

**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 GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

**Schedule 541      Advertising & Integrated Marketing Solutions (AIMS)**  
SIN 541-1          Advertising Services  
SIN 541-3          Web Based Marketing Services  
SIN 541-4D        Conference Events and Tradeshow Planning Services



**MBK Associates of New York, LLC**  
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New York, NY 10013  
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**Contract Administrator:**      **Mary Beth Woodin, President**  
[mwoodin@mbknyc.com](mailto:mwoodin@mbknyc.com)  
212-625-3311

**Contract Numbers:**            GS-23F-0102S  
   GS-23F-0103S

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

**Contract Period:**                February 2, 2006 – February 1, 2011

**Business Size:** Small, Woman Owned

**Schedule Title:** Advertising & Integrated Marketing Solutions

**FSC Class:** SIN 541-1 Advertising Services  
SIN 541-3 Web Based Marketing Services  
SIN 541-4D Conference Events and Tradeshow  
Planning Services

**About MBK Associates of New York, LLC**

MBK Associates of New York, LLC, is a leading provider of integrated marketing, conference planning and education programs including customized technology-based services. We provide an unparalleled approach to ensure our clients, which include non-profit agencies as well as top Fortune 500 companies, attain their goals. Our marketing solutions and planning services are flawlessly executed – delivered within set timelines and budgets.

**SIN 541-1 Advertising Services**

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**Services Include:**

- Program development
- Strategic and tactical planning
- Marketing and advertising
- On-line roundtable testing and feedback sessions
- Review and advisory panels
- Logo creation
- Direct mail
- Brochures
- Newsletters
- Presentations
- Posters
- Monographs
- Copywriting and editorial
- Art design, layout and production
- Printing and distribution

**Price List**

	<i>Hourly Rate</i>
Project Manager	\$149.15
Account Coordinator	\$134.24
Editor	\$149.15
Copy Editor	\$84.52
Graphic Art Designer	\$149.15

## **SIN 541-3 Web Based Marketing Services**

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### **Services Include:**

- Project management
- Design, development and support of Web/computer-based technologies
- Content creation
- Database design and management
- Program development
- Strategic and tactical planning
- Marketing and advertising for on-line programs
- E-Newsletters
- Web-based conferences/meetings
- E-mail marketing
- Web-based training and education
- Medical and health care marketing
- NetVisory™, an online roundtable developed by MBK Associates that allows interaction in a confidential structured collaborative workspace
- Web-based surveys
- Meeting/conference registration web sites
- Grant application web sites and supportive services
- Writing, editing, and proofreading
- Technical and customer service

### **Price List**

	<i>Hourly Rate</i>
Project Manager	\$149.15
Account Coordinator	\$134.24
Editor	\$149.15
Graphic Art Designer	\$149.15
Web Programmer	\$149.15
Data Manager	\$99.43

## **SIN 541-4D Conference Events and Tradeshow Planning Services**

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### **Services Include:**

- Project management
- Pre-planning
- Develop overall meeting format and design
- Site selection and inspection
- Recruit, invite and confirm attendees, exhibitors and speakers
- On-line registration Web site
- Travel agency services
- Ground transportation

- Meeting materials and publications
- Pre-and post meeting surveys
- Hotel and facility contracts
- Agendas
- A/V arrangements and management
- Food & beverage
- Comprehensive editorial services
- Presentations
- Executive summaries
- Name badges, tent cards, posters
- On-site management
- Facilitation

**Price List**

	<i>Hourly Rate</i>
Project Manager	\$149.15
Meeting Planner	\$144.18
Account Coordinator	\$134.24

**Customer Information**

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**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

SIN	Labor Category	Awarded Price (Hourly Rate)
541-3	Project Manager	\$149.15
541-3	Account Coordinator	\$134.24
541-3	Editor	\$149.15
541-3	Graphic Art Designer	\$149.15
541-3	Web Programmer	\$149.15
541-3	Data Manager	\$99.43
541-4D	Project Manager	\$149.15
541-4D	Meeting Planner	\$144.18
541-4D	Account Coordinator	\$134.24

**1b.** Prices shown are net (discount deducted)

**2. Maximum Order:** \$1,000,000.00

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

**4. Geographic Coverage (delivery area):** 48 Contiguous States including Alaska, Hawaii and Puerto Rico.

**5. Point of production (city, county and State or foreign country):** N/A

6. **Discount from list prices or statement of net price:** Prices shown are net (discount deducted)
7. **Quantity discounts:** Not offered
8. **Prompt payment terms:** 1% Net 30 Days
- 9a. **Notification that Government purchase cards are accepted up to 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):** N/A
- 11a. **Time of delivery:** As negotiated
- 11b. **Expedited Delivery:** Contact Contractor
- 11c. **Overnight and 2-day delivery:** Contact contractor
- 11d. **Urgent Requirements:** Contact contractor
12. **FOB Point (s):** Destination
- 13a. **Ordering Address:**

MBK Associates of New York, LLC  
350 Broadway, Suite 704  
New York, NY 10013
- 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](http://fss.gsa.gov/schedules)).
14. **Payment Address:**

MBK Associates of New York, LLC  
350 Broadway, Suite 704  
New York, NY 10013
15. **Warranty provision:** N/A
16. **Export packing charges:** N/A
17. **Terms and conditions of Government purchase card acceptance:** N/A
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, etc.:** N/A
- 20a. **Terms and conditions of any other services:** N/A
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventative maintenance:** N/A

- 24a. Special attributes such as environmental attributes: 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/](http://www.Section508.gov/): N/A
- 25. Data Universal Number System (DUNS) number: 062787796**
- 26. Notification regarding registration in Central Contractor Registration (CCR) database.** MBK Associates of New York is registered in the CCR database.