



## Contract Holder

**General Services Administration  
Authorized Federal Supply Schedule Price List  
FCXA-M2-03001-B  
Advertising and Integrated Marketing Solutions  
Schedule 541**

**541-2 Public Relations Services  
541-5 Integrated Marketing Services  
541-1000 Other Direct Costs  
Contract Number: GS23F-0170M**

**541-4D Conference, Events and Tradeshow Planning Services  
541-1000 Other Direct Costs  
Contract Number: GS23F-0169M**

**Contract Period:  
April 1, 2007 through March 31, 2012**



**WOSB/DBE/MBE**

**DAR PUBLIC RELATIONS, INC.  
3737 PARK EAST DRIVE. SUITE 205  
BEACHWOOD, OHIO 44122  
Phone: (216) 831-4850 Fax (216) 831-3964  
www.darpr.com  
Business Size: Small, Woman-Owned, 8(a) Graduate  
Minority Owned**

Online 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 for GSA Advantage!™ is:<http://www.fss.gsa.gov>

# QUALIFICATIONS

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DAR Public Relations, Inc. (DAR) is a female minority-owned and operated public relations firm headquartered at 3737 Park East Drive, Suite 205, Beachwood, Ohio with branch offices in Columbus, Ohio and Washington, D.C. Dannette A. Render, President & CEO, founded DAR Public Relations in 1984. A full service public relations agency, DAR provides clients with a mixture of communication services through public relations, marketing, advertising, conference and event planning, public and community involvement, community relations, media relations, community awareness, target marketing, market research, and multicultural marketing.

Our structure is equipped to handle every phase of public relations based on the reputation and diverse background of the company's principal and staff. The principal has an array of experience in public relations including strategy development, program planning and implementation, special events coordination, media relations, fund raising facilitator, community relations, marketing communications and advertising director. The combined staff of DAR brings together over 80 years of experience in the communications field.

DAR's experience ranges from work for Ohio Tobacco Use Prevention and Control Foundation, City of Cleveland, State of Ohio, Nationwide Insurance, Congressional Black Caucus Foundation, County of Cuyahoga, Summit County McDonald's of Northeastern Ohio, Banc One Corporation, Prudential Insurance, Cuyahoga Community College, Greater Cleveland Regional Transit Authority, U.S. Department of State, U.S. Treasury and House of Seagram to name a few.

The creation of innovative public relations campaigns is a hallmark of DAR Public Relations, Inc. Each client's situation is thoroughly analyzed. A comprehensive plan is designed, identifying effective solutions. The major focus of the plan, which includes strategies and techniques for implementation, is to portray the benefits of the client's product or service and to enhance the image of the client. DAR Public Relations, Inc. is committed to providing quality service to all of its clients. Our commitment is to EXCELLENCE! The impressive clients we have acquired to date evidence the caliber of our services. The ability to strategically plan and successfully implement full-scale public relations and marketing campaigns combined with special event/conference planning has become the forte of DAR. Our satisfied clients frequently acknowledge our strengths in these areas.

The firm has established a solid reputation on a local, regional, national and international basis for its outstanding capabilities. DAR's accomplishments include receiving a 2003 "Women Sharing Time and Talent" from Kaleidoscope Magazine, a 2003 "Pioneers and Trailblazers Award" from the 11<sup>th</sup> annual African-American Family Day Picnic, a 2002 "Rainmaker Award" from Northern Ohio Live Magazine, a 2001 "Fifty Influential Minorities in Business Award" from the Minority Business and Professional Network, (MPBN), a 2000 "Women In Communication Award" from the National Council of Negro Women and a "Women of Excellence Award" from Sisters 2000. The firm was chosen as "The Distinguished Business of the Year" by the Cleveland Black Pages for 1997. The owner and president, Dannette A. Render, was placed in her alma mater, John F. Kennedy High School "Gallery of Excellence" that same year.



Dollars & Sense Magazine honored her as one of "America's Best & Brightest Business & Professional Women" for 1996. She received the Enterprise Awards, "Emerging Business of the Year Award" in 1995 and was elected to represent small business owners as a delegate to the White House Conference on Small Business.

DAR was selected by the Ohio Department of Development's Minority Business Development Division, Cleveland MCBAP, as an "Outstanding Minority Entrepreneur" in 1993. Additionally, the president of DAR was featured in the "40 Under 40" segment of Crain's Cleveland Business.

The firm was selected by the City of Cleveland and the Mayor's Office of Equal Opportunity as the 1991 "Minority Service Firm of the Year." Success Guide identified the owner of DAR as one of the "Top Ten People in Cleveland to Watch for 1991."

The company has been seen in every major paper in Northeastern Ohio during the 90's and secured millions of dollars in media coverage for clients. Additionally, the owner was selected to attend the 1991 Minority Business Executive Program at the prestigious Dartmouth College.

*(Visit our website at [www.darpr.com](http://www.darpr.com))*



# CONSULTING SERVICES

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## PUBLIC RELATIONS

Public Affairs Appearances	Script Writing
Public Information Campaigns	Talent Coordination
Public Service Announcements	Radio Remotes
Press Conferences	Copywriting
Press Kits	Clippings
Press Releases/Preparation and Distribution	Community Relations
Public Relations Strategy	Crisis Management
Publicity	Jingles
Media Planning	Theme Design
Media Advisories/Preparation and Distribution	Web Marketing and Placement
Media Buys	Promotional Specialty Items
Media Placement	Photography
Media Relations	Special Events
Media Tours	Brochures
Media Training	Newsletters
Broadcast/Print Interviews	Speeches

## CONFERENCE/EVENT PLANNING

Administrative Support	Office Equipment Rentals
Advertising	Office Set-up and Breakdown
Audio Visual Equipment	On-Site Meeting Support
Briefing Packets	Photography
Computer Support	Pre-Conference Planning
Conference Management	Printing
Conference Participation Coordination	Project Management
Contract Negotiations	Promotional Items
Convention Coordination	Protocol
Database Creation	Receptions
Delegate Coordination	Reservations for Conference Facilities
Design and Editing Productions	Security Clearance
Dignitary Relations	Seminars/Workshops
Domestic Conferences	Show Set-Up and Dismantling
Event Layout and Design	Site Inspection
Event Marketing	Speaker Coordination
Facility Arrangements	Speaker Selection
Facilitation	Special Event Planning
Government Per Diem	Temporary Labor
Graphics/Printing	Tours
Hospitality	Trade Show Booth Production/Exhibits
International Conferences	Translations/Interpretation
International Facilitation	Training
International Meeting Planning	Transportation
Lodging-Site Selection	Travel – Multiple Locations
Media Relations	Travel Agency Support
Monitoring and Evaluation	Vendors

Video Production



## **MARKETING COMMUNICATIONS**

Direct Mail Campaigns  
Advertising Campaigns  
Press Conferences  
Market Research  
Media Relations  
Relationship Marketing  
Video Production

Focus Groups  
Diversity Programs  
Image & Communications Training  
Target Marketing Campaigns  
Media Planning & Buying  
Training  
Cause Related Marketing

## **PROMOTIONS**

Trade Shows  
Seminars  
Conventions  
Sampling

Advertising Specialty Items  
Marketing Special Events  
Fundraising  
Groundbreakings

## **PUBLIC AFFAIRS**

Minority Outreach Campaigns  
Public/Community Involvement  
Special Interest Group Campaigns

Community Relations  
Target Marketing  
Public Information Campaigns

## **CONSULTING SERVICES**

Multicultural Marketing Consulting  
Marketing Consulting  
Business Consulting  
Management Consulting  
International Consulting



# AWARDS & HONORS

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- 2003 “Women Sharing Time and Talent” Kaleidoscope Magazine
- 2003 “Pioneers and Trailblazers Award” 11<sup>th</sup> annual African-American Family Day Picnic
- 2002 “Rainmakers 2002” Northern Ohio Live Magazine
- 2001 “Fifty Influential Minorities in Business Award” Minority Business & Professionals Network (MBPN)
- 2000 “Sisters Award of Excellence” Sisters 2000 Celebration
- 2000 “Women in Communication” National Council of Negro Women
- 1997 “Distinguished Business of the Year” Black Pages
- 1997 “Gallery of Excellence” John F. Kennedy Sr. High School
- 1996 “America’s Best and Brightest Business & Professional Women” Dollars and Sense Magazine
- 1995 “Emerging Business of the Year” Enterprise Awards
- 1995 Elected Delegate, White House Conference on Small Business
- 1994 Executive Advisory Board, Ohio University College of Business Administration
- 1993 “40 Under 40” Crain's Cleveland Business
- 1993 “Outstanding Minority Entrepreneur” Ohio Department of Development, Minority Business Development Division/Cleveland MCAP
- 1991 “Minority Service Firm of the Year” The City of Cleveland, Mayor's Office of Equal Opportunity

*(Visit our website at [www.darpr.com](http://www.darpr.com))*



# CUSTOMER INFORMATION

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## 1. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINs)

- (a) DAR Public Relations, Inc., offers the services listed below through this schedule.

Schedule 541 Advertising and Integrated Marketing Solutions (AIMS)

Contract Number GS23F-0169M

SIN 541-4D Conference Events and Tradeshow Planning Services

SIN 541-1000 Other Direct Costs

Schedule 541 Advertising and Integrated Marketing Solutions (AIMS)

Contract Number GS23F-0170M

SIN 541-2 Public Relations Services

SIN 541-5 Integrated Marketing Services

SIN 541-1000 Other Direct Costs

- (b) Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
- (c) Labor hour awarded price list and other direct costs can be found under SIN 541-1000 Other Direct Costs.

## 2. MAXIMUM ORDER

The maximum order under this schedule to \$1,000,000.00 per task.

## 3. MINIMUM ORDER

The minimum order under this schedule is \$2,500.00. DAR Public Relations, Inc. is not obligated to accept orders that fall below this threshold.

## 4. GEOGRAPHIC COVERAGE

Prices offered in this schedule are applicable worldwide.

## 5. POINT OF PRODUCTION

Work under this schedule will be performed at DAR Public Relations, Inc., headquarters located in Cleveland, Ohio.

## 6. DISCOUNT FROM LIST PRICES

Prices offered in this schedule are net all discounts.

## 7. QUANTITY DISCOUNTS

A quantity discount of .5% will be offered for all orders totaling \$500,000.00 or more.

### (a) REBATE BACK MEDIA COMMISSIONS

DAR Public Relations, Inc. will not use for the Government the commercial practice of charging commission on media buys. DAR Public Relations, Inc. will charge the government by projects in the same manner it charges for other services under the task categories. Any commissions provided by media placement will (a) either be returned to the ordering agency or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.

## 8. PROMPT PAYMENT TERMS

1% Net 10 days.



**9. (a) NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED BELOW THE MICROPURCHASE THRESHOLD**

Yes

**9. (b) NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD**

Yes

**10. FOREIGN ITEM**

DAR Public Relations, Inc., does not offer any foreign items in this schedule.

**11. (a) TIME OF DELIVERY**

DAR Public Relations, Inc. will adhere to the delivery schedule as specified by the agencies purchase order.

**11. (b) EXPEDITED DELIVERY**

Please contact DAR for expedited delivery.

**11. (c) OVERNIGHT AND 2-DAY DELIVERY**

Please contact DAR for rates for overnight and 2-day delivery.

**11. (d) URGENT REQUIREMENTS**

Please contact DAR for faster delivery or rush requirements.

**12. F.O.B. POINT(S)**

Destination.

**13. (a) ORDERING ADDRESS**

DAR PUBLIC RELATIONS, INC.  
3737 PARK EAST DRIVE, SUITE 205  
BEACHWOOD, OHIO 44122  
PHONE: 216-831-4850  
FAX: 216-831-3964  
EMAIL: [drengold@aol.com](mailto:drengold@aol.com)  
URL: [www.darpr.com](http://www.darpr.com)

**13. (b) 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**

DAR PUBLIC RELATIONS, INC.  
3737 PARK EAST DRIVE, SUITE 205  
BEACHWOOD, OHIO 44122  
PHONE: 216-831-4850  
FAX: 216-831-3964

**15. WARRANTY PROVISION**

DAR 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**

DAR Public Relations, Inc. will accept the Government Commercial Credit Card, however, no additional discount for their use will apply. Terms and condition of acceptance will be in accordance with the Government Commercial Credit Card Program Guidelines.

**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, ETC.**

Not Applicable.

**20. (a.) 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. PREVENTATIVE MAINTENANCE**

Not Applicable.

**24. YEAR 2000 (Y2K) COMPLIANT**

DAR Public Relations, Inc. systems are Y2K compliant.

**24. (a) ENVIRONMENTAL ATTRIBUTES**

Not Applicable.

**24. (b) SECTION 508 COMPLIANCE**

Not Applicable.

**25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER**

55-544-9529

**26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION**

DAR Public Relations, Inc. profile is currently active with the Central Contractor Registration.



**SIN 541-4D**  
**CONFERENCE EVENTS AND TRADESHOW PLANNING SERVICES**  
**(SET ASIDE FOR SMALL BUSINESS ONLY)**

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**SIN 541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES**

DAR Public Relations, Inc. is a seasoned federal government contractor versed in coordinating both Domestic and International Conferences and Special Events. We are equipped to manage and coordinate any event from A to Z. Our staff of well-trained professionals are committed to quality and providing excellent resources on every job we coordinate. Keeping this philosophy in mind, we pay strong attention to the details involved in strategically planning and effectively facilitating special events and conferences.

**SIN 541-4D - SERVICES**

- Administrative Services
- A-V Equipment
- Briefing Packets
- Computer Support
- Conference Participant Coordination
- Contract Negotiations
- Database Creation
- Design and Editing Productions
- Dignitary Relations
- Domestic Conferences
- Editorial Services
- Event Marketing
- Facility Arrangements
- Government Per Diem
- Graphics/Printing
- Hospitality
- International Conferences
- Lodging – Site Selection
- Meal Functions
- Media Relations
- Monitoring and Evaluation
- Office Equipment Rentals
- On-Site Conference Reports
- On-Site Meeting Support
- Photography
- Pre-Conference Planning
- Press Conferences/Briefings
- Press Room Coordination
- Printing
- Produce Trade Show Booths/Exhibits
- Project Management
- Promotional Items
- Protocol
- Receptions
- Registration
- Reservations For Conference Facilities
- Security Clearance
- Show Site Set-Up and Dismantling
- Site Selection
- Speaker Coordination
- Speaker Selection
- Tours
- Translation/Interpretation
- Transportation
- Travel – Multiple Locations
- Travel Agency Support
- Vendors
- Video Production

**SIN 541-1000 OTHER DIRECT COSTS: (LABOR RATES)**

<b>LABOR CATEGORY</b>	<b>HOURLY RATE</b>
Conference Supervisor	\$198.00
Conference Manager	\$142.40
Conference Coordinator I	\$ 89.00
Conference Coordinator II	\$ 67.00
Conference Assistant	\$ 58.00

**SIN 541-1000 OTHER DIRECT COSTS**

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 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 a **modification** to this contract.



**SIN 541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES**

<b>ITEM OF COST</b>	<b>TOTAL</b>
AIR CARGO	\$812.05
AUDIO-VISUAL	\$60,105.39
BINDING SUPPLIES	\$759.54
BROCHURE PRINTING	\$2,453.26
BUSINESS CENTER	\$25,997.26
CATERING	\$3,173.63
CELLULAR PHONE RENTAL	\$515.54
CLOSING DINNER	\$6,318.64
CLOSING RECEPTION	\$1,582.78
COFFEE BREAKS	\$6,172.51
CONFERENCE REPORTER	\$1,378.58
DECORATIONS	\$299.35
DELIVERY	\$2,955.88
ENTERTAINMENT	\$3,022.50
EQUIPMENT RENTAL	\$4,295.98
FACILITY RENTAL	\$1,093.14
FAXES LOCAL	\$148.11
FAXES INTERNATIONAL	\$850.43
FIXED FEE	\$16,153.11
FLAGS	\$633.52
GRAPHIC DESIGN/LAYOUT	\$925.74
HEAD'S DINNER	\$11,941.01
HOTEL/HOTEL LODGING	\$11,792.06
INCENTIVES	\$755.63
INVITATIONS	\$956.37
LANYARDS	\$2,361.06
LUNCHEONS	\$9,432.62
MEETING EXPENSES	\$1,309.75
MEETING ROOMS/FOOD AND BEVERAGE	\$189,477.65
NAME TAGS	\$2,073.30
NAME TAG ACCESSORIES	\$1,049.56
NEWS CLIPS (TV)	\$392.93
OFFICE EQUIPMENT	\$4,373.56
OFFICE SUPPLIES	\$2,524.00
OPENING RECEPTION	\$5,733.68
PACKAGING	\$75.56
PARKING	\$64.48
PERMITS/LICENSES	\$125.94
PHOTOGRAPHY	\$794.50
PIPE AND DRAPING	\$2,830.06
PLAQUES/AWARDS	\$591.19
PORTERAGE	\$144.07
POSTAGE	\$939.54
PRESENTATION COVERS	\$161.03
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$9,136.35
PRINTING GENERAL	\$3,404.47
PRINTING – DIVIDERS	\$746.81
PRINTING PHOTOCOPIES (COLOR)	\$1,702.35
PRINTING DISPLAY POSTERS	\$1,428.13
PRINTING NEWSLETTER	\$2,187.28



<b>ITEM OF COST</b>	<b>TOTAL</b>
PROGRAM DESIGN/PRINTING	\$85.63
PROMOTIONAL ITEMS	\$4,301.05
PSA PRODUCTION FEE	\$100.75
RADIO MEDIA BUY	\$10,709.73
RADIO SPOT RECORDING	\$204.77
RADIO TALENT FEE	\$377.81
SIGNS/BADGES	\$538.79
SPEAKERS FEE	\$10,054.81
SPEAKERS EXPENSES	\$11,915.80
SPECIAL PROGRAMS	\$12,103.85
STOCK PHOTOGRAPHY	\$200.49
SUPPLIES	\$3,420.45
TABLE TENTS	\$301.22
TAPE DUPLICATION I.E. CD/CASSETTES	\$135.01
TELEPHONE CHARGES /LOCAL/INTERNATIONAL	\$27,964.23
TELEPHONE EQUIPMENT RENTAL/INSTALLATION	\$29,417.98
TEMPORARY LABOR (HOURLY RATE)	\$20.10
TOUR EXPENSES	\$275.82
TOUR GUIDE	\$181.35
TRANSLATION	\$5,078.70
TRANSLATION EQUIPMENT	\$2,018.89
TRANSPORTATION I.E. AIRPORT TRANSFERS, SHUTTLE BUSES, ETC.	\$8,504.86
VEHICLE RENTAL	\$533.98
VIDEO EDITING	\$644.80
VIDEOGRAPHY/PRODUCTION	\$1,865.34
VIP GREETER SERVICE	\$176.31
WIRE SERVICE	\$423.15
WIRE TRANSFER FEE	\$45.33



**SIN 541-2**  
**PUBLIC RELATIONS SERVICES**

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**SIN 541-2 – PUBLIC RELATIONS SERVICES**

DAR Public Relations, Inc. has proven experience in customizing media and public relations services to include the development of media messages and strategies. We are available to recommend media outlets for media campaigns on a local, regional and national basis. DAR designs media collaterals including but not limited to background materials, press releases, media alerts, speeches and presentations, fact sheets, and press kits. Our media execution may include coordination of press conferences, distribution of press materials, scheduling broadcast and/or print interviews, media buying services, scheduling instantaneous satellite services, and press tours.

**SIN 541-2 – SERVICES**

- Public Affairs Appearances
- Public Information Campaigns
- Public Service Announcements
- Press Conferences
- Press Kits
- Press Releases/Preparation and Distribution
- Public Relations Strategy
- Publicity
- Media Planning
- Media Advisories/Preparation and Distribution
- Media Buys
- Media Placement
- Media Relations
- Media Tours
- Media Training
- Broadcast/Print Interviews
- Script Writing
- Talent Coordination
- Radio Remotes
- Copywriting
- Clippings
- Community Relations
- Crisis Management
- Jingles
- Theme Design
- Web Marketing and Placement
- Promotional Specialty Items
- Photography
- Special Events
- Brochures
- Newsletters
- Speeches

**SIN 541-1000 OTHER DIRECT COSTS: (LABOR RATES)**

<b>LABOR CATEGORY</b>	<b>HOURLY RATE</b>
Principal	\$198.00
Project Supervisor	\$142.40
Marketing Coordinator	\$ 89.00
Executive Assistant	\$ 67.00
Marketing Assistant	\$ 58.00

**SIN 541-1000 OTHER DIRECT COSTS**

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 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 a **modification** to this contract.



**SIN 541-2 – PUBLIC RELATIONS SERVICES**

<b>ITEM OF COST</b>	<b>TOTAL</b>
AUDIO-VISUAL	\$21,035.13
BILLBOARD PLACEMENT	\$19,651.28
BILLBOARD PRODUCTION	\$3,577.24
BINDING SUPPLIES	\$15.08
BROCHURE PRINTING	\$7,643.14
CABLE TELEVISION MEDIA BUY	\$32,968.03
CABLE TELEVISION PRODUCTION	\$5,890.42
DECORATIONS	\$299.35
DELIVERY EXPENSES	\$2,955.88
DISPLAY PRODUCTION COSTS	\$239.77
ENTERTAINMENT FEES	\$3,022.50
EQUIPMENT RENTAL	\$233.66
FACILITY RENTAL	\$1,093.14
FAXES	\$318.87
FIXED FEE	\$5,384.37
FLYER PRINTING	\$2,991.26
FRAMING	\$45.34
GRAPHIC DESIGN/LAYOUT	\$8,222.20
KIOSK PLACEMENT	\$6,372.43
KIOSK PRODUCTION	\$794.41
MARKETING DISPLAY	\$494.68
NEWS CLIPS	\$594.42
PARKING	\$64.48
PHOTOGRAPHY	\$646.12
PHOTOGRAPHY REPRINTS	\$399.02
POSTAGE	\$622.21
PRESENTATION COVERS	\$161.04
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$25,610.77
PRINTING DISPLAY POSTERS	\$2,011.97
PRINTING INVITATIONS	\$956.37
PRINTING NEWSLETTER	\$3,207.48
PRINTING PHOTOCOPIES	\$3,404.47
PRINTING POSTCARDS	\$3,240.12
PRINTING SIGNAGE	\$1,701.66
PROGRAM DESIGN	\$85.64
PROMOTIONAL ITEMS	\$19,722.17
PSA PRODUCTION FEE	\$169.24
RADIO MEDIA BUY	\$107,560.95
RADIO SPOT RECORDING	\$3,324.75
RADIO TALENT FEE	\$614.57
REFRESHMENTS (CATERING)	\$302.25
STOCK PHOTO RENTAL	\$1,163.66
TAPE DUPLICATION	\$135.00
TELEPHONE-LONG DISTANCE	\$1,148.05
TRANSIT SIGNS PLACEMENT	\$9,762.68
TRANSIT SIGNS PRODUCTION	\$3,692.49
VIDEO PRODUCTION	\$644.80
VIDEOGRAPHY	\$352.63
WIRE SERVICE	\$423.15



**SIN 541-5  
INTEGRATED MARKETING SERVICES**

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**SIN 541-5 – INTEGRATED MARKETING SERVICES**

DAR Public Relations, Inc. is a full service agency providing a complete range of communications services. The agency is equipped to implement all phases from conceptualization to execution of marketing, media, and public information services. We are available to provide a broad range of services required by Federal Government agencies for short and long term integrated marketing campaigns. DAR facilitates creative marketing and public relations campaigns, which consistently produce effective results for our clients. Our diverse array of creative solutions uses strategically targeted marketing tactics, which may include:

**SIN 541-5 - SERVICES**

- Branding/Image Campaigns
- Cause-Related Marketing
- Grass-Roots Campaigns
- Crisis Management
- Multicultural Marketing
- Marketing Collaterals/Design Brochures/Flyers/Posters
- Media Advisories-Preparation and Distribution
- Media Relations
- Feature Stories
- Graphic Design
- Press Conferences
- Public Affairs
- Media Buys/Print/ Radio/TV/Cable/Outdoor
- Clippings
- Newsletters
- Media Training
- Publicity
- Image Training
- Target Marketing
- Copywriting
- Event Marketing
- Exhibit Design and Production
- Trade Shows/Conference Management
- Theme Design
- Logo Design
- Groundbreakings/Open Houses
- Special Events
- Domestic/International Conferences
- Direct Mail
- Community Relations
- Market Research
- Focus Groups
- Advertising Campaigns
- Press Releases/Preparation and Distribution
- Public Service Announcements
- Public Involvement
- Brand/Consumer Education
- Script Writing

**SIN 541-1000 OTHER DIRECT COSTS: (LABOR RATES)**

<b>LABOR CATEGORY</b>	<b>HOURLY RATE</b>
Principal	\$198.00
Project Supervisor	\$142.40
Marketing Coordinator	\$ 89.00
Executive Assistant	\$ 67.00
Marketing Assistant	\$ 58.00

**SIN 541-1000 OTHER DIRECT COSTS**

Awarded ODC's are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quantity, and timing of each component and thus result in a lower/higher price for specific requirements. The contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 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 a **modification** to this contract.



ITEM OF COST	TOTAL
AUDIO-VISUAL	\$21,035.13
BILLBOARD PLACEMENT	\$19,651.28
BILLBOARD PRODUCTION	\$3,577.24
BINDING SUPPLIES	\$15.08
BROCHURE PRINTING	\$7,643.14
CABLE TELEVISION MEDIA BUY	\$32,968.03
CABLE TELEVISION PRODUCTION	\$5,890.42
DECORATIONS	\$299.354
DELIVERY EXPENSES	\$2,955.88
DISPLAY PRODUCTION COSTS	\$239.77
ENTERTAINMENT FEES	\$3,022.50
EQUIPMENT RENTAL	\$4,295.98
FACILITY RENTAL	\$1,093.14
FAXES	\$318.87
FIXED FEE	\$5,384.37
FLYER PRINTING	\$2,991.26
FRAMING	\$45.34
GRAPHIC DESIGN/LAYOUT	\$8,222.20
INCENTIVES	\$755.63
KIOSK PLACEMENT	\$6,372.43
KIOSK PRODUCTION	\$794.41
MARKETING DISPLAY	\$494.68
MEETING EXPENSES	\$4,593.30
NEWS CLIPS	\$594.42
PARKING	\$64.48
PHOTOGRAPHY	\$646.12
PHOTOGRAPHY REPRINTS	\$399.02
PLAQUES/AWARDS	\$591.19
POSTAGE	\$622.21
PRESENTATION COVERS	\$161.04
PRESS KIT FOLDERS	\$808.58
PRINT MEDIA BUY	\$25,610.77
PRINTING DISPLAY POSTERS	\$2,011.97
PRINTING INVITATIONS	\$956.37
PRINTING NEWSLETTER	\$3,207.48
PRINTING PHOTOCOPIES	\$3,404.47
PRINTING POSTCARDS	\$3,240.12
PRINTING SIGNAGE	\$1,228.92
PROGRAM DESIGN	\$1,701.66
PROMOTIONAL ITEMS	\$19,722.17
PSA PRODUCTION FEE	\$169.24
RADIO MEDIA BUY	\$107,560.95
RADIO SPOT RECORDING	\$3,324.75
RADIO TALENT FEE	\$614.57
REFRESHMENTS (CATERING)	\$3,173.63
STOCK PHOTO RENTAL	\$1,163.66
SUPPLIES	\$1,082.22
TAPE DUPLICATION	\$135.00
TELEPHONE-LONG DISTANCE	\$1,148.14
TRANSIT SIGNS PLACEMENT	\$9,762.68
TRANSIT SIGNS PRODUCTION	\$3,692.49
VEHICLE RENTAL	\$292.96
VIDEO PRODUCTION	\$644.80
VIDEOGRAPHY	\$352.63
WIRE SERVICE	\$236.76



**SIN 541-4D**  
**CONFERENCE EVENTS AND TRADESHOW PLANNING SERVICES**  
**PROJECTS**

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- Adopt Ohio – *Adoption Fairs*
- AK Media/Airport – *Events Coordination*
- Arthur G. James Cancer Hospital & Research Institute – *Events Coordination*
- Business First – *Event Coordination*
- Canton Urban League – *Black & White Ball*
- City of Cleveland - *Don't Borrow Trouble Anti-Predatory Lending Program Kickoff*
- Cleveland Public Power – *Events Coordination*
- Congressional Black Caucus Foundation – *“Raising The Roof Ohio Statewide Housing Summit”*
- Coors Brewing Company – *Receptions, “Cincinnati Jazz Festival”*
- Cuyahoga Community College – *“Sounds of Blackness” Night Before Christmas Performance 2000*
- Cuyahoga County – *Collinwood Neighborhood Development Center Groundbreaking*
- H.H. Gregg – *Grand Opening – North Randall, Ohio Store 2001*
- Honda Capital City Classic – *Media Coordination*
- House of Seagram – *National Rib Cook-Off, Taste of the Blues Tour*
- Kaiser Permanente – *2003-2004 Pre-Enrollment Meetings*
- Karamu House – *75th Anniversary Celebration*
- McDonald’s of Northeastern Ohio – *“2000 Gospel Celebration”*
- McDonald’s of Northeastern Ohio – *“2001-2002 Gospel Choir Competition”*
- MetroHealth Foundation – *Buckeye Health Center Community Open House 2005*
- MetroHealth Foundation – *Broadway Health Center Grand Opening Event 2004*
- National Association of Human Rights Workers – *Annual Conference*
- National City Bank – *“2004 African-American Heroes Essay Contest”*
- National Conference of Black Mayors – *Events Coordination*
- Northeast Ohio Regional Sewer District – *Groundbreaking Ceremony*
- Ohio Assembly of Councils – *2001 All Ohio Trade Fair*
- Ohio Department of Transportation – *Minority Seminar*
- One Hundred Black Men of America (Cleveland Chapter) – *Marconi Grand Prix 2001*
- Ohio Tobacco Quit Line – *Cold Turkey Day, Great American Smokeout, 4,000 Call Celebrations*
- Philip Morris USA – *Receptions*
- Prudential Insurance – *Luncheons, Seminars*
- RTA Tower City Center – *Grand Opening*
- Society Bank – *Luncheon & Breakfast Meeting Coordination*
- The Cleveland Cavaliers – *Receptions*
- U.S. Department of State – *“2004 G-8 Lyon/Roma Anti-Crime and Terrorism Group Conferences”*
- U.S. Department of State – *“P-8 Lyon Group Conference”*
- U.S. Department of State – *“Telecommunication Policy Seminars”*
- U.S. Treasury – *BEP “7th GPSPC” Postage Stamp Conference*
- United Negro College Fund – *Events Coordination, Receptions*
- Village of North Randall – *Mayoral Inauguration*



**SIN 541-2 PUBLIC RELATIONS SERVICES  
PARTIAL CLIENT LISTING**

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- Adopt Ohio
- Arthur G. James Cancer Hospital
- Banc One Corporation
- Bank One, Cleveland
- Chase Properties
- Children Who Witness Violence Program
- Cleveland Cavaliers
- Cleveland Cuyahoga County Port Authority
- Cleveland Public Power
- Columbus Public Library
- Congressional Black Caucus Foundation
- Coors Brewing Co.
- County Department of Development
- County Department of Senior & Adult Services
- Cuyahoga Community College
- Cuyahoga County Adult Home Care Program
- Fifth Third Bank
- First National Bank
- Greater Cleveland Health Education & Service Council
- Greater Cleveland Regional Transit Authority
- H.H. Gregg Company
- Honda Capital City Classic
- Kaiser Permanente
- McDonald's of Northeastern Ohio
- Meridia Health System
- Miller Brewing Company
- Nationwide Insurance
- Northeast Ohio Regional Sewer District)
- Ohio Assembly of Councils
- Ohio Department of Human Services
- Ohio Department of Transportation
- Ohio Division of Travel and Tourism
- Ohio Sickle Cell & Health Association
- One Hundred Black Men of Greater Cleveland
- Prudential Insurance
- Rally's Hamburgers
- Resolution Trust Company
- Selective Service System
- Society Bank
- Summit County Department of Job & Family Services
- The Cleveland Play House
- Tower City
- Village of North Randall
- Statewide Political Campaigns i.e. Governor/Secretary of State/Local Politicians
- Ohio Tobacco Use Prevention and Control Foundation
- Ohio Division of Travel and Tourism



**SIN 541-5 INTEGRATED MARKETING SERVICES  
PARTIAL CLIENT LISTING**

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- Adopt Ohio
- Arthur G. James Cancer Hospital
- Banc One Corporation
- Bank One, Cleveland
- Chase Properties
- Children Who Witness Violence Program
- Cleveland Cavaliers
- Cleveland Cuyahoga County Port Authority
- Cleveland Public Power
- Columbus Public Library
- Congressional Black Caucus Foundation
- Coors Brewing Co.
- County Department of Development
- County Department of Senior & Adult Services
- Cuyahoga Community College
- Cuyahoga County Adult Home Care Program
- Fifth Third Bank
- First National Bank
- Greater Cleveland Health Education & Service Council
- Greater Cleveland Regional Transit Authority
- H.H. Gregg Company
- Honda Capital City Classic
- Kaiser Permanente
- McDonald's of Northeastern Ohio
- Meridia Health System
- Miller Brewing Company
- Nationwide Insurance
- Northeast Ohio Regional Sewer District)
- Ohio Assembly of Councils
- Ohio Department of Human Services
- Ohio Department of Transportation
- Ohio Division of Travel and Tourism
- Ohio Sickle Cell & Health Association
- One Hundred Black Men of Greater Cleveland
- Prudential Insurance
- Rally's Hamburgers
- Resolution Trust Company
- Selective Service System
- Society Bank
- Summit County Department of Job & Family Services
- The Cleveland Play House
- Tower City
- Village of North Randall
- Statewide Political Campaigns i.e. Governor/Secretary of State/Local Politicians
- Ohio Tobacco Use Prevention and Control Foundation
- Ohio Division of Travel and Tourism



# COMPANY PHILOSOPHY

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**DANNETTE A. RENDER**  
**PRESIDENT & CEO**

DAR Public Relations, Inc., is a full service WOSB/DBE/MBE firm with offices in Beachwood and Columbus, Ohio and Washington, DC. DAR has over 80 years combined experience in the communications field. Our services include public relations, marketing, advertising, conference and event planning, public/community involvement, community relations, media relations, media buying, public/community awareness, target marketing, market research, and multicultural marketing. We are nationally recognized for our outstanding capabilities and have established a solid reputation with both government and private sector agencies as a firm that can deliver. We tailor our services to fit the needs of our clients and have a proven track record for far exceeding our clients' expectations. Our *commitment to excellence* and willingness to go that *extra mile* is the DAR trademark.

