

# branding strategy communications

**General Services Administration  
FEDERAL SUPPLY SCHEDULE  
PRICE LIST**

**Schedule Title:**  
Advertising & Integrated  
Marketing Solutions

**FSC Group:** 541

**Contract Number:** GS-23F-0053N

**Contractor:**  
Rock Creek Publishing Group, Inc.  
DBA Rock Creek Strategic Marketing

**Contract Period:**  
November 1, 2007–October 31, 2012

**Business Size:**  
Small, Disadvantaged, 8(a), Woman Owned

**Contract administration  
and ordering contact:**

David Rinaldo, Chief Operating Officer  
Rock Creek Publishing Group, Inc.  
Two Wisconsin Circle, Suite 1010  
Chevy Chase, MD 20815  
phone: 301-657-0800  
fax: 301-657-9555  
e-mail: drinaldo@rockcreeksm.com  
website: rockcreeksm.com

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

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).

*Prices shown herein are net (discount deducted).*



# customer information

- 1a. Awarded Special Item Numbers:**  
541-1 Advertising Services and  
541-1000 Other Direct Costs
- 1b. Identification of the lowest priced model number and lowest unit price for each special item number awarded in the contract:** See pricing on pages 4-6
- 1c. Description of commercial job titles, experience, functional responsibility, and education for hourly rate employees:** See page 7
- 2. Maximum Order:** \$1,000,000
- 3. Minimum Order:** \$100
- 4. Geographic Coverage:**  
Domestic, including CONUS, AK, HI, PR
- 5. Points of Production:**  
Two Wisconsin Circle, Suite 1010  
Chevy Chase, MD 20815
- 6. Discount from list prices or statement of price:** The prices shown in the price list are all net with all discounts deducted.
- 7. Quantity Discounts:** 2% on all orders exceeding \$250,000
- 8. Prompt Payment Terms:** Rock Creek offers a 2% discount for payment that is received within 15 days of Rock Creek's invoice date, net 30 days.
- 9a. Government purchase cards are accepted up to the micropurchase threshold:** Yes
- 9b. Notification whether Government purchase cards are accepted above the micropurchase threshold:** Yes
- 10. Foreign items:** None
- 11a. Time of delivery:**  
Specified on task order
- 11b. Expedited delivery:**  
Contact contractor
- 11c. Overnight and 2-day delivery:**  
Contact contractor
- 11d. Urgent requirements:**  
Contact contractor
- 12. F.O.B. points:** Dest – CONUS,  
Dest – AK, Dest – HI, Dest – PR
- 13a. Ordering address:**  
Two Wisconsin Circle, Suite 1010  
Chevy Chase, MD 20815
- 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:**  
Two Wisconsin Circle, Suite 1010  
Chevy Chase, MD 20815
- 15. Warranty provision:** Rock Creek warrants that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. Export packing charges, if applicable:**  
N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level):** Contact contractor
- 18. Terms and conditions of rental:** N/A
- 19. Terms and conditions of installation:**  
N/A
- 20. 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:** N/A
- 24b. Section 508 compliance:** N/A
- 25. Data Universal Number System (DUNS) Number:**  
60-3437377
- 26. Notification regarding registration in the Central Contractor Registration (CCR) database:** Registered;  
CAGE Code 1XH42, valid to 2/4/2009



# company overview

With a thorough understanding of contracting and procurement requirements, Rock Creek Strategic Marketing helps government agencies improve performance and achieve mission goals. We minimize project risk while ensuring clients are compliant with standards and requirements.

Rock Creek's clients include some of the world's largest government agencies, nonprofits, and businesses. We have helped them succeed by understanding their culture, stakeholders, and competitive landscape and then empowering them with the marketing tools to rise to the top.

Rock Creek helps our clients succeed by working with them to clearly define who they are, what they do, and why they are different. We then help them deliver this story compellingly and consistently across all of their marketing communications. This narrowing of focus and unwavering emphasis on differentiation is branding—marketing in its purest form.

Our dedication to creative excellence and customer satisfaction defines the Rock Creek brand. Our relentless focus on delivering quality results to our clients despite the rapidly changing communications and technology environments results in relationships that last a lifetime.

The *Washington Business Journal* consistently names us one of the most successful creative firms in the National Capital Area. We also maintain our own printing, publishing, prepress, web development, and tradeshow marketing facilities. Rock Creek is staffed for large customer orders and is also highly scalable when tasked with quick-turn-around surge requirements. This allows us to maintain the close relationships and quality work that have satisfied customers for more than two decades.

Our highly qualified marketing and creative teams, combined with our wide range of in-house capabilities, enable us to complete large projects on schedule and within budget while still maintaining the highest standards of quality. We are proud to offer our clients an unparalleled level of thought leadership, marketing experience, creativity, and service.

## We provide the following services:

- Advertising and public awareness campaigns
- Marketing and branding (strategy, concept development, content development, and design)
- Print design (brochures, manuals, reports, books, training materials, conference materials, and public information kits)
- Identity design (logos and communications packages)
- Media planning
- Product design, packaging, and point-of-purchase displays
- Research, writing, editorial, and proof-reading services
- Web strategy, design, and development
- Search engine marketing
- Technology consulting and needs analysis
- Software training and development
- Prepress, drum scanning, color correction, and digital proofing
- Large format printing, mounting, and laminating
- Exhibit design and production



# pricing

## ADVERTISING SERVICES

(SIN 541-1)

<b>LABOR CATEGORY</b>	<b>GOVERNMENT HOURLY RATE</b>
Graphic Designer I.....	\$97.38
Graphic Designer II.....	\$118.75
Prepress.....	\$94.76
Project Manager I.....	\$88.70
Project Manager II.....	\$118.75

## OTHER DIRECT COSTS

(SIN 541-1000)

CDs.....	\$14.25 ea.
Stock Images.....	Not to exceed \$649.98
Mailing Services.....	\$614 per 1,000

### PROOFS PRICE/EACH

Harlequin/Epson 9000 Proof.....	\$38.00
Xerox 7700 Proof.....	\$5.70

### Paper Discounts

<b>PAGES</b>	<b>DISCOUNT</b>
10-19.....	5%
20-49.....	10%
50-99.....	20%
100+.....	25%

### SCANNING PRICE FOR DESIRED SIZE AT 300 DPI/EACH

Drum Scan 18x24"*.....	\$152.00
Flatbed Color Scan 18x24"*.....	\$98.80
Flatbed Grayscale Scan 18x24"*.....	\$57.00

\* These are the largest sizes offered. Smaller sizes may be quoted.

### WIDE FORMAT COLOR PRINTING PRICE/SQ. FT.

Wide format color printing to presentation matte paper.....	\$9.50
Wide format color printing to glossy paper.....	\$14.25
Wide format color printing to thrifty vinyl.....	\$19.00
Wide format color printing to extreme vinyl.....	\$23.75
Wide format color printing to transit vinyl.....	\$23.75
Wide format color printing to fabric.....	\$20.00

### MOUNTING AND LAMINATING PRICE/SQ. FT.

(Does not include printing.)

Mounting to foam board.....	\$3.80
Mounting to foam board and laminating.....	\$7.60
Mounting to Gator board.....	\$5.70
Mounting to Gator board and laminating.....	\$9.50
Mounting to Sintra.....	\$9.50
Mounting to Sintra and laminating.....	\$13.30
Laminating.....	\$3.80
Rollmounts with paper.....	\$19.00
Rollmounts without paper.....	\$23.75



# pricing

**COLOR COPYING & DIGITAL PRINTING**

**PRICE/EACH**

**100# COVER**

Color copying to 100# cover (0-99 copies) .....	\$1.19
Color copying to 100# cover (100-249 copies) .....	\$1.14
Color copying to 100# cover (250-499 copies) .....	\$1.09
Color copying to 100# cover (500+ copies) .....	\$1.05
2-sided color copying to 100# cover (0-99 copies) .....	\$2.28
2-sided color copying to 100# cover (100-249 copies) .....	\$2.19
2-sided color copying to 100# cover (250-499 copies) .....	\$2.09
2-sided color copying to 100# cover (500+ copies) .....	\$2.00

**100# GLOSS COVER**

Color copying to 100# gloss cover (0-99 copies) .....	\$1.24
Color copying to 100# gloss cover (100-249 copies) .....	\$1.19
Color copying to 100# gloss cover (250-499 copies) .....	\$1.14
Color copying to 100# gloss cover (500+copies) .....	\$1.09
2-sided color copying to 100# gloss cover (0-99 copies) .....	\$2.38
2-sided color copying to 100# gloss cover (100-249 copies) .....	\$2.28
2-sided color copying to 100# gloss cover (250-499 copies) .....	\$2.19
2-sided color copying to 100# gloss cover (500+copies) .....	\$2.09

**100# TEXT**

Color copying to 100# text (0-99 copies) .....	\$1.09
Color copying to 100# text (100-249 copies) .....	\$1.05
Color copying to 100# text (250-499 copies) .....	\$1.00
Color copying to 100# text (500+ copies) .....	\$0.95
2-sided color copying to 100# text (0-99 copies) .....	\$2.09
2-sided color copying to 100# text (100-249 copies) .....	\$2.00
2-sided color copying to 100# text (250-499 copies) .....	\$1.90
2-sided color copying to 100# text (500+ copies) .....	\$1.81

**100# GLOSS TEXT**

Color copying to 100# gloss text (0-99 copies) .....	\$1.14
Color copying to 100# gloss text (100-249 copies) .....	\$1.09
Color copying to 100# gloss text (250-499 copies) .....	\$1.05
Color copying to 100# gloss text (500+copies) .....	\$1.00
2-sided color copying to 100# gloss text (0-99 copies) .....	\$2.19
2-sided color copying to 100# gloss text (100-249 copies) .....	\$2.09
2-sided color copying to 100# gloss text (250-499 copies) .....	\$2.00
2-sided color copying to 100# gloss text (500+copies) .....	\$1.90

**80# COVER**

Color copying to 80# cover (0-99 copies) .....	\$1.14
Color copying to 80# cover (100-249 copies) .....	\$1.09
Color copying to 80# cover (250-499 copies) .....	\$1.05
Color copying to 80# cover (500+ copies) .....	\$1.00
2-sided color copying to 80# cover (0-99 copies) .....	\$2.19
2-sided color copying to 80# cover (100-249 copies) .....	\$2.09
2-sided color copying to 80# cover (250-499 copies) .....	\$2.00
2-sided color copying to 80# cover (500+ copies) .....	\$1.90



# pricing

**COLOR COPYING & DIGITAL PRINTING**

**PRICE/EACH**

**80# GLOSS COVER**

Color copying to 80# gloss cover (0-99 copies) .....	\$1.19
Color copying to 80# gloss cover (100-249 copies) .....	\$1.14
Color copying to 80# gloss cover (250-499 copies) .....	\$1.09
Color copying to 80# gloss cover (500+ copies) .....	\$1.05
2-sided color copying to 80# gloss cover (0-99 copies) .....	\$2.28
2-sided color copying to 80# gloss cover (100-249 copies) .....	\$2.19
2-sided color copying to 80# gloss cover (250-499 copies) .....	\$2.09
2-sided color copying to 80# gloss cover (500+ copies) .....	\$2.00

**80# TEXT**

Color copying to 80# text (0-99 copies) .....	\$1.05
Color copying to 80# text (100-249 copies) .....	\$1.00
Color copying to 80# text (250-499 copies) .....	\$0.95
Color copying to 80# text (500+ copies) .....	\$0.90
2-sided color copying to 80# text (0-99 copies) .....	\$2.00
2-sided color copying to 80# text (100-249 copies) .....	\$1.90
2-sided color copying to 80# text (250-499 copies) .....	\$1.81
2-sided color copying to 80# text (500+ copies) .....	\$1.71

**80# GLOSS TEXT**

Color copying to 80# gloss text (0-99 copies) .....	\$1.09
Color copying to 80# gloss text (100-249 copies) .....	\$1.05
Color copying to 80# gloss text (250-499 copies) .....	\$1.00
Color copying to 80# gloss text (500+ copies) .....	\$0.95
2-sided color copying to 80# gloss text (0-99 copies) .....	\$2.09
2-sided color copying to 80# gloss text (100-249 copies) .....	\$2.00
2-sided color copying to 80# gloss text (250-499 copies) .....	\$1.90
2-sided color copying to 80# gloss text (500+ copies) .....	\$1.81

**DELIVERY**

Not to exceed \$100 each.



# description of labor categories

## ADVERTISING SERVICES

(SIN 541-1)

### Graphic Designer I

- Performs all aspects of computer-based design and production.
- Can create designs for printed materials, websites, electronic documents, or displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.
- Prepares design files for print and web production.

**Education/Experience:** Associate's degree or equivalent with 5+ years of experience.

### Graphic Designer II

- Performs all aspects of computer-based design and production.
- Can create designs for printed materials, websites, electronic documents, or displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.
- Prepares design files for print and web production.

**Education/Experience:** Associate's degree or equivalent with 8+ years of experience.

### Prepress

- Prepares electronic files for print.
- Corrects errors in print-ready files such as missing images and fonts.
- Color corrects images.
- Lays out files to fit press signatures.
- Performs support functions for graphic designers such as scanning of images and preparing color proofs.

### Project Manager I

- Manages projects from inception to completion.
- Serves as a point of contact to clients about project progress.
- Knowledgeable about graphic design, printing specifications, and web standards.

**Education/Experience:** Bachelor's degree.

### Project Manager II

- Manages projects from inception to completion.
- Serves as a point of contact to clients about project progress.
- Knowledgeable about graphic design, printing specifications, and web standards.

**Education/Experience:** Bachelor's degree or equivalent with 5+ years of experience.

