

McLarty Communications, Inc.



Contact Information:

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Contract Number:

GS-23F-0090R

Contract period:

January 26, 2005 through January 25, 2010 with five - 3-year option periods

Contract Administrator and 72A Point of Contact:

Name: R. Douglas McLarty, President
468 Signature Drive, South
Xenia OH 45385
Phone: 937-372-2004
Fax: 937-372-2004
Email Address: doug@mclartycom.com

Alternate: Linda McLarty, VP,
468 Signature Drive, South
Xenia OH 45385
Phone: 937-372-2004
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Email Address: linda@mclartycom.com

Business Type: McLarty Communications, Inc. is a Service Disabled-Veteran Owned (SDVO) small business



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1. McLarty Communications Overview

Our Profile:

For the past 15 years we have specialized in providing public relations counsel and marketing communications services to a wide array of federal clients.

McLarty Communications provides our federal clients with a uniquely tailored combination of PR counsel backed with award winning and critically focused marketing support services aimed at specifically addressing the unique requirements of federal clients

Our clients are looking to differentiate and define themselves, nourish the organization reputation, create deeper understanding and support from all influential constituencies, and deliver results in a dynamic and competitive environment. McLarty Communications works side by side with clients to navigate complex issues and strategically integrate solutions with long term organization strategy.

McLarty Communications features an award winning team of exceptionally talented and proven professionals in public relations, graphic design, marketing, and video production.

Our Edge:

McLarty Communications achieves success because our team is committed to getting superior results through superior strategy and creative execution. Our clients benefit from the five hallmarks of our practice:

Value

Clients expect value in the services they receive. Most firms promise it, few deliver. We understand that value means taking the initiative to diagnose problems, devise strategies, discover opportunities, and generate fresh ideas and cost effective solutions.

Experience

Clients demand efficiency and effectiveness. In practical terms that means knowing what to do, when to do it, and how. In today's demanding and hyper competitive government/corporate environment such experience has no substitute. It is a resource that can be acquired only over time. Clients rely on the McLarty team's 35 + years of experience in executing successful public relations and marketing communications programs.

Judgment

Clients with serious public relations issues need and expect from counsel that special combination of experience and objectivity known as judgment. This may require advising caution or calling for courage, using common sense or making fine distinctions, deciding to join others or to stand apart.

Innovation

Clients demand creativity. We use innovative approaches to achieve client objectives. We see creativity as an applied discipline. Its driving objective is always to find the best solution to a client problem, to reach a client goal, or to help a client take advantage of a fleeting opportunity.

Credibility

Credibility is essential for every client. We view it as a premier management responsibility, without it, no communications can be effective. Credibility must be earned, nurtured, managed, and protected. It can be enhanced, and when lost it must be restored.

Our Core Competencies:

We provide our federal clients core ingredients of contemporary commercial PR and marketing practice appropriately adapted to the federal government environment. Services include:

- * Corporate Public Relations
- * Corporate Positioning
- * Reputation Management
- * Communications Assessments
- * Strategic Planning
- * Crisis Communications
- * Communications Training (presentations, speeches)
- * Issue Analysis/Management
- * Video Production
- * Graphic Design
- * Media Relations
- * Employee Communications
- * Career Coaching
- * Relationship Surveys (individual interviews/focus groups)
- * Development/Production of Collateral Material (brochures, video, displays, etc.)

2. Description of Services

Note: Prices effective January 2008

A. SIN 541-2 Public Relations Services

The full range of client services is customized as determined by requirements. These services include the development of media messages and strategies, recommending media sources for placement of campaigns, preparation of press releases, media alerts, speeches, presentations and press kits. Strategic services include issues management, crisis communications, and corporate communications. McLarty has provided a number of government organizations with media training, along with instruction in media relationship building. McLarty is adept at the development of customized public relations strategies aimed at impacting opinions and attitudes while informing key audiences.

McLarty resources, experience and expertise concerning current public relations practices provide credibility and full communications integration to public outreach campaigns. The company has extensive experience in developing a complete customized menu of corporate outreach materials. McLarty also provides clients with press conference training and/or arrangements, distribution of press materials and media buying services such as satellite services and video news releases if required.

**Approved Pricing (includes IFF Fee)
McLarty Communications, Inc..
SIN 541-2 Public Relations Services**

PERSONNEL - Hourly

Senior Communications Consultant \$106.75
PR/Marketing Research Consultant \$43.88

Other Direct Costs - Labor

| <u>Labor Category</u> | <u>Government Rates</u> |
|---|-------------------------|
| 018 Video/Film Director | \$100.98/hour |
| 019 Video/Film Producer | \$100.98/hour |
| 021 Senior Graphic Designer/Illustrator | \$77.86/hour |
| 022 Graphic Designer/Illustrator | \$58.61/hour |
| 025 Senior PR Consultant | \$135.89/hour |

B. SIN 541-4A Market Research and Analysis Services

McLarty Communications conducts customized market research for both government and commercial organizations. This is followed up with a thorough analysis of results. McLarty then uses the research results to craft strategic and tactical public relations planning. McLarty's proven planning expertise is often used by clients to assist them in developing strategic organizational roadmaps as well as marketing and public relations plans to increase public awareness of products, services and issues. Services include development of tailored research and assessment projects to assist clients in better understanding the nature of targeted audiences. Research and analysis is also used to adjust corporate messages, to test and verify the impact of various corporate issues on different audience groups and to develop more effective marketing/outreach efforts.

Research and analysis services include identifying target audiences, establishing measurable marketing objectives, determining and analyzing marketing trends and conditions, identifying appropriate strategies and developing recommended tactics to meet those objectives. Corporate "branding" actions are also part of our service menu.

**Approved Pricing (includes IFF Fee)
McLarty Communications, Inc.
SIN 541-4A Market Research and Analysis Services**

PERSONNEL - Hourly

Senior Communications Consultant \$106.75
PR/Marketing Research Consultant \$43.88

Other Direct Costs - Labor

| <u>Labor Category</u> | <u>Government Rates</u> |
|---|-------------------------|
| 018 Video/Film Director | \$100.98/hour |
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| 021 Senior Graphic Designer/Illustrator | \$77.86/hour |
| 022 Graphic Designer/Illustrator | \$58.61/hour |
| 025 Senior PR Consultant | \$135.89/hour |

C. SIN 541-4B Video/Film Production Services

McLarty Communications has more than 13 years experience in providing **VIDEO AND FILM PRODUCTION** services to federal government organizations, commercial enterprises and non-profit organizations. We have produced award-winning videos for a number of government agencies as well as many commercial clients. Formats include film, DVD, CD-ROM, digital video production and /or VHS. The full range of video and film production client services provided by McLarty Communications are customized. Capabilities include full 10-30 minute productions, government recall-warning alerts, video news releases and conference documentation.

Services provided include

- script writing - narration
- directing - music and sound effects
- producing - duplication
- shooting - distribution post production editing
- arranging for talent

NOTE: Our production staff is cleared to produce classified videos rated TS-SCI and higher for federal government agencies and have done work for a vast majority of the federal intelligence community.

Approved Pricing (includes IFF Fee)

McLarty Communications, Inc.

SIN 541-4B Video/Film Production Services

PERSONNEL - Hourly

Senior Communications Consultant \$106.75

PR/Marketing Research Consultant \$43.88

Other Direct Costs - Labor

| <u>Labor Category</u> | <u>Government Rates</u> |
|---|-------------------------|
| 018 Video/Film Director | \$100.98/hour |
| 019 Video/Film Producer | \$100.98/hour |
| 021 Senior Graphic Designer/Illustrator | \$77.86/hour |
| 022 Graphic Designer/Illustrator | \$58.61/hour |
| 025 Senior PR Consultant | \$135.89/hour |

D. SIN 541-4F COMMERCIAL ART AND GRAPHIC DESIGN

McLarty Communications has vast, award winning experience in providing COMMERCIAL ART AND GRAPHIC DESIGN services to federal government organizations, commercial enterprises and non-profit organizations.

McLarty Communications offers a full compliment of commercial art and graphic design services. We consistently produce award-winning work for our commercial and government clients. Services include custom and stock artwork, as well as graphic design services ranging from publications to trade show exhibits and advertising. McLarty clients are provided with publication consulting support, from conceptual and final design and layouts through production.

McLarty has provided federal clients such as the Air Force Research Laboratory, The Air Force SBIR Program and the Air Force Office of Scientific Research with commercial art and graphic design services.

Services include:

- * Communications Materials Consulting
- * Publication design
- * Newsletter Development and production
- * Display Development and production
- * Direct Mail
- * Logo Development
- * Advertising Art
- * Marketing Services

Approved Pricing (includes IFF Fee)

McLarty Communications, Inc.

SIN 541-4F- COMMERCIAL ART AND GRAPHIC DESIGN

PERSONNEL - Hourly

Senior Communications Consultant \$106.75

PR/Marketing Research Consultant \$43.88

Other Direct Costs - Labor

| <u>Labor Category</u> | <u>Government Rates</u> |
|---|-------------------------|
| 018 Video/Film Director | \$100.98/hour |
| 019 Video/Film Producer | \$100.98/hour |
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| 022 Graphic Designer/Illustrator | \$58.61/hour |
| 025 Senior PR Consultant | \$135.89/hour |

E. SIN 541-1000 Other Direct Costs

Awarded ODCs are comprised of the description below and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. The client is advised that based on the specific task identified at the task order level, Clause 552.238.75 Price Reduction may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODCs as specified above without a modification to the contract.

Approved Pricing (includes IFF Fee)

McLarty Communications, Inc.

SIN 541-4A Market Research and Analysis Services

- Video Production (12-14 min) \$101,331.61

Includes development of video concept, production treatment, script writing, pre-production, production, and post production elements including music, narration, collection of stock footage, editing and delivery of production in a variety of formats. Also includes extensive research on historical issues and the purchase of single source video footage from a variety of sources.

- 100 Video Dubs \$628.68

Includes either VHS or CD format or a mixture of both and includes shipping.

- Video Treatment for 3-5 minute video \$6,286.80

This includes initial background meetings with client, research, and preliminary analysis of existing stock footage. It also includes changes/one rewrite of the treatment based on client comments.

- Producer (per day) \$1,450.80

Directs, manages and leads the entire audiovisual production team in accomplishing production elements. Insures the production director clearly understands the goals and objectives of the production. Serves as the primary advisor to the client on the production.

- Two (2) Man Betacam Crew and All Equipment (per day) \$1,547.52

All cameras, lights, and sound equipment necessary to tape a corporate quality level video.

Brochures

Price includes research, all illustrations, art and stock photography, full size color mockups and the design, layout and production/printing.

1. 8 1/2" x 11" 44 pages 7-color brochure 4,500 copies \$57,913.03
2. 8 1/2" x 11" 24 pages 7-color brochure 5,000 copies \$33,510.58
3. 8 1/2" x 11" quad-fold 4-color brochure 3,000 copies \$8,399.16
4. 8 1/2" x 11" tri-fold 4-color brochure 5,000 copies \$8,414.64
5. 8 1/2" x 11" quad-fold 5-color brochure 3,000 copies \$8,946.60
6. 8 1/2" x 11" quad fold 5-color brochure 5,000 copies \$13,492.44
7. 8 1/2" x 8 1/2" 20-page 5-color brochure 10,000 copies \$19,556.78
8. 8 1/2" x 11" 2-color 10 page brochure 500 copies \$8,581.97

Displays

Price includes research, all illustrations, art and stock photography, full size color mockups and the design, layout and production/printing

9. Portable 25' Corporate Display for Trade Show display \$20,701.59

10. Corporate Headquarters Wall Mounted Display \$52,035.36

8

11. Two 4' x 6' Table Top Displays (hardware and graphics) \$13,961.53

12. Portable 8' x 10' Trade Show display/graphic design \$20,311.20

Other

13. 5" x 7" Invitation w/envelope, 4-color Quantity 1,500 \$6,479.81

14. Two pocket 9" x 12" Folder 5-color Quantity 5,000 \$14,508.00

15. 8 1/2" x 11" 4-color 4 page newsletter Quantity 2,300 \$8,124.48

3.0 CONTRACT ADMINISTRATION & CUSTOMER INFORMATION

3.1 Contract Use: This contract is available for use by all Federal Government agencies. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

3.1.2 Contract Scope: McLarty Communications shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services specified in each task order. Services specified in a task order may be performed at McLarty's facilities or the ordering agencies facilities. The government agency will determine McLarty's compensation and contract type by one of several different methods, which shall be specified at the task order level (e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material).

When task orders are placed, they must identify the SIN or SINs under which the task is being executed. McLarty Communications has been awarded a contract by GSA to provide services under the SINs defined in Section 2.0, Description of Services.

3.1.3 Maximum Order: \$1 Million

3.1.4 Minimum Order: \$100

3.1.5 Geographic Coverage: Domestic U.S. delivery only.

3.1.6 Points of Production: Xenia OH; Dayton, OH; Bethesda, MD; Palo Alto, CA

3.1.7 Statement of Net Price: Prices shown in price list are net, all discounts deducted and valid for all areas in the United States.

3.1.8 Quantity/Volume Dollar Discount:

1% for orders over \$100,000

2% for orders over \$200,000

3% for orders over \$300,000

8% for orders over \$400,000

3.1.9 Prompt Payment Terms: 1%-15 days

3.1.9a. Notification That Government Purchase Cards are not accepted at this time

3.1.10 Foreign Items: This item not applicable under this contract.

3.1.11a Time of Delivery: Will adhere to the delivery schedule as specified by the agency's purchase order.

3.1.11b Expedited Delivery: Contact the contractor for expedited delivery.

3.1.11c Overnight and 2-day Delivery: Contact the contractor for overnight and 2-day delivery rates.

3.1.11d Urgent Requirements: Contact the contractor for faster delivery and/or rush requirements.

3.1.12 F.O.B. Points: Destination

3.1.13 Ordering Addresses:
468 Signature Drive, South
Xenia, OH 45385

Attn: Doug McLarty, Vice President

Phone: 937-372-2004

Fax: 937-372-2004 Email: doug@mclartycom.com Web: www.mclartycom.com

Note: Prices under GSA Federal Supply Schedule contracts have already been determined to be fair and reasonable.

3.1.14 Payment Address:
McLarty Communications, Inc.
468 Signature Drive, South
Xenia, OH 45385

3.1.15 Warranty Provision: The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

3.1.16 Export Packing Charges: Not applicable to this contract.

3.1.17 Terms and Conditions of Government Purchase Card Acceptance: (above micro-purchase level) Purchase Cards not accepted at this time.

3.1.18 Terms and Conditions of Rental, Maintenance and Repair: Not applicable to this contract.

3.1.19 Terms and Conditions of Installation: Not applicable to this contract.

3.1.20 Terms and Conditions of Repair Parts, Etc.: Not applicable to this contract.

3.1.21 Service and Distribution Points: Not applicable to this contract.

3.1.22 List of Participating Dealers: Not applicable to this contract.

3.1.23 Preventative Maintenance: Not applicable to this contract.

3.1.24a Special Attributes: Not applicable to this contract.

3.1.24b Section 508 Compliance: Not applicable to this contract.

3.1.25 Data Universal Number System (DUNS): 8401581