parties involved to ensure that projects run smoothly. In addition, our project manager is responsible for recruiting and managing outstanding interns for our ongoing internship program.

Education / Experience Requirements: Associates Degree

Web Developer: Advanced Coding

This role includes website designer, web master, computer programmer, and systems developer. Our web development team is responsible for the development of responsive, self managed sites. Simplicity in programming and navigation is key. Our web developers possess the knowledge and expertise it takes to create captivating graphics in a user-friendly environment that is quick loading and accessible on all platforms. Our entire team is focused on ensuring the cohesive branding of each client is carried through to all marketing channels.

Education / Experience Requirements: Bachelors Degree / 5 years

Web Developer: Basic Coding

Our basic coders possesses the knowledge and expertise it takes to create captivating graphics, make updates and basic coding changes, and create a user-friendly environment that is quick loading and accessible on all platforms. This is an entry level position.

Education / Experience Requirements: Associates Degree / Entry level

Photoshop Work

Proficient at Photoshop, including color correcting, photo manipulation, and the development of original graphic artwork. Job requirements include preparing photography and artwork for various media including print and online applications.

Education / Experience Requirements: Bachelors Degree / 5 years



Labor Categories

Graphic Designer

Our graphic design team creates original graphic design layouts for print and digital advertising including billboards, and kiosks; direct mail; collateral material including brochures, booklets, and newsletters; web ads; e-blasts; and other marketing material. They are responsible for maintaining each clients' branding in all forms of media, including social media platforms, while maintaining visual consistency and excellence. Our design team develops and adheres to branding guidelines. Proficiency in Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, SharpSpring, and Constant Contact.

Education / Experience Requirements: Bachelors Degree / 5 years

Production & Prepress Services

Skillful at pre-press preparation, photo color correction, copy corrections, and printing supervision. Proficiency in Adobe InDesign, Adobe Photoshop, Adobe Acrobat

Education / Experience Requirements: Associates Degree / 4 years

Marketing & Consulting

Our strategic planning team provide initial and ongoing strategic planning, review, assessment, and recommendations. They are responsible for developing the marketing plan for which all work flows, and overseeing the entire team to ensure that clients' needs are a priority. Our team identifies the target market and the media we will use to reach that market — from traditional marketing strategies to social media and online marketing. By regularly attending seminars, webinars, and conferences, our team stays up-to-date on the latest marketing tactics and is well-educated on what works and what doesn't. They are the "Go-To" people for questions regarding brand integrity and market penetration.

Education / Experience Requirements: Bachelors Degree / 5 years



Labor Categories

Public Relations Services

A skilled copywriter with an extensive network of contacts within the media, our PR specialists incorporate the use of PR in coordination with an integrated marketing plan. Responsibilities include research and analysis of opportunities, public relations activities, and promotions, and the development and execution of special events, educational seminars, and trade shows. Our PR Specialists are highly skilled in the development of press releases, e-newsletters, crisis management, and social media.

Specific Tasks: Manages media relations and coordinates press events, press tours, and radio remote broadcasts. Coordination of media at events. Works under careful budget constraints, develops and executes events and seminars at trade shows. Develops and executes public relations strategy for print and broadcast coverage with national, regional, and local media. Writes and develops pitch letters, press kit components, and feature stories.

Education / Experience Requirements: Bachelors Degree / 5 years

Public Relations Support Services

Our PR service team works under the supervision of the PR Specialists in developing media lists, dissemination and follow-up of press releases, and development of PR Report for Client. They are very involved in the excellent press coverage we receive for our clients because of their outstanding relationship with editors. Responsibilities include research into various media within the clients' target market and reporting to the PR Specialist and Account Executive for any opportunities for PR tie-ins. This team works hand-in-hand with PR Specialist to organize press conferences, press trips, and to distribute press kits.

Education / Experience Requirements: Bachelors Degree / Entry level

Copywriter

Involved in the strategizing, copy writing, and creative development of all marketing material, including social media and blogs, advertising and direct mail copy, advertorials, speeches, website copy, electronic newsletters, and print publications such as brochures, newsletters, and travel guides and other industry-specific booklets. Responsible for understanding the specific industry for which they are writing, and the key components that influence decision-making. Highly skilled in communicating in a creative and engaging fashion.

Education / Experience Requirements: Bachelors Degree / 5 years



Description of Services

541-1 Advertising

As a full service agency, BBG&G brings the value of successful positioning methodology to every client. Our multi-faceted firm is made up of a diverse group of talented and creative individuals. We are analytical thinkers, strategic planners, market researchers, designers, public relations pros, journalists, programmers, and copywriters — extensive in our knowledge and experience, all working together to develop marketing solutions that are results driven, relevant and goal-specific, original in concept and design, and, above all — effective.

Greater Hudson Valley Family Health Center
2014 Aster Award Winner - Integrated Campaign
2014 Healthcare Advertising Award Winner - Integrated Campaign

KEEPING YOU HEALTHY for life's little moments

By trusting **The Greater Hudson Valley Family Health Center** to care for you and your family, you will be able to enjoy life's little moments in good health.

COMPREHENSIVE FAMILY HEALTH CARE
We offer a variety of services to meet your health care needs—whether you need to schedule a well visit with your primary care physician, are planning to expand your family, or need an excellent pediatrician for your child—you will be making the best choice with GHVFC at Highland Falls.

THE HIGHEST QUALITY OF CARE
By providing excellent medical care, we have earned the Joint Commission Gold Seal of Approval.

THE GREATEST HUMANITY
We are proud to be a part of the Greater Hudson Valley Family Health Center, Inc. 127 Main Street • Highland Falls, NY • GHVFC.ORG

CALL OR VISIT US TODAY! 845.446.4076 NO APPOINTMENT NECESSARY

Most insurances accepted, including Medicaid and Medicare.

We are now ready to serve Your Entire Family

THE GREATEST HUMANITY
THE GREATER HUDSON VALLEY Family Health Center, Inc.

Direct Mail

Print Advertising

Outdoor

URGENT CARE
Get in. Get out. Get better!

“UH-OH” MOMENTS STRIKE
We're here to help.

THE GREATER HUDSON VALLEY Family Health Center, Inc.
147 Lake Street, Newburgh • 845-563-8000 • GHVFC.ORG

Kid-Friendly Urgent Care Now Available



It's the work we do before we do the work!

Dutchess Tourism

Awards

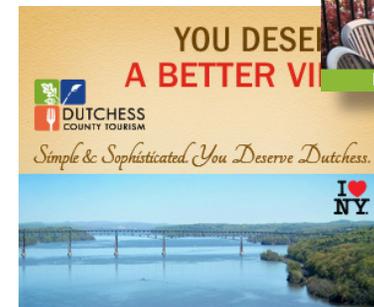
2014 Service Industry Awards (SIA)

2013 International Creative Award

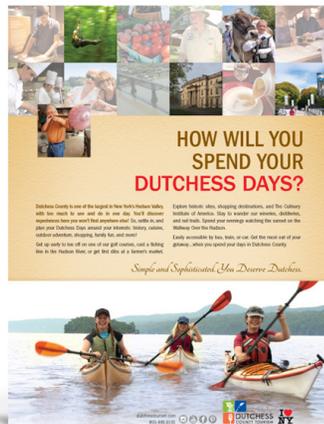
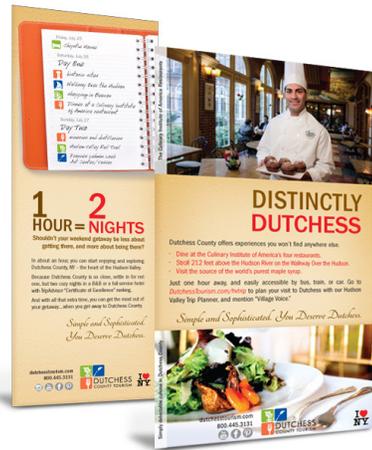
2013 Service Industry Awards (SIA)



Web Development



Digital Advertising



Print Advertising

Click to view Social Media: pinterest.com/dutchesstourism



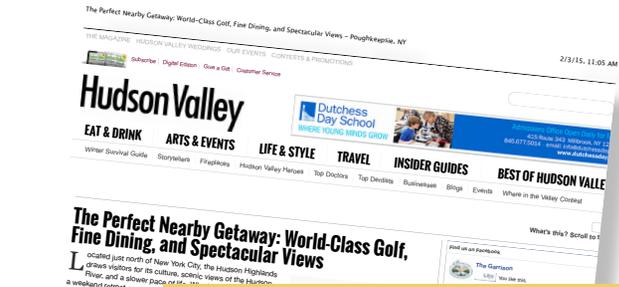
Description of Services

541-2 Public Relations

PR continues to evolve and grow. We have more tools, data, and channels available to us than ever before. Hence, having a well thought-out strategy for short and long-term success is more important than ever before. We take the time to watch for emerging networks and trends, and evaluate whether they will help you reach your target audiences.

Our PR strategy includes:

- * Writing of pitches, press releases, announcements, press kits, and articles
- * Courting both the media and influencers through content publishing resources, automated marketing, online PR distribution channels, social media networks, blogs, videos, and web sites
- * Pitching and follow-up to editors, journalists, producers and bloggers
- * Tracking and analyzing earned, owned and paid media and social mentions
- * Coordinating special events, promotions, co-branded events, and press tours
- * Videos and infographics
- * Event planning



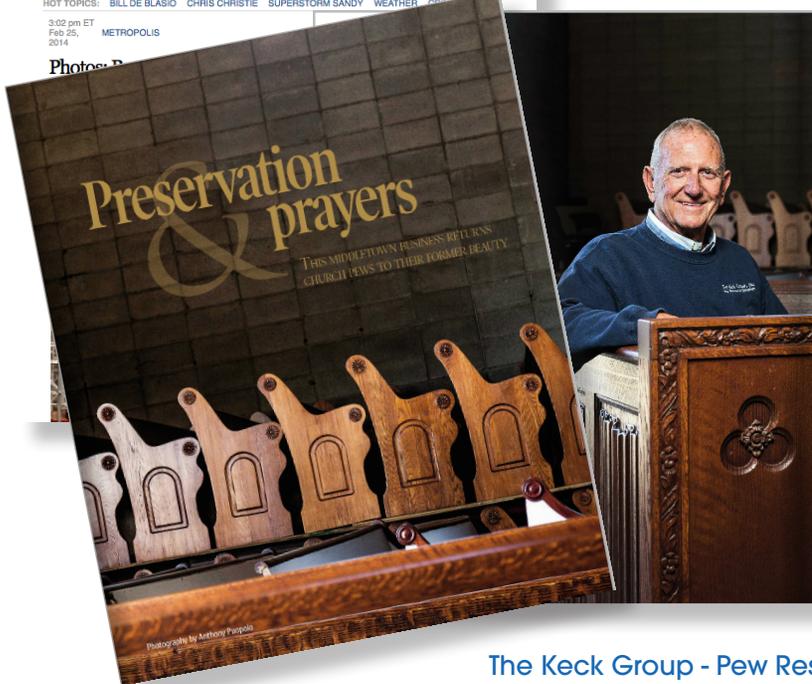
The Garrison - Public Relations



Public Relations



Equine Rescue - News 12 coverage
[View news coverage](#)



The Keck Group - Pew Restoration at St. Patrick's Cathedral, NYC



Panera Bread
- Individual Grand Openings for 12 locations
- Ongoing promotions



Awards and Recognition

BBG&G has received many awards over the years, including these most recent:

2014 Healthcare Advertising Awards

Silver Award

Integrated Campaign (including print, digital, direct mail, and outdoor advertising)

Client: Greater Hudson Valley Family Health Center

2014 Aster Awards

Bronze Award

Integrated Campaign (including print, digital, direct mail, and outdoor advertising)

Client: Greater Hudson Valley Family Health Center

2014 Service Industry Awards (SIA)

Silver Award

Integrated Campaign (including banner ads, print ads, a digital tablet site and videos)

Client: Dutchess County Tourism

2014 Service Industry Awards (SIA)

Merit Award

Integrated Campaign (including print, digital and outdoor advertising; e-marketing; paid search, social media and public relations)

Client: The Garrison

2013 International Creative Award

Bronze Award

Travel/Tourism/Nature Website

Client: Dutchess County Tourism

2013 Telly Award

Category: Bank

"Girlfriends" :30 Spot

Client: Orange County Trust Company

2013 Service Industry Awards (SIA)

Gold Winner

Integrated Marketing Campaign & Television Advertising Series

Client: Dutchess County Tourism

2013 Service Industry Awards (SIA)

Bronze Winner

Integrated Marketing Campaign

Client: Orange County Trust