

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG / 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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: 7FCB-H2-0541-B Advertising and Integrated Marketing Solutions

CONTRACT NUMBER: GS-23F-0111J

CONTRACT PERIOD: 9-2-14 THROUGH 9-1-19

**CONTRACTOR: THE MORRIS GROUP, INCORPORATED
D/B/A SONSHINE COMMUNICATIONS
152 NE 167th STREET
SUITE 403
MIAMI, FLORIDA 33162
305-948-8063
305-948-9563 FAX
cmorris@sonshine.com Email**

CONTRACT ADMINISTRATION SOURCE: COLIN MORRIS

BUSINESS SIZE: SMALL BUSINESS, WOMAN OWNED SMALL BUSINESS, ECONOMICALLY DISADVANTAGED WOMAN OWNED SMALL BUSINESS, MINORITY OWNED BUSINESS and SMALL DISADVANTAGED BUSINESS

CUSTOMER INFORMATION:

1A. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINS)

SIN 541 1 Advertising Services

SIN 541 2 Public Relations Services

SIN 541 4A Market Research, Media Analysis and Related Services

SIN 541 4D Conference Events and Tradeshow Planning Services

SIN 541 4F Commercial Art and Graphic Design Services

SIN 541 5 Integrated Marketing Services, aka Full Service Marketing, Media, & Public Information Services

SIN 541 1000 Other Direct Costs

- 1b. Prices shown in price list are net, all price discounts discounted and all prices are valid in all 48 contiguous states, Alaska, Hawaii, the District of Columbia, and Puerto Rico.
 2. **MAXIMUM ORDER:** The total dollar value of any order placed under this contract will be \$1,000,000 except for requirements exceeding the Maximum Order, which will be processed in accordance with Clause I-FSS-125.
 3. **MINIMUM ORDER:** \$ 100 DOLLARS
 4. **GEOGRAPHIC COVERAGE (DELIVERY AREA) :** 48 Contiguous states, Alaska, Hawaii, District of Columbia and Puerto Rico.
 5. **POINT OF PRODUCTION:** Miami, Miami-Dade County, Florida
 6. **PRICES SHOWN IN PRICE LIST ARE NET. ALL PRICES ARE DISCOUNTED. PRICES ARE ATTACHED.**
 7. **QUANTITY DISCOUNTS:** 4 % Discount On Hourly Rates For Single Task Orders Or Contracts That Equal Or Exceed On An Annual Basis The Amount Of \$ 200,000. The Morris Group Inc. dba Sonshine Communications will rebate all media commission and any quantity discounts or frequency discounts back to the Government end users and bill the labor hours for actual work incurred.
 8. **PROMPT PAYMENT TERMS:** 1% 20 NET 30
- Information for Ordering Offices:** Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. Sonshine Communications Will Accept The Government Commercial Credit Card for orders below Micro Purchase Level with 1% additional discount.
 - 9b. Sonshine Communications Will Accept The Government Commercial Credit Card for orders above Micro Purchase Level with 1% additional discount.
 10. **FOREIGN ITEMS:** NOT APPLICABLE
 - 11a. **TIME OF DELIVERY:** Sonshine Communications Will Adhere To The Delivery Schedule As Specified By The Agencies Purchase Order.
 - 11b. **EXPEDITED DELIVERY:** Contact Contractor For Rates For faster delivery or rush requirements.

- 11c. OVERNIGHT AND 2-DAY DELIVERY: Contact Contractor For Rates For Overnight And 2-Day Delivery.
- 11d. URGENT REQUIREMENTS: Contact Contractor For Faster Delivery Or Rush Requirements.
- 12. F.O.B. POINTS: DESTINATION
- 13. ORDERING ADDRESS: Sonshine Communications
975 North Miami Beach Blvd.
North Miami Beach, Florida 33162
- 14. PAYMENT ADDRESS: Sonshine Communications
975 North Miami Beach Blvd.
North Miami Beach, Florida 33162
- 15. WARRANTY PROVISION: Sonshine Communications Warrants And Implies That The Items Delivered Hereunder Are Merchantable And Fit For The Particular Purpose Described In This Contract.
- 16. EXPORT PACKING CHARGES: NOT APPLICABLE
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Sonshine Communications Will Provide A 1% Discount With The Use Of The Government Purchase Card.
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: NOT APPLICABLE
- 19. TERMS AND CONDITIONS OF INSTALLATION: NOT APPLICABLE
- 20. TERMS AND CONDITIONS OF REPAIR PARTS: NOT APPLICABLE
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: NOT APPLICABLE
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS: NOT APPLICABLE
- 22. LIST OF PARTICIPATING DEALERS: NOT APPLICABLE
- 23. PREVENTIVE MAINTENANCE: NOT APPLICABLE
- 24. SPECIAL / ENVIRONMENTAL ATTRIBUTES: NOT APPLICABLE
- 25. DATA UNIVERSAL NUMBER SYSTEM NUMBER: 87-680-4139
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR DATABASE): REGISTERED

***Sonshine Communications
Multiple Award Schedule
Official Price List***

The total price for services will be established at the time the Task Order is placed and will be based on the prices awarded. The estimated number of hours or task units will be negotiated by the ordering agency, and shown on the resultant task order. Contract task orders will be firm fixed price, or labor hour/time and material. Labor hour/time and material orders will have fixed unit prices and a task order ceiling price.

LABOR RATES - ALL SINS

Labor/Task Category	Government Rate (Per Hour)
Artist	\$ 68.51
Administrative Support Copywriter	56.42 60.45
Creative Director	86.15
Marketing Services	72.54
Media Relations	76.57
Media Placement	64.48
Media Planning	79.35
Photography	68.01
Production Supervisor Project Manager	86.15 94.21
Media Director	114.86
Project Director	148.36
Public Relations	76.57
Special Event Planning Storyboard Creation Video Production	64.23 86.90 141.31
Website Designer	77.08
Translations	.48 Per Word

Standard Form 1449
The Morris Group, Inc. d/b/a Sunshine Communications
GS-23F-0111J

Other Direct Costs

National Network Airtime **Ceiling Amount**

Television (Per Insert)

30 second commercial	\$ 180,000
Network Integration/Production Charge	\$ 500 per insert

Radio (Per Insert)

30 second commercial	8,000
60 second commercial	15,800
Network Integration/Production Charge	250 per insert

Local Station Airtime **Ceiling Amount**

Television (Per Insert)

30 second commercial	\$ 25,000
Station Integration/Production Charge	200 per insert

Radio (Per Insert)

30 second commercial	650
60 second commercial	950
Station Integration/Production Charge	N/A

Commercial Production Charges **Ceiling Amount**

	Radio	Television
Casting	\$ 2000	\$ 4000
Location Fees / Permitting	N/A	10,000
Music	1500	1500
Voice / Talent	3500	7500
Props / Decorations	500	2000
Production Studio Rental	2000	10,000

TOTAL PRODUCTION	9500	35,000
<u>Newsprint Advertising Rates</u>		<u>Ceiling Amount</u>

Rates are column per inch, per insert
 Net Charge (no commission) with no volume/contract discount

Local

Daily	\$ 252.25
Community / Weekly Newspaper	80.00
Monthly	450.00

National

Daily	962.00
Magazine	630.00

Billboard Advertising **Ceiling Amount**

Rates are per month, per Board

	Empire Size (10' x 8')	Standard Size (50' x 30')
Installation (one time fee)	\$ 200	\$ 2000
Rental (per month)	500	8000
Cleaning / Maintenance	200	500
Total	1200	10,500

Printing **Ceiling Amount**

Corporate Brochure 1000 Quantity 8.5 x 11 Full Color / 16 Pages	\$ 4,600
Newsletters 10,000 Quantity 8.5" x 11" 3 Color / 4 pages	3,400

Printing (Continued)**Ceiling Amount**

Reports / Newsletters
5,000 Quantity
8.5" x 11"
One Color with photos

\$ 1,150

Calendars
57,000 Quantity
Full Color photos,
Satin varnish cover pages
28 pages

34,000

Posters
50 Quantity
11" x 17"
Full Color

500

Posters
1500 Quantity
17" x 22"
One color

950

Signs
24" x 36"
2 Colors
7 Quantity

750

Film Output**Ceiling Amount**

Film Output
27 pieces of film / negatives
34 pieces of velox output
Various sizes

800

Other Direct Costs**Ceiling Amount**

Security

\$ 4000

Food / Beverages	5000
Entertainment / Celebrities*	50,000
Props / Decorations	3500
Event Administrative Supplies	1500

EQUIPMENT	CEILING AMOUNT DAILY RATE INCLUSIVE OF IFF
------------------	---

MINI DV FORMAT GY-DV500 ONE PIECE CAMCORDER	\$808.08
BETACAM SP WITH ONE D-30 CAMERA WITH BVV5 DOCKABLE RECORDER	\$1010.10
DIGITAL D-9 FORMAT WITH ONE KYD29 AND BRD40 DOCKABLE RECORDER	\$1212.12
DIGITAL DIGIBETA DVW 700 ONE PIECE DIGIBETACAM	\$1868.68
16MM CAMERAL RENTAL WITH OPERATOR	\$2525.25

- **CAMERA PACKAGES INCLUDE:**

ONE CAMERA OPERATOR; TRIPOD; LIGHTING KIT; INCLUDING KEY, FILL AND HAIR LIGHTS WITH DIFFUSERS, GELS AND STANDS; SOUND KIT, INCLUDING SONY LAVALIER MICROPHONES, NANDY WIRELESS MICROPHONE, ONE SENNHEISER SHOTGUN MICROPHONE AND ONE HAND-HELD MICROPHONE

TAPE STOCK

**CEILING AMOUNT
UNIT OF ISSUE
“EACH”
RATE
INCLUSIVE
OF IFF**

BETA SP TAPES (30
MINUTES)

\$ 25.20

DIGITAL D-9 TAPES (64
MINUTES)

\$ 40.40

DIGITAL BETACAM TAPES
(40 MINUTES)

\$ 59.49

MINI DV TAPES (60
MINUTES)

\$ 15.15

EQUIPMENT / OPERATORS

**CEILING AMOUNT
“PER DAY”
RATE COST
INCLUSIVE
OF IFF**

SOUND ENGINEER (ON
SITE)

\$ 303.03

STEADICAM OPERATOR

\$ 1212.12

GRIP AND LIGHTING
TRUCK INCLUDES ONE
LIGHTING DIRECTOR
WITH ASSISTANT

\$ 1515.15

Dolly/JIB10’

\$ 808.08

TELEPROMPTER

\$ 505.05

**CEILING AMOUNT COST
INCLUSIVE OF IFF**

UNIT OF ISSUE

FACILITY RENTAL \$3,080.80 DAILY

FURNITURE RENTAL

Components \$2,727.27 DAILY
100 Chairs
10 Tables
10 Table Cloths
Platform 16x8'
Podium with PA System

Vehicle Rental

Components \$327.27 EACH
(14 Passenger van 6 hours)
(3 hour min. rental)

**CEILING AMOUNT COST UNIT OF ISSUE
INCLUSIVE OF IFF**

Lighting, Sound and Grip \$1515.15 DAILY

Mail Processing \$606.06
And Handling:
Components
Load Client File
Presort
Inkjet Post Cards
Sort, bag
Quantity 5,779

Printing Promotional \$3,434.34
Material
Components
Newsletters
10,000 Quantity
8x5" x 11"
3 Color / 4 Pages

Transcription Services: \$1,010.10
Components
4 Hour Meeting
1 Transcript 150 pages
4 copies

Awarded non-labor hour costs (i.e. props, decorations) are comprised of the components as described above and are directly applicable to the service as described. Agency orders for services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Morris Group Inc., d/b/a Sonshine Communications is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded non-labor hour costs as specified above without a modification to this contract.