

## ZILYEN, INC.

### GENERAL SERVICES ADMINISTRATION Federal Supply Service

#### ***Authorized Federal Supply Schedule Price List***

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 GSAAAdvantage!, a menu-driven database system. The Internet address of GSAAAdvantage! is: <http://GSAAAdvantage.gov>

**Schedule Title:** Advertising & Integrated Marketing Solutions (AIMS)

**FSC Class/Product Codes and/or Service Codes:** R701

**Contract Number:** GS-23F-0075N

**Contract period:** December 2, 2002 through October 31, 2012

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

**Contractor's name, address, and phone number:**

Susan Waldman  
ZilYen, Inc.  
1501 12<sup>th</sup> Street, NW  
Third Floor  
Washington, DC 20005  
Phone: 202-667-1010  
Fax: 202-667-1760  
[www.zilyen.com](http://www.zilyen.com)

**Contract administration source:**

Susan Waldman  
ZilYen, Inc.  
1501 12<sup>th</sup> Street, NW  
Third Floor  
Washington, DC 20005  
Phone: 202-667-1010  
Fax: 202-667-1760  
[susan@zilyen.com](mailto:susan@zilyen.com)

**Business Size:** Small

**Socioeconomic Indicators:** Woman-owned

**Customer Information**

**1a. Table of awarded special item number(SINs):**

SIN 541-5 Integrated Marketing Services  
SIN 541-1000 Other Direct Costs (ODCs)

**1b. Lowest Priced Model Number and Price for Each SIN:**  
(Government net price based on a unit of one)

| <u>SIN</u> | <u>MODEL</u> |     | <u>PRICE</u> |
|------------|--------------|-----|--------------|
| N/A        | N/A          | N/A |              |

**1c. Hourly Rates: (Services Only)**  
Included in text file submission

**2. Maximum order:** \$1,000,000 per SIN

**3. Minimum order:** \$100.00

**4. Geographic coverage:** 50 states, DC and US Territories

**5. Point(s) of production:** N/A

**6. Discount from List Prices:** GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied.

**7. Quantity discounts:** NONE

**8. Prompt payment terms:** NONE

**9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Purchase cards accepted for any amount

**9.b Notification that Government purchase cards are accepted above the micro-purchase threshold:** Purchase cards accepted for any amount

**10. Foreign items:** None

**11a. Time of Delivery:** N/A

**11b. Expedited Delivery:** N/A

**11c. Overnight or 2-day delivery:** N/A

**11d. Urgent Requirements:** As specified on agency task order and mutually agreed

**12. FOB Point:** Destination

**13. Ordering Address:**

1501 12<sup>th</sup> Street, NW  
Third Floor  
Washington, DC 20005

**13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in FAR 8.405-3.

**14. Payment Address:**

Same as contractor

**15. Warranty provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

**16. Export packing charges:** N/A

**17. Terms and conditions of Government purchase card acceptance:** See 9a and 9b.

**18. Terms and conditions of rental, maintenance, and repair:** N/A

**19. Terms and conditions of installation:** N/A

**20. Terms and conditions of repair parts:** N/A

**20a. 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. Environmental attributes:** N/A

**24b. Section 508 Compliance for EIT:** Available on Electronic and Information Technology (EIT) supplies and services, full details can be found at [www.Section508.gov](http://www.Section508.gov).

**25. Data Universal Number System (DUNS) number:** 805723710

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

# ZilYen Company Overview

## ***What We Do***

[ZilYen](#) is a leading Washington, D.C.-based marketing communications agency. We specialize in helping clients identify their unique and compelling story and leverage it to engage audiences, inspire employees and generate organizational success. We employ of a powerful organizational identification model and unique, collaborative approach so that clients gain the organizational insight and develop differentiating messages and activities that set them apart.

We take a holistic approach to the achievement of client goals. We examine all available resources and seek creative and non-traditional ways to apply them. In that way we can develop and implement programs that leverage limited budgets and personnel into cohesive programs that are multi-faceted, measurable and successful.

In our efforts to achieve results on behalf of our clients, we call on a wide variety of branding, marketing and sales disciplines. Depending on the need, these include:

- Brand Development and Management
- Marketing Planning, Goal Setting and Strategy Development
- Messaging Strategy
- Creative Design and Copy for All Media
- Mass Media and Targeted Advertising and Promotion Programs
- Web Site Content Development, Design, Sales Strategy and Globalization
- Evaluation and Tracking Research
- Customer Relationship Management
- Sales Strategy and Sales Program Development
- Telemarketing and Customer Service Program Development

## ***For Whom We Do It***

Our work has served clients in a wide variety of industries that range from small start-up companies and non-profits to trade associations and some of the country's best marketing organizations. This work has taken place for clients located in the United States, Australia and Mexico, for a client list that includes:

GSA  
Department of Homeland Security  
Energy Conversation  
Georgetown University  
Discovery Networks  
National Rural Electric Cooperative  
Association  
CNA

Campaign for Tobacco-Free Kids  
National Audubon Society  
George Mason University  
DC Small Business Development  
Center  
GSA Fleet  
Walt Disney World  
Voice of America

## ***Our Approach***

ZilYen takes a collaborative approach to helping client organizations to identify their authentic and compelling stories and leveraging them into powerful communications, audience engagement and employee inspiration.

We leverage the knowledge, manpower and resources of our client teams to the greatest extent possible, and supplement that with our own experienced people as needed. In that way, we are able to efficiently bring a high degree of knowledge and creativity to the tackling of our clients' most challenging efforts.

## ***Oversight and Management***

ZilYen provides partner level oversight for all aspects of client engagements from its founders Pete Beebe and Susan Waldman. Pete has over 20 years of experience as a Creative Director, much of it spent building Atelier Creative – a company he founded and managed – into a 12-person design firm. Susan also brings decades of experience – hers in marketing strategy and client service through her work as head of national advertising for Walt Disney World, Advertising Director at Northwest Airlines and running her own strategic marketing firm for 12 years.

Prices are net, all discounts deducted, and valid for all geographic areas covered by this contract.

|                     |                |
|---------------------|----------------|
| Program Strategist  | \$150 per hour |
| Program Planner     | \$150 per hour |
| Program Manager     | \$150 per hour |
| Creative Director   | \$150 per hour |
| Media Planner       | \$150 per hour |
| Web Developer       | \$150 per hour |
| Project Manager     | \$118 per hour |
| Writer              | \$96 per hour  |
| Artist              | \$96 per hour  |
| Project Coordinator | \$96 per hour  |
| Media Buyer         | \$96 per hour  |
| Web Programmer      | \$96 per hour  |

## ***Other Direct Costs***

| <b>Description</b>  | <b>NTE Amount</b> |
|---|-------------------|
| Print Production – one brochure/book and one poster                         | \$48,285          |
| TV Production – one 30-second commercial                                    | \$183,850         |
| Radio Production – one 60-second commercial                                 | \$18,135          |
| TV Media – one market for one week  | \$110,220         |
| Radio Media – one market for one week                                       | \$7,550           |
| Supplies & Materials – paper clips, planners, binders, letter openers, etc. | \$3,380           |
| Phone – monthly charge  | \$2,131           |