

**GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List**

Advertising and Integrated Marketing Solutions

**FSC Group 541
Contract Number GS-23F-0060R**

SIN 541-1 Advertising Services
SIN 541 -2 Public Relations Services
SIN 541-4A Market Research
SIN 541-4B Video/Film Production Services

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

Contract Period: December 20, 2004 through December 19, 2009

Contract Administrator:
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Small Veteran-Owned Business

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.



CUSTOMER INFORMATION

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

SIN 541-1 Advertising Services
SIN 541-2 Public Relations Services
SIN 541-4A Market Research
SIN 541-4B Video/Film Production Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum order. \$1,000,000.00

3. Minimum order. \$100.00

4. Geographic coverage (delivery area). Domestic Only

5. Point(s) of production (city, county, and State or foreign country). Same as Company Address.

6. Discount from list prices or statement of net price. Contact Contractor.

7. Quantity discounts. Contact Contractor.

8. Prompt payment terms. Net 30 Days.

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. Yes.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. Yes.

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

11a. Time of delivery. (Contractor insert number of days.) Specified on the Task Order.

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading.

The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. Contact Contractor.

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. Contact Contractor.

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery. Contact Contractor.

12. F.O.B. point(s). Destination.

13a. Ordering address(es). Same as Company Address.

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules). Contactor is to simply include this statement as Item 13b.

14. Payment address(es). Same as company address.

15. Warranty provision. Contractor’s Standard Commercial Warranty.

16. Export packing charges, if applicable. N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). Contact Contractor.

18. Terms and conditions of rental, maintenance, and repair (if applicable). N/A

19. Terms and conditions of installation (if applicable). N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). N/A

20a. Terms and conditions for any other services (if applicable). N/A

21. List of service and distribution points (if applicable). N/A

22. List of participating dealers (if applicable). N/A

23. Preventive maintenance (if applicable). N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). N/A

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show

where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. N/A

25. Data Universal Number System (DUNS) number. 191301311

26. Notification regarding registration in Central Contractor Registration (CCR) database. Registered

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

CONTRACT NUMBER GS-23F-0060R

541-1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

541-2 Public Relations Services

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

541-4A Market Research and Analysis

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

541-4B Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

Labor Category	Price*	Unit/Issue
General Manager	161.60	Hour
Senior Consultant	134.66	Hour
Senior Account Supervisor	107.73	Hour
Account Supervisor	89.78	Hour
Account Executive	71.82	Hour
Account Representative	53.87	Hour
Business Manager	44.89	Hour
Administrative Clerk	35.91	Hour