



## **GENERAL SERVICES ADMINISTRATION**

**Federal Supply Service**

**Authorized Federal Supply Schedule Price List  
Advertising and Integrated Marketing Solutions**

**SIN 541**

Information about specific services provided by Osborn Barr is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: <http://www.fss.gsa.gov>.

914 Spruce Street  
St. Louis, MO 63102  
314-726-5511 or  
1-888-235-4332  
fax 314-726-6350  
[osbornbarr.com](http://osbornbarr.com)

**FCXA-M2-030001-B**  
Advertising and Integrated Marketing Solutions

**FSC Group 541 Part 1**

**Contract Number:** GS-23F-0130K

**Contract Period:** March 1, 2005, through  
March 7, 2015.

**Contractor:** Osborn & Barr  
914 Spruce Street  
St. Louis, MO 63102  
314-726-5511 or 1-888-235-4332  
fax 314-726-6350

**Contact Point:** Neil Caskey  
Vice President, Managing Director

**Business Size:** Large

Project Implementation, Project Support and Execution and Production Services	2014
Project Supervision	\$125.06
Art Direction	\$125.06
Project Concept Development	\$125.06
Traffic Coordination	\$125.06
Account Project Coordination	\$125.06
Copywriting	\$125.06
Creative Project Supervision	\$125.06
Editing/Finishing	\$125.06
Electronic Media Project	\$125.06
Estimating	\$125.06
Illustration	\$125.06
Layout & Design	\$125.06
Media Trafficking	\$125.06
Mechanicals/Electronic Files	\$125.06
Media Buying	\$125.06
Media Contact w/Reps	\$125.06
Media Supervision	\$125.06
Media Project Planning	\$125.06
PR Project Media Relations	\$125.06
Project Meeting with Client	\$125.06
Project Meeting Internal	\$125.06
Compose Client News Release	\$125.06
Press Proofs	\$125.06
Print Production	\$125.06
Proofreading	\$125.06
Radio Production Supervision	\$125.06
Research Implementation	\$125.06
Status Updates	\$125.06
Strategic Planning/Brand Management	\$125.06
Production Project Supervision	\$125.06
Production/Traffic	\$125.06
Trafficking	\$125.06
TV Production Supervision	\$125.06



<b>Strategic Communications and Brand Management Level Professional Services</b>	<b>2014</b>
Strategic/Planning Supervision	\$216.63
Strategic/Branding Concept Development	\$216.63
Creative Strategic/Branding Supervision	\$216.63
Electronic Media Strategic Planning	\$216.63
Media Strategic Planning and Supervision	\$216.63
PR Media Relations Strategy and Planning	\$216.63
Strategic Planning Meeting with Client	\$216.63
Strategic Planning Meeting Internal	\$216.63
Broadcast Production Senior Strategy and Supervision	\$216.63
Research Strategic Planning and Consultation	\$216.63
Strategic Planning/Brand Management	\$216.63

The above are rates quoted per hour.

New service offerings, such as digital services, database and product development, were recently added after the GSA schedule was originally developed.

**CUSTOMER INFORMATION**

- 1a. Table of awarded special item number(s) (SINS)
  - SIN 541-5 Integrated Marketing Services
  - SIN 541-1000 Other Direct Costs

- 1b. Prices shown on price list are net, all discounts deducted and valid for all areas, including worldwide.  
Special Item Number 541-5 Integrated Marketing Services

Special Item Number 541-5 Integrated Marketing Services

Special Item Number 541-1000 Other Direct Costs:

**The following are examples of direct costs for some projects handled by Osborn & Barr.**

SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
Cover wrap	per mag/month	\$8,827.25
Print New Release	per release	\$7,080.42
2 Page insertion	one insertion	\$21,223.99
Newspaper insertion	one insertion	\$6,598.24
1-page insetion	one insertion	\$4,529.94
Radio spots	per spot	\$355.29
Radio news release	per release	\$1,497.29
Banner Ad	per webpage	\$4,111.21
E-mail blast	per task/per order	\$14,150.68
DVD project	per/task per order	\$19,972.36
Video News production	1 video release - 4 reports	\$13,247.23
Direct Mail/each	per mailer/8000 min	\$1.42
Coffee Mugs	per mug/288 coffee mugs	\$3.23
Jackets	per jacket/315 jackets	\$56.14
Wallets	per wallet/250 travel wallets	\$12.33
Folders	2000 folders	\$1.21
Match books	per matchbook/2500 golf matchbooks	\$1.53
Business card cases	per card case/500 business card cases	\$3.70
Note pads	per pad/800 note pads	\$2.93
Binders and tabs	per binder/150 binders	\$20.63
Jump drives	per drive/500 jump drives	\$44.33
Event/Meeting participation	per exhibit/trade show booth/2 participants	\$1,136.93
Sponsorships	per sponsorship	\$30,453.40
Postage/shipping	per mailing	\$2,510.45

Awarded ODC's are composed of the description above 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. Osborn & Barr is advised that based on the specific task identified at the task order level, Clause 552.238-75 Price Reductions 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 ODC's as specified above without modification to this contract.

2. **Maximum order:** \$1 million
3. **Minimum order:** \$2,500.00
4. **Geographic coverage:** Worldwide
5. **Point(s) of production:** St. Louis, Missouri
6. **Statement of net price:** See attached price list.
7. **Quantity discounts:** None
- 7a. **Rebate back media commissions:** Osborn Barr does not mark up any out-of-pocket purchases, nor does it accept media commissions. All commissions are rebated to the client.
8. **Prompt payment terms:** NET 30 Days Note: Prompt payment terms must be followed by the statement "Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions."
- 9a. Notification that government purchase cards are accepted below the micropurchase threshold. Osborn Barr does not accept government purchase cards.
- 9b. Notification whether government purchase cards are accepted or not accepted above the micropurchase threshold. Osborn Barr does not accept government purchase cards.
10. **Foreign items:** None
- 11a. **Time of delivery:** Will be determined by individual task order.
- 11b. **Expedited delivery:** Items available for expedited delivery are noted in this price list.
- 11c. **Overnight and 2-day delivery:** Contact the contractor for rates for overnight and 2-day delivery.
- 11d. **Urgent requirements:** Contact contractor for faster delivery or rush requirements
12. **F.o.b. point(s):** Destination
13. **Ordering address:** Osborn Barr  
914 Spruce Street  
St. Louis, MO 63102
14. **Payment address:** Osborn Barr  
914 Spruce Street  
St. Louis, MO 63102
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.

- 16. Export packing charges, if applicable: None
- 17. Terms and conditions of government purchase card acceptance (any thresholds above the micropurchase level): None
- 18. Terms and conditions of rental, maintenance and repair (if applicable): None
- 19. Terms and conditions of installation (if applicable): None
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): None
- 20a. Terms and conditions for any other services (if applicable): None
- 21. List of service and distribution points (if applicable): None
- 22. List of participating dealers (if applicable): None
- 23. Preventive maintenance (if applicable): None
- 24.
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).
- 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/).
- 25. Data Universal Number System (DUNS) number. 60-375-8228
- 26. Notification regarding registration in Central Contractor Registration (CCR) database. 24a

## OUR STORY

Osborn Barr was founded in 1988 with four employees and a single account. With over 25 years of experience, the company now has a staff of more than 150 people located in offices in St. Louis and Kansas City.

Our purpose is to be agriculture's and rural America's greatest advocate. It's the driving force behind every idea we generate for our clients. We love the challenge of problem solving and taking the ordinary and making it extraordinary. We immerse ourselves in our clients' businesses and find new ways to not just meet but exceed the expectations for their brands.

O+B's ability to effectively communicate to rural audiences is unparalleled in this industry. The company is filled with professionals who deeply understand marketing, communications and rural America. In fact, our business was built with people who grew up in small towns who had big ideas on how their communities could be better. We simply provided them with a platform to pursue these ideas by focusing on promoting and improving the rural marketplace. Our clients recognize this dedication and expertise, which is how we've grown to be the largest agriculture and rural communications company in North America.

With long-standing clients like Monsanto, the United Soybean Board and USDA National Agricultural Statistics Service, O+B's success in delivering results in the rural marketplace shows. This success can be attributed to our firsthand experience within the agriculture industry, our understanding of rural America and working together with clients as strategic partners.

## OUR TEAM

### **Michael Turley** **Partner, Chief Executive Officer**

Michael was named chief executive officer of Osborn Barr in 2009. As one of O+B's first employees, Michael has worked with a wide range of clients. He has strong background in public relations and account direction, including managing O+B's two foundation accounts, Monsanto and John Deere.

Additionally, Michael established O+B's Kansas City office in 1999 and helped form the agency's first account planning unit. Michael oversaw all advertising and development collateral and support materials for Kansas City clients, including print, television and radio campaigns on both local and national levels, generating more than 1,000 ads per year.

Michael continues to supervise marketing and branding efforts for all O+B offices across the country, including USDA Rural Development and USDA National Agricultural Statistics Service (NASS). Michael holds degrees in animal science and journalism from Iowa State University.

### **Rhonda Ries** **Partner, Chief Financial Officer** **Contract Administrator**

Rhonda, a co-managing partner, has more than 24 years of financial and management experience. She retains oversight and management of the internal operations of O+B. She is a member of Financial Executives International; serves on the Finance Committee of the American Association of Advertising Agencies (4A's); serves on the executive board of the St. Louis AAF/AD Club; serves on the advisory board of HCB Health; serves as vice president/agency leader for the Advantage Software Company Advisory Council; and serves on the board of the St. Louis MS Society.

### **Neil E. Caskey** **Vice President, Managing Director**

Neil leads Osborn Barr's Advocacy and Public Affairs Group. In this role, he has helped Fortune 200 companies like Monsanto, government agencies like the U.S. Department of Agriculture and organizations like the United Soybean Board (USB) connect with their target audiences. Neil brings 16 years of public affairs experience to O+B and has led a number of award-winning campaigns during the six years he has worked at the agency.

Prior to joining O+B, he worked for the American Soybean Association (ASA) as their special assistant to the CEO and director, industry and public relations. Among other things, Neil directed ASA's grassroots efforts and helped found SoyPAC, ASA's political action committee. Before joining ASA, Neil served as the environmental affairs representative for Ameren, an electric power generating company. Neil began his career on Capitol Hill, where he worked for a U.S. congressman handling important issues like agriculture, energy and the environment.

Neil holds a bachelor's degree from the University of Missouri – Columbia and a Master of Business Administration (MBA) from Webster University in St. Louis. He is a past officer of the Conservation Technology Information Center (CTIC) and served on the St. Louis AgriBusiness Club board of directors.

### **Erin Davis** **Director, Public Affairs and Advocacy**

Erin Davis serves as the director of public affairs and advocacy at Osborn Barr, managing the government client portfolio. She joined O+B in April 2010 to strategically manage the United Soybean Board's earned media efforts as well as communications for the U.S. Soybean Export Council. Erin is also a key contributor on several O+B special projects, including co-producing the documentary film titled "Man Made: Disaster at Birds Point Levee."

Prior to joining O+B, Erin spent seven years in Washington, D.C., serving as chief spokesman and communications director for U.S. Sen. Saxby Chambliss of Georgia on the Senate Agriculture Committee and U.S. Sen. Jim Talent of Missouri. Her experience with crisis communications coordination and planning in Washington focused on agriculture and food safety issues.

Erin is a member of the National Association of Farm Broadcasting, National Agri-Marketing Association and the St. Louis Agribusiness Club. She has a passion for agriculture and specializes in message development and media relations. Erin earned a degree in public relations from Southeast Missouri State University and grew up on a small row-crop farm where her family grows corn, soybeans and wheat.