GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule 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 are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is GSAAdvantage.gov.

Multiple Award Schedule

Federal Supply Group: Professional Services
Contract Number: GS-10F-268AA

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contractor:
THE CLAYTON-BENNETT GROUP, LLC dba “STUDIO B”
611 McKENZIE AVE
ALEXANDRIA, VA 22301
Phone: (703) 548-4155
http://www.studiobcreative.com

Contractor Contact Administrator: Benedicto A DeOlazo
E-Mail: bennett@studiobcreative.com

The Clayton-Bennett Group LLC dba “Studio B” is a small business.
The Clayton-Bennett Group LLC dba “Studio B” participates in the Disaster Recovery Purchasing Program.

Price list current as of Modification # PS-A812 effective May 18, 2020
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OVERVIEW
CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODCRC</td>
<td>Other Direct Costs</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Lowest-Priced Service and Price for Each SIN:

Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

1c. Labor Category Descriptions:

Please refer to Labor Categories on page 6.

2. Maximum Order:

$1,000,000

3. Minimum Order:

$100.00

4. Geographic Coverage (Delivery Area):

Worldwide

5. Point of Production:

Alexandria, Virginia

6. Discount from List Prices or Statement of Net Price:

Government Net Prices (discounts already deducted.)

7. Quantity Discounts:

Not applicable

8. Prompt Payment Discount:

Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. **Foreign Items:**
   Not Applicable.

10a. **Time and Delivery:**
   Each project is prepared and delivered as determined between client and The Clayton-Bennett Group, LLC, dba “Studio B”.

10b. ** Expedited Delivery:**
   If needed, please consult with The Clayton-Bennett Group, LLC, dba “Studio B” prior to initiating project or during the development of such project. Additional charges may be incurred.

10c. **Overnight and 2-Day Delivery:**
   If needed, please consult with The Clayton-Bennett Group, LLC, dba “Studio B” prior to initiating project or during the development of such project. Additional charges may be incurred.

10d. **Urgent Requirements:**
   If needed, please consult with The Clayton-Bennett Group, LLC, dba “Studio B” prior to initiating project or during the development of such project. Additional charges may be incurred.

11. **FOB Point(s):**
   Destination.

12a. **Ordering Address:**
   THE CLAYTON-BENNETT GROUP / STUDIO B
   611 MCKENZIE AVE
   ALEXANDRIA, VA 22301
   Phone: (703) 548-4155
   E-Mail: bennett@studiobcreative.com

12b. **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.

13. **Payment Address:**
   THE CLAYTON-BENNETT GROUP / STUDIO B
   611 MCKENZIE AVE
   ALEXANDRIA, VA 22301

14. **Warranty Provision:**
   The contractor warrants and implies that the items delivered hereunder are merchantable and fit for particular purpose described in this contract.
15. **Export Packing Charges:**
   Not Applicable.

16. **Terms and Conditions of Rental, Maintenance, and Repair:**
   Not Applicable.

17. **Terms and Conditions of Installation:**
   Not Applicable.

18a. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts From List Prices:**
   Not Applicable.

18b. **Terms and Conditions for Any Other Services:**
   Not Applicable.

19. **List of Service and Distribution Points:**
   See below (Labor Categories). All work performed at The Clayton-Bennett Group, LLC, dba “Studio B” office in Alexandria, Virginia.

20. **List of Participating Dealers:**
   Not Applicable.

21. **Preventative Maintenance:**
   Not Applicable.

22a. **Special Attributes such as Environmental Attributes:**
   Not Applicable.

22b. **Section 508 Compliance:** Section 508 compliance information is 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: [www.Section508.gov/](http://www.Section508.gov/).
   Not Applicable.

23. **Data Universal Number System (DUNS) Number:**
   14-537-4505

24. **Notification Regarding Registration in System for Award Management (SAM Database):**
   CLAYTON-BENNETT GROUP, THE (dba STUDIO B) is currently registered and active in SAM.
LABOR CATEGORIES AND PRICING

Hourly labor rates for Special Item Number 541430 are as follows:

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Hourly Rate (GSA Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copywriter</td>
<td>$81.36</td>
</tr>
<tr>
<td>Designer</td>
<td>$81.36</td>
</tr>
<tr>
<td>Editor</td>
<td>$81.36</td>
</tr>
<tr>
<td>Illustrator</td>
<td>$68.51</td>
</tr>
<tr>
<td>Production Manager</td>
<td>$68.51</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$68.51</td>
</tr>
<tr>
<td>Proofreader</td>
<td>$38.54</td>
</tr>
</tbody>
</table>

Prices are inclusive of the Industrial Funding Fee. These are the maximum rates that can be charged. Lower rates may be quoted.

<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category</th>
<th>SLCS Equivalent Code – Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proofreader</td>
<td>30461 – Technical Writer 1</td>
<td>2015-4281</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. The prices for the indicated (**) SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide)
LABOR CATEGORY DESCRIPTIONS

JOB TITLE: Designer
**Minimum/General Experience:** 7 years experience in all aspects of design, including hands-on software program expertise in Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Combines aesthetic judgment with management skills, while keeping up with technological advances that affect the design industry. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills. Review design projects at every step, from rough layout to presentation through final, completed piece.

**Functional Responsibility:** Develops creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Works closely with production manager, client and other designers to produce high quality work, within budget and deadline. Writes specifications for printing, chooses paper, inks and works closely with printers to achieve desired results. Produces comprehensives, and pre-flights all files before going to press. Reviews files for best quality and printability. Oversees press inspections and reviews printer proofs.

**Minimum Education:** Bachelor’s degree in design or design-related field.

JOB TITLE: Copywriter
**Minimum/General Experience:** 7 years professional experience in copywriting.

**Functional Responsibility:** Writes and edits copy that best reflects the marketing strategy and client’s objectives. Gathers data from subject matter experts, writes and edits copy for publications, marketing materials, advertisements, websites and exhibits.

**Minimum Education:** Bachelors’ degree in Communications, Marketing, Business, Journalism or other pertinent degree.

JOB TITLE: Editor
**Minimum/General Experience:** 7 years of experience

**Functional Responsibility:** Copy editing for all types of publications, including books, magazines, technical reports. Proficient in English grammar, spelling and proofreader’s marks. Thorough knowledge of standard style manuals such as GPO and Chicago. When requested by client, reads word-for-word, page proofs before sending proofs to the client or printer. Reviews work for layout consistency, proper hyphenation and use of typography. When requested, provides full read through of text for grammar, spelling, and punctuation.

**Minimum Education:** Bachelor’s degree
JOB TITLE: Illustrator
Minimum/General Experience: Minimum 3 years experience as computer illustrator using Adobe Illustrator to translate concepts to visual graphics.

Functional Responsibility: Illustrator must have strong computer drawing skills, excellent communication skills as well as ability to visually communicate client material. Conceives creative graphics, data charts and infographics. Knowledge of print and web formats in order to create appropriate files for production. Works closely with designers and project manager.

Minimum Education: Associate’s degree in fine arts, graphic design or interactive disciplines.

JOB TITLE: Production Manager
Minimum/General Experience: 5 years of experience

Functional Responsibility: Oversees all facets of print and collateral production. Serves as the liaison on all production projects in order to ensure completion of assigned tasks. Negotiates with vendors, creates estimates, and develops schedules and budgets for all projects. Extensive knowledge of pre-press, retouching, and all print materials and processes. Ensures on-time delivery and manages outside vendors, while keeping up with technological advances that affect the design and printing industries.

Minimum Education: Bachelor’s degree

JOB TITLE: Project Manager
Minimum/General Experience: 5 years of experience

Functional Responsibility: Keeps project moving smoothly and within budget, while maintaining the required level of quality through every step of the process. Performs the classic functions of management (planning, organizing, directing, and controlling). He or she also keeps up with changing technology, and monitors costs and budgets.

Minimum Education: Bachelor’s degree

JOB TITLE: Proofreader
Minimum/General Experience: 3 years experience proofreading for all types of publications, including books, magazines, technical reports.


Minimum Education: Associate’s degree

SUBSTITUTIONS FOR EDUCATION
Four additional years of experience may be substituted for a BA/BS degree.

Two additional years of experience may be substituted for a BA/BS degree if applicant has an AA/AS degree.
Other Direct Costs for Special Item Number 541810ODC are as follows:

<table>
<thead>
<tr>
<th>Other Direct Costs</th>
<th>Price (GSA Net Rate)</th>
<th>Unit of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Proofs</td>
<td>$21.41</td>
<td>Page</td>
</tr>
<tr>
<td>Photoshop/Illustration</td>
<td>$107.05</td>
<td>Hour</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide special enhancements to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>design, ensure images are in the</td>
<td></td>
<td></td>
</tr>
<tr>
<td>proper print resolution, create</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital graphic elements,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>illustrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photographer</td>
<td>$2,015.00</td>
<td>2 Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two full days of custom photography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td>$41,185.89</td>
<td>Project</td>
</tr>
<tr>
<td>Mail Preparation</td>
<td>$1,501.26</td>
<td>Project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare mailings and place in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>mail system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Postage not included)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage Fees</td>
<td>$0.41</td>
<td>Piece</td>
</tr>
<tr>
<td>Deliveries</td>
<td>$6,469.44</td>
<td>Shipment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second day, express international</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prices are inclusive of the Industrial Funding Fee. These are the maximum rates that can be charged. Lower rates may be quoted.
KEY PERSONNEL

Bennett DeOlazo, Creative Director. With more than 20 years in the graphic design field, Bennett DeOlazo knows how to design to clearly communicate clients messages. As an art director and designer, Bennett has been praised for his diverse capability that blends strong conceptual development, effective design and a mastery of digital production processes. He has been an invited judge for the AAM Museum Publications Design Competition, an the only national, juried annual competition that acknowledges excellence in the graphic design of museum publications. Previously, he worked as an art director and designer for a number of corporate art departments, magazines, and marketing communication groups. His clients included BMW Manufacturing Corporation, the U.S. Trade and Development Agency, Litton PRC (now a division of Northrop-Grumman), Georgetown University, The University of Maryland, On Target Media, The Journal of NIH Research, and Reston Hospital Center. Bennett uses the Adobe Creative Suite (InDesign, PhotoShop, Illustrator, and Acrobat) as his preferred design tools. Bennett graduated from Oberlin College with honors in 1986.

OVERVIEW

The Clayton-Bennett Group LLC, dba “Studio B” is a small, award-winning graphic design firm located in Old Town Alexandria, Virginia. At the heart of Studio B lies a passion for life-long learning, creativity, quality and efficient work processes. As a result, our work has been widely recognized for its effectiveness, clear messaging, originality and craft.

History and Organization: The Clayton-Bennett Group LLC dba “Studio B” was originally founded as The Clayton-Bennett Group LLC in 2002. The company was re-branded in 2006 and currently trades as “Studio B”.

Whether the project is a direct mail campaign, a series of conference marketing collateral, or company branding materials, Studio B helps its clients manage the creative and production processes from concept through delivery. We ensure that each project or campaign clearly communicates the client’s message and vision. And we inspire client confidence by customizing solutions to exceed given communications objectives.

Services: Studio B offers a full range of services that includes marketing consultation, concept development, art direction and graphic design, presentations, copywriting, mechanical production, print coordination, and management of related production services.

- **Account Service and Management** includes time for meetings, phone conversations, and administrative tasks related to the projects.
- **Design** includes concept development, art direction and graphic design based on initial consultation and client direction.
- **Copywriting** includes time for writer to draft, edit and finalize marketing copy for the respective projects.
- **Professional Editing Services** are offered as separate budget item.
• **Mechanical Production** includes coordination and placement of copy and visual elements into working design layouts. Mechanical production includes preparation of electronic files for print production, and release of files to designated print vendors.

• **PhotoShop/Illustration** includes photo collage, image touch-ups, color correction, charts, graphs, and illustration as necessary for print production.

• **Photography** includes time for photo shoot set-up, photography, film or digital photo processing, photographer’s assistant (if needed), and any supplies or props needed for photo shoot. May also include photo supervision services as described below.

• **Photo Supervision** allows for client review of photo shoot images, or photos from outside sources to be incorporated into the design. It also includes time to work with photographer, providing photo/art direction and reviewing photography photos.

• **Print Coordination** includes obtaining vendor bids, consolidating print estimates, pre-press coordination, review of printer’s proofs, press checks as needed, and print schedule management.

• **Color Proofs/Supplies** includes art and photo supplies, color prints for internal proofing, mechanicals, photocopies, etc.

• **Mail Production** includes mail list management, data processing and set-up, mail merge, pre-sorting for postal efficiency, wafer sealing, inkjet addressing, collating and sorting.

**Contributions and Recognition:**
Studio B has won many industry awards for graphic design including:

2019 Association Media Publishing EXCEL Awards
• Gold Award — Book Design

2018 Association Media Publishing EXCEL Awards
• Gold Award — Magazine Single Topic Issue, 20,000 to 50,000 circulation

2015 Association Media Publishing EXCEL Awards
• Bronze Award — Member Advertising Campaign

2013 International Association of Exhibitions and Events (IAEE)
• Winner, Art of the Show — Brand Design and Development

2012 Association Media Publishing EXCEL Awards
• Gold Award — Convention Program

2011 Association Media Publishing EXCEL Awards
• Silver Award — Convention Program

2010 Association Media Publishing EXCEL Awards
• Gold Award — Convention Program

2010 Hermes Creative Awards
• Platinum Award — Program Guide
• Gold Award — Program Guide
• Gold Award — Marketing Collateral

2009 Association Trends All-Media Awards
• Silver Award — Conference Program

2009 MarCom Awards
• Platinum Award — Marketing Collateral
• Gold Award — Convention Program
• Honorable Mention — Exhibitor Guide

2009 APEX Awards for Publication Excellence
• Award of Excellence — Illustration & Typography
• Award of Excellence — Meeting and Events

2008 Hermes Creative Awards
• Platinum Award — Marketing Collateral
• Platinum Award — Program Guide
• Gold Award — Media Kit
• Gold Award — Marketing Collateral

2008 APEX Awards for Publication Excellence
• Award of Excellence — Media Kit
• Award of Excellence — Meeting and Events

2007 MarCom Awards
• Platinum Award — Corporate Branding
• Platinum Award — Marketing Campaign
• Gold Award — Newsletter Design
• Gold Award — Advertising Campaign
• Gold Award — Brochure/Capabilities

2007 Hermes Creative Awards
• Gold Award — Marketing Campaigns

2007 APEX Awards for Publication Excellence
• Award of Excellence — Marketing Campaigns

Society of National Association Publications (SNAP) 2007 EXCEL Awards
• Bronze Award — Convention Program

2006 Association Trends All-Media Awards
• Gold Award — Conference Promotion

2006 APEX Awards for Publication Excellence
• Grand Award — Newsletter Re-Design
• Award of Excellence

Society of National Association Publications (SNAP) 2006 EXCEL Awards
• Silver Award, Most Improved Newsletter
• Bronze Award, General Excellence