

branding strategy communications

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

Schedule Title:
Advertising & Integrated
Marketing Solutions

FSC Group: 541

Contract Number: GS-23F-0054N

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.

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules at fss.gsa.gov.

Prices shown herein are net (discount deducted).



customer information

BRANDING STRATEGY COMMUNICATIONS

- 1a. Awarded Special Item Numbers:**
541-3 Web Based Marketing Services,
541-4F Commercial Art and Graphic
Design, 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 responsibil-
ity, and education for hourly rate
employees:** See pages 7-8
- 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. Term 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

BRANDING STRATEGY COMMUNICATIONS

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-turnaround 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:

- 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)
- Product design, packaging, and point-of-purchase displays
- Web strategy, design, and development
- Search engine marketing
- Technology consulting and needs analysis
- Software training and development
- Research, writing, editorial, and proof-reading services
- Advertising and public awareness campaigns
- Media planning
- Prepress, drum scanning, color correction, and digital proofing
- Large format printing, mounting, and laminating
- Exhibit design and production



pricing

WEB BASED MARKETING SERVICES

(SIN 541-3)

LABOR CATEGORY	GOVERNMENT HOURLY RATE
Web Programmer	\$118.75
Graphic Designer I.....	\$97.38
Graphic Designer II.....	\$118.75
Project Manager I	\$88.70
Project Manager II	\$118.75

COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

(SIN 541-4F)

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

OTHER DIRECT COSTS

(SIN 541-1000)

CDs.....	\$14.25 ea.
Stock Images	Not to exceed \$649.98

CONTENT MANAGEMENT SYSTEMS (CMS) AND WEB HOSTING

	PRICE
Trestle Media CMS	\$9,500 ea.
Browser CMS	\$20,900 ea.
Custom programming for Trestle Media CMS.....	\$118.75/hr.
Custom programming for Browser CMS.....	\$190/hr.
Shared website hosting	\$28.50/month
Fully managed Website hosting.....	\$996.65/month

PROOFS

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

Paper Discounts

PAGES	DISCOUNT
10-19	5%
20-49	10%
50-99	20%
100+	25%

SCANNING

	PRICE FOR DESIRED SIZE AT 300 DPI/EACH
Drum Scan 18x24"*	\$152
Flatbed Color Scan 18x24"*	\$98.80
Flatbed Grayscale Scan 18x24"*	\$57

* 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

(Does not include printing.)

	PRICE/SQ. FT.
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

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



pricing

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 ea.



description of labor categories

WEB BASED MARKETING SERVICES

(SIN 541-3)

Web Programmer

- Performs all aspects of web programming.
- Can create the programming for websites or HTML documents, such as custom e-mail templates.
- Has the ability to integrate software with website programming.
- Knowledgeable of all common programming languages including Flash, HTML, XML, CGI, and Java.

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

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.

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 with 5+ years of experience.



description of labor categories

COMMERCIAL ART AND GRAPHIC DESIGN SERVICES

(SIN 541-4F)

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.

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 with 5+ 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.

