



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICES**

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 the GSA Advantage! menu-driven database system. The Internet address for GSA Advantage! is www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

Advertising & Integrated Marketing Solutions

Contract Number: GS-23F-0051M

Contract Period: 12/07/2001 - 12/06/2016

Business Size/Status: LARGE

LAUGHLIN, MARINACCIO & OWENS, INC.
DBA LMO ADVERTISING
1776 WILSON BLVD, 5TH FLOOR
ARLINGTON, VA 22209-2193
P 703.875.2193
www.lmo.com

POINT OF CONTACT:

Robyn Loube

Senior Outreach Manager

1776 WILSON BLVD, 5TH FLOOR
ARLINGTON, VA 22209-2193

P 703.350.4141
robynloube@lmo.com

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GENERAL CONTRACTOR INFORMATION

| | |
|--|---|
| 1a. Table of Awarded SINs | GS-23F-0051M 541-1 – Advertising Services 541-2 – Public Relations Services 541-3 – Web Based Marketing Services 541-4A – Market Research and Analysis 541-4B – Video/Film Production 541-4D – Conference, Events and Tradeshow Planning Services 541-5: Integrated Marketing Services 541-1000: Other Direct Costs |
| 1b. Lowest Priced Model Number and Price for Each SIN: | |
| 1c. Hourly Rate | See Commercial Pricelist |
| 2. Maximum Order | \$1,000,000 |
| 3. Minimum Order | \$100 |
| 4. Geographic Coverage | Domestic Only |
| 5. Point(s) of Production | Arlington, VA |
| 6. Discount from List Prices | All Prices Herein Are Net |
| 7. Quantity Discount | Not Applicable |
| 8. Prompt Payment Terms | Net 30 days |
| 9a. Government Purchase Card is accepted at or below the micro-purchase threshold. | |
| 9b. Government Purchase Card is accepted above the micro-purchase threshold. | |

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GENERAL CONTRACTOR INFORMATION

| | |
|---|--|
| 10. Foreign Items | None |
| 11a. Time of Delivery | To Be Negotiated with Ordering Agency |
| 11b. Expedited Delivery | To Be Negotiated with Ordering Agency |
| 11c. Overnight and 2 Day Delivery | To Be Negotiated with Ordering Agency |
| 11d. Urgent Requirements | To Be Negotiated with Ordering Agency |
| 12. F.O.B. Point | Destination |
| 13a. Ordering Address | LMO Advertising Attn: Robyn Loube/GSA Orders 1776 Wilson Blvd., 5th Floor Arlington, VA 22209-2515 |
| 13b. Ordering Procedures | Supplies and services, ordering procedures, and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3. |
| 14. Payment Address | LMO Advertising Attn: Accounts Receivable/GSA Orders 1776 Wilson Blvd., 5th Floor Arlington, VA 22209-2515 |
| 15. Warranty Provision | N/A |
| 16. Export Packing Charges | N/A |
| 17. Terms & Conditions of Government Purchase Card and Acceptance | None |

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| | |
|--|--|
| 18. Terms & Conditions of Rental, Maintenance, and Repair | N/A |
| 19. Terms & Conditions of Installation | N/A |
| 20. Terms & Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts From List Prices | None |
| 20a. Terms and Conditions for Any Other Services | N/A |
| 21. List of Services and Distribution Points | N/A |
| 22. List of Participating Dealers | N/A |
| 23. Preventative Maintenance | 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 | Contact contract administrator for more information. |
| 25. Data Universal Number System (DUNS) Number | 931898969 |
| 26. Notification Regarding Registration in Central Contractor Registration (CCR) Database | Registered and Currently Active |

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CAPABILITIES

ACCOUNT MANAGEMENT



- Client Relationships
- Budget Development & Management
- Timeline Management
- Integrated Campaign Management
- Staff & Subcontractor Oversight
- Reporting
- Training

RESEARCH & STRATEGIC PLANNING



- Qualitative & Quantitative Research
- Ethnographic Research
- Strategic Development
- Brand Planning
- Message and Concept Development & Testing
- Competitive Analysis & Reports
- Communication Planning

CREATIVE



- Concept Development
- Brand Development
- Collateral
- Graphic Design
- Copywriting
- Photography
- Illustration

DIGITAL



- User Experience Design
- Design Studio
- Web & Mobile Architecture, Design, and Development
- Content Management System (CMS) Implementation
- Rapid Prototyping
- Web & Mobile Design and Development
- Application & Software Development
- Database Development
- Analytics & Optimization (Success Planning, Goal Tracking, and UX Testing)

SOCIAL MEDIA



- Social Media Platform & Community Management
- Paid Social Advertising
- Community Outreach
- Social Content
- Amplification
- Storytelling
- Influencer Outreach
- Relationship Building
- Social/Campaign Strategy
- Social Listening/Intelligence

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CAPABILITIES

MEDIA



- Target Audience Analysis
- Media Planning & Buying (Traditional & Digital)
- Search Engine Marketing
- Custom Integrated Media Solutions
- In-flight Analysis & Optimization
- Post-Campaign Analysis

PRODUCTION



- Specialty Printing
- Booths
- Storefronts
- Displays
- Kiosks
- Direct Mail
- Vehicle Wraps & Graphics
- Brochures, Collateral, and POP

DIRECT MARKETING



- State-of-the-Art Direct Mail
- Database Marketing
- Back-End Fulfillment
- Database Management
- Inbound & Outbound Telemarketing
- Customer Relationship Management
- List Management
- Reporting
- Analysis

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PRICE LIST - LABOR CATEGORIES

| LABOR CATEGORY | GSA RATE 12/07/14-12/06/15 | GSA RATE 12/07/15-12/06/16 |
|----------------------------|-------------------------------|-------------------------------|
| Management Supervisor | \$203.02 | \$211.14 |
| Account Supervisor | \$140.02 | \$145.62 |
| Account Executive | \$90.98 | \$94.51 |
| Account Coordinator | \$68.98 | \$71.74 |
| Administrative Clerical | \$61.98 | \$64.35 |
| Contract Manager | \$135.34 | \$140.76 |
| Assistant Business Manager | \$87.00 | \$90.48 |
| Creative Director | \$203.02 | \$211.14 |
| Art Director/SR Art | \$116.02 | \$120.66 |
| Copywriter/SR Copy | \$116.02 | \$120.66 |
| Dir. Graph Design Group | \$125.68 | \$130.71 |
| Graphic Designer | \$77.32 | \$80.42 |
| Research/Media Director | \$192.77 | \$200.48 |
| Media Supervisor | \$135.35 | \$140.77 |
| Buyer/Planner | \$87.00 | \$90.48 |
| Media Assistant | \$69.62 | \$72.40 |
| Senior Webmaster | \$126.90 | \$131.97 |
| Web Designer/Webmaster | \$96.63 | \$100.49 |
| Production Mgr. | \$154.69 | \$160.88 |
| Asst. PP Mgr. | \$104.41 | \$108.59 |
| Traffic Manager | \$102.45 | \$106.55 |

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LABOR CATEGORY DESCRIPTIONS

| LABOR CATEGORY | DEGREE | YEARS OF EXPERIENCE | JOB DESCRIPTION |
|-----------------------|-----------|---------------------|--|
| Management Supervisor | B.A./B.S. | 5 | Functions as the senior representative of the agency on a given piece of business. Manages and plans the clients' short- and long-term marketing strategies. Responsible for developing close relationships with top client management on assigned account. Bears final responsibility for the agency's recommendations and performance and, together with the agency's Creative Director, is responsible for its advertising product. |
| Account Supervisor | B.A./B.S. | 4 | Manages and begins to lead, the agency's day-to-day relationship with key client contacts and successfully focus the efforts of agency personnel so that projects are completed as proposed. Employs a range of thinking and decision-making skills, establishes objectives and priorities for client initiatives, helps develop, articulate, and adhere to agreed-upon strategies. Presents the agency's decisions, recommendations and creative product to a range of client audiences and develops persuasive summary and recommendation documents. |
| Account Executive | B.A./B.S. | 1 | Drives day-to-day management of specific programs for account, including planning, implementation and project management. Writes creative briefs in line with client objectives by identifying the key project outcomes, communication messaging, and soliciting creative feedback. Monitors project timelines and budgets, and serves as a one of the primary contacts for the client as well as all agency departments. |

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|----------------------------|-----------|---------------------|---|
| Account Coordinator | B.A./B.S. | 1 | Supports the work of the account group and company in both client services and an administrative capacity, by coordinating agency/client team meetings. Prepares reports/analyses, as needed, such as status reports and meeting agendas. Keeps records and files and writes job orders and maintains awareness of job progress. Guides day-to-day development of advertising activities with approved plans, and assists in coordination of campaign and project activities. |
| Administrative Clerical | B.A./B.S. | 1 | Assists with all administrative needs related to contract engagement. |
| Contract Manager | B.A./B.S. | 3 | Ensures quality control of contract. Administers appropriate modifications to contract, and closeouts. |
| Assistant Business Manager | B.A./B.S. | 2 | Assists with business and financial aspects of the contract, ensuring everything is in compliance, and on budget. |
| Creative Director | B.A./B.S. | 5 | Directs all phases of creative work for assigned accounts, from concept development through production. This position is responsible for overall management of the Creative Team and assigns/coaches creative staff. Directs the activities of subordinates to maintain the agency's creative standards. |
| Art Director/SR Art | B.A./B.S. | 5 | Directs all creative product from concept to completion. Troubleshoots all marketing related problems. Designs advertising and collateral materials. Develops creative strategies and implements all creative requirements. Supervises Senior Art Directors. |

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| Copywriter/SR copy | B.A./B.S. | 5 | Writes strategic copy that is brand appropriate, creative and drives the intended actions and emotions we want to convey to our audience. Provides quality control on all work and ensures all copy written is properly translated into all final deliverables. Leads and oversees the activities of a creative team in development of concepts and execution of all projects. |
| Dir Graph Design Group | B.A./B.S. | 5 | Develops visual creative including graphic design, layout execution, photography, illustration, and comp development. Conceptualizes creative solutions that communicate the strategic intent for each product. Interacts with Copywriters to develop concepts and executions of assigned product(s). |
| Graphic Designer | B.A./B.S. | 1 | Develops visual creative including graphic design, layout execution, photography, illustration, and comp development. Conceptualizes creative solutions that communicate the strategic intent for each product. Interacts with Copywriters to develop concepts and executions of assigned product(s). |
| Research/Media Director | B.A./B.S. | 5 | Evaluates and recommends latest media resources which better serve the agency and its clients. Supervises Media department while stimulating and challenging the planners/buyers to produce innovative and effective solutions for clients. Oversees management of all media strategy/planning, accountable for the relationship with the Client Services department, and ensures that work is on strategy, on time and within budget. Understands and utilizes media research data. |

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|------------------|-----------|---------------------|---|
| Media Supervisor | B.A./B.S. | 4 | Researches, develops, presents, and executes media campaigns. Participates in the negotiation and purchase of national, regional and local media, and event/outreach, and sponsorship packages. Establishes and maintains relationships with clients and media vendors. Assists with cross-channel, cross-platform integration and efficiency. Trains and supervises media planner/buyers and assistant planner/buyers. Develops position papers on media opportunities. Tracks media expenditures to ensure budget compliance. Oversees campaign analysis and formulates recommendations for campaign optimizations. |
| Buyer/Planner | B.A./B.S. | 2 | Plans media for clients. Researches, develops, and presents media plans and media buying. Negotiates lower rates, special time parameters, value-added sponsorships and promotions, and approves makegoods. |
| Media Assistant | B.A./B.S. | 1 | Assists with the media plans for clients. Researches, develops, and presents media plans and media buying. Negotiates lower rates, special time parameters, value-added sponsorships and promotions, and approves makegoods. |

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|------------------------|-----------|---------------------|---|
| Senior Webmaster | B.A./B.S. | 4 | Conducts and produces various tasks and deliverables for wireframes, prototypes, journey maps, and content models. Conducts user-centric research. Creates and refines concepts or interface wireframes, process flows, personas, flow diagrams, story boards, site maps, navigation systems, interactive/rapid prototypes, and conceptual models. Develops effective wireframes and prototypes for mobile and web-based applications, websites, and internal projects. Communicates ideas clearly and utilizes any and all tools available to convey interaction and design ideas. Refines and introduces products and services to the UX Department. Assists in estimating project budgets and timelines. |
| Web Designer/Webmaster | B.A./B.S. | 3 | Understands design specifications provided by clients and team members outlining design rules and use cases to consider. Develops design solutions and creates/refines design layouts, UI components and component libraries, and style guides based on specifications. Effectively develops and improves systems for packaging and organizing design assets for collecting and organizing client feedback. Refines and introduces products and services to the UX Department. Assists in estimating project budgets and timelines. |

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|-----------------|-----------|---------------------|---|
| Production Mgr. | B.A./B.S. | 5 | Provides Account Management with the services to produce advertising across all print mediums including Publication and outdoor advertising, collateral, direct mail, exhibits, vehicle wraps, and displays. Prepares production specifications and estimates. Obtains competitive quotes on work from outside suppliers. Issues purchase orders for all goods and services. Supervises work provided by suppliers (artists, service bureaus, photographers, printers, production studios, etc.). Maintains reference files for products and services, and conducts press checks as needed. |
| Asst. PP Mgr. | B.A./B.S. | 2 | Assists with providing Account Management with the services to produce advertising across all print mediums including Publication and outdoor advertising, collateral, direct mail, exhibits, vehicle wraps, and displays. Prepares production specifications and estimates. Obtains competitive quotes on work from outside suppliers. Issues purchase orders for all goods and services. Supervises work provided by suppliers (artists, service bureaus, photographers, printers, production studios, etc.). Maintains reference files for products and services, and conducts press checks as needed. |
| Traffic Manager | B.A./B.S. | 5 | Works with media planner to ensure all advertising mechanical files arrive to media outlet on schedule. Develops creative schedules and acts as liaison between Creative Team and Account Management. |

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LMO ADVERTISING

GOVERNMENT CLIENTS & EXPERIENCE



AWARDS



- 35 American Advertising Federation American Advertising Awards (ADDY)

- 16 Telly Awards

- 1 Grand Prize and 13 AdWheel Awards from the American Public Transportation Association

- 3 Compass Awards of Merit from the Transportation Marketing & Communications Association

- 2 First Place Awards from the Cinema Advertising Council

- 2 MerComm Galaxy Awards

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