

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

Advertising and Integrated Marketing Solutions

**FSC Group 541
Contract Number GS-23F-0061R**

541-3 Web Based Marketing 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:
Mary Weisz
mweisz@bluestone-pr.com

**Blue Stone Communications, LLC
8510 Camden Street
Alexandria, VA 22308
703-799-7344
FAX 703-799-7345**

www.bluestone-pr.com

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).

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-0061R**

541-3 Web Based Marketing Services (Small Business Set-Aside)

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- On-Line media management
- Related activities to web based marketing services
- Media will also be provided in a format that is compatible with the ordering agency's software requirement
- Continual website updates and maintenance may also be required.

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