

**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 for GSA Advantage! is [www.gsaadvantage.gov](http://www.gsaadvantage.gov).

**FSS SUPPLY SCHEDULE #541 ADVERTISING AND INTEGRATED MARKETING SOLUTIONS**

**SIN 541 4F: Commercial Art and Graphic Design Services**

Contract Number: GS-23F-0176R

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

Period Covered by Contract: 5/17/2005 to 5/16/2010



**THE CLAYTON-BENNETT GROUP, LLC  
dba "STUDIO B"**

**1127 KING STREET, SUITE 200  
ALEXANDRIA, VA 22314-2999**

**Phone: (703) 548-4155**

**E-Mail: [bennett@studiobcreative.com](mailto:bennett@studiobcreative.com)**

**Web Address: <http://www.studiobcreative.com>**

The Clayton-Bennett Group LLC dba "Studio B" is a small business.

# **Table of Contents**

[CUSTOMER INFORMATION](#)

[LABOR CATEGORIES AND PRICING](#)

[KEY PERSONNEL](#)

[OVERVIEW](#)

# CUSTOMER INFORMATION

**1a. Table of Award Special Item Numbers:**

541-1000 OTHER DIRECT COSTS

541-4F COMMERCIAL ART AND DESIGN SERVICES

**1b. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide**

**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 according to Clause I-FSS-125 (August 1995) which is incorporated here by reference.

**3. Minimum Order:**

\$100.00

**4. Geographic Coverage (Delivery Area):**

Domestic Only

**5. Point of Production:**

Alexandria, Virginia

**6. Discounts:**

Our GSA hourly rates are based on a 15% discount from our normal commercial rates.

**7. Quantity Discounts:**

Not applicable

**8. Prompt Payment Discount:**

Not applicable

**9a. Notification that government purchase cards are accepted or not accepted below the micro purchase threshold:**

Government Credit Cards are accepted for orders under \$2,500.00

**9b. Notification that government purchase cards are accepted or not accepted above the micro purchase threshold:**

Government Credit Cards are not accepted for Orders Above \$2,500.00

**10. Foreign Items:**

None.

**11a. Time and Delivery:**

Each project is prepared and delivered as determined between client and The Clayton-Bennett Group, LLC, dba "Studio B".

**11b. Expedited Delivery:**

If needed, please consult with The Clayton-Bennett Group, LLC, dba "Studio B" prior to initiating project or during the development of such project. Additional charges may be incurred.

**11c. Overnight and 2-Day Delivery:**

If needed, please consult with The Clayton-Bennett Group, LLC, dba "Studio B" prior to initiating project or during the development of such project. Additional charges may be incurred.

**11d. Urgent Requirements:**

If needed, please consult with The Clayton-Bennett Group, LLC, dba "Studio B" prior to initiating project or during the development of such project. Additional charges may be incurred.

**12. FOB Points:**

Shipping and freight charges are invoiced after delivery of projects as an additional cost.

**13. & 14. Ordering and Payment Address:**

CLAYTON-BENNETT GROUP / STUDIO B

1127 KING STREET, SUITE 200

ALEXANDRIA, VA 22314-2999

Phone: (703) 548-4155

E-Mail: [bennett@studiobcreative.com](mailto:bennett@studiobcreative.com)

**15. Warranty Provision:**

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

**16. Export Packing Charges:**

Not Applicable.

**17. Terms and Conditions of Government Commercial Credit Card Acceptance:**

Not Applicable.

**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.

**21. List of Service/Distribution Points:**

See below ([Labor Categories](#))/All work performed at The Clayton-Bennett Group, LLC, dba "Studio B" office in Alexandria, Virginia

**22. List of Participating Dealers:**

Not Applicable

**23. Preventative Maintenance:**

Not Applicable.

**24a. Year 2000 (Y2K) Compliant:**

Yes

**24b. Environmental Attributes:**

Not Applicable.

**25. Data Universal Number System (DUNS) Number:**

14-537-4505

**26. Notification Regarding Registration in Central Contractor Registration (CCR Database):**

CLAYTON-BENNETT GROUP, THE (dba STUDIO B) is registered with the CCR as of April 7, 2004 (renewed on June 26, 2007)

# LABOR CATEGORIES AND PRICING

Hourly labor rates for Special Item Number 541-4F are as follows:

<b>Labor Category</b>	<b>Hourly Rate (GSA Rate without IFF)</b>
Copywriter	\$80.75
Designer	\$80.75
Editor	\$80.75
Illustrator	\$68.00
Production Manager	\$68.00
Project Manager	\$68.00
Proofreader	\$38.25

Prices are inclusive of the Industrial Funding Fee. These are the maximum rates that can be charged. Lower rates may be quoted.

**Other Direct Costs for Special Item Number 541-4F are as follows:**

<b>Other Direct Costs</b>	<b>Price (GSA Rate without IFF)</b>	<b>Unit of Issue</b>
Color Proofs	\$21.25	Page
Photoshop/Illustration	\$106.25	Hour
Provide special enhancements to design, ensure Images are in the proper print resolution, create Computerized graphic elements, illustrations		
Photographer	\$2,000.00	2 Days
Two full days of custom photography		
Printing	\$40,877.00	Project
Mail Preparation	\$1,490.00	Project
Prepare mailings and place in mail system (Postage not included)		
Postage Fees	\$0.41	Piece
Deliveries	\$6,420.92	Shipment
Second day, express international		

Prices are inclusive of the Industrial Funding Fee. These are the maximum rates that can be charged. Lower rates may be quoted.

## KEY PERSONNEL

**Bennett DeOlazo, Creative Director.** With over 16 years in the graphic design field, Bennett DeOlazo knows how to design to clearly communicate clients messages. As an art director and designer, Bennett has been praised for his diverse capability that blends strong conceptual development, effective design and a mastery of digital production processes. Previously, he worked as an art director and designer for a number of ad agencies, corporate art departments, magazines, and marketing communication groups. His clients include BMW Manufacturing Corporation, the U.S. Trade and Development Agency, Litton PRC (now a division of Northrop-Grumman), Georgetown University, The University of Maryland, On Target Media, The Journal of NIH Research, and Reston Hospital Center. Bennett uses the Adobe Creative Suite (InDesign, PhotoShop, Illustrator, Acrobat, and Dreamweaver MX) as his preferred design tools. Bennett graduated from Oberlin College with honors in 1986.

**Clarissa Parker, Director, New Business Development.** Clarissa is pleased to represent Studio B. She has been in business development for more than 20 years. She has formerly represented a prominent international industrial design firm headquartered in New York, as well as small direct response design firms in the Washington DC metropolitan area. Her clients have included large corporations such as Eastman Kodak, Black & Decker and Noxell, plus many associations and government agencies in the Washington DC area. In addition to developing new client relationships, Clarissa works in the background to ensure client satisfaction and repeat business.

**Rita Zimmerman, Senior Designer.** This is the second time that Rita and creative director Bennett DeOlazo have worked together. They first met early in their design careers during the “dawn of desktop publishing”. It was there that they both learned fundamental design, production skills, and work ethics that would anchor their design careers — adapting their traditional design and production skills to the computer. Most recently, Rita came to Studio B from The American Inns of Court, a professional association for judges, attorneys and legal scholars, where she served as the association’s art director. She was responsible for numerous association projects, including a bi monthly magazine. Rita’s ten years of association experience is an excellent fit with Studio B’s clientele. Rita is a graduate of the Art Institute of Pittsburgh where she studied graphic design.

**Rebecca Henigin, Art Director (contract).** Rebecca provides creative concepts as well direction for design projects. She is actively involved in all stages of publication and identity development. Rebecca graduated from the Art Institute of Pittsburgh and began working for a small D.C. metro area design studio where she quickly became an integral part of the team and made an impression with her clients as being creative, personable and able to listen to their needs. Her clients included professional associations, corporations and educational institutions. She then became the art director for the marketing department of a prominent business-to-business publishing company. Her duties included managing a team of six designers responsible for several media kits, magazine supplements, direct mail campaigns and conference materials. Most recently, Rebecca was the art director for a full-service marketing and advertising agency where she developed and brought to life creative concepts for clients in senior retirement living, bio-tech, healthcare, finance and education industries. Throughout her career, Rebecca has received recognition for design excellence by corporate, regional and national organizations.

**David Page, Copywriter.** David Page has more than 20 years of advertising experience. He prides himself in his ability to get up to speed fast and to adapt to the needs of his clients. “An advertising writer should be a chameleon,” he says, “always adapting to produce what’s most effective for a particular project.” David’s diverse experience includes work for: Airbus Industries Aircraft, American Chemical Society, AssociationCentral.com, Coopers & Lybrand, D.C. Lottery, Fairchild telecommunications, Fairfax Hospital System, Fannie Mae, GEICO, Global One, Home Owners Warranty, Informix software, Jiffy Lube, Johns Hopkins University, Long & Foster realtors, Marriott, National Geographic, National School Boards Association, OrionNet satellite systems, Pacific Southwest Airlines, Pepco, Sheraton, Spacehab, Sprint, Strayer College, United States Mint, the Washington Post, and the World Bank. While a lot of people drift into advertising, David planned on a career in the field right from the start. He has a B.S. in Journalism from Ohio University with an advertising major. He started in retail at Hecht’s in Washington, D.C., and then joined the Earle Palmer Brown advertising agency, where he rose to the position of V.P. Associate Creative Director. Now he’s a free-lance writer, working with ad agencies and directly for clients. David is experienced in all media: print, direct mail, radio (which he also produces), TV, and online. He has received Clio, Addy, Echo, and Maxi awards.

# OVERVIEW:

**The Clayton-Bennett Group LLC dba “Studio B”** specializes in creating custom marketing and graphics solutions for its clients.

**History and Organization.** The Clayton-Bennett Group LLC dba “Studio B” specializes in custom creative marketing and print solutions for a diverse client base. Originally founded as The Clayton-Bennett Group LLC in 2002, the company was re-branded as “Studio B” in 2006.

Each project is important regardless of size. Whether the project is a direct mail campaign, a series of conference marketing collateral, or company branding materials, Studio B helps its clients manage the creative and production processes from concept through delivery. We ensure that each project or campaign clearly communicates the client’s message and vision. And we inspire -client confidence by customizing solutions to exceed given communications objectives.

Our services include graphic design, photography, illustration, mechanical production and print coordination. The strong relationships we have developed over the years with creative vendors, list brokers, printers and mail shops allow us to provide our services in a cohesive manner and to serve our clients as a one-stop shop.

Studio B maintains relationships with a network of production service vendors such as printers, mail shops, mailing list brokers, illustrators and photographers and is able to negotiate services on behalf of clients at competitive pricing.

**Services:** Studio B offers a full range of services that includes marketing consultation, concept development, art direction and graphic design, copywriting, mechanical production, print coordination and management of related production services. In addition to print design and production, we also provide digital marketing services tailored to clients needs including website development, HTML email, CD presentations, and other interactive products.

- Consultation/Account Service. Includes time for meetings, phone conversations, and administrative tasks related to the project(s).
- Design. Includes time for designer to create art for the respective project(s). If noted, allows for more than one concept, revisions, etc. and final art production.
- Copywriting. Includes time for writer to draft copy for the respective project(s). If designated, may allow for revisions and editing.
- Professional editing services may be broken out as a separate budget item.
- PhotoShop/Illustration. Allows time to technically enhance graphic files, photos, create any needed or desired special effects or other art (chart, graph, etc.), and ensure art, graphics, and/or photos are in the proper resolutions for print production. Usually a necessary step in creating four-color projects.
- Photography. Cost estimated would include time for photographer to take necessary photos, film, and photographer s assistant (if needed), and any supplies or props needed for photo shoot. May also include photo supervision services as described below.
- Photo Supervision. Allows for time to review any client photos, images from in-house library, or photos from outside sources to be incorporated into the design. May include time to work with photographer, providing photo/art direction and reviewing transparencies, negatives, etc.

- Production Coordination. Includes time to allow for traffic and coordination of client files, copy, photos, etc. ensuring all items are received to begin, prepare, and complete the project based on project parameters.
- Mechanical Production. Includes the actual time to construct electronic files, formatting copy, scanning and placement of files, and providing mechanical proofs. May include traffic and coordination of client provided files/photos, copy, release of files to printer/client, etc.
- Color Proofs/Supplies. This estimates the cost to provide color proofs from our in-house printer. We attempt to estimate how many pages are needed to provide clients with a review of their project prior to releasing to for printing. (If we are able to send jpegs or PDFs via email, this may eliminate the need for this cost.)
- Print Production Coordination. Includes actual time to coordinate printing (and/or mail production), setting up project in accordance with project specifications, verification of bluelines/printer's proofs, managing production schedule, estimating, etc.
- Print Estimate. This cost is based on the specifications to print and usually listed within the cost estimate section. If needed, we may break out costs for any Prepress and/or Photo Production services, depending on the complexity of the project.
- Mail Production. Estimate itemizes any mail shop services, which may include data processing/set-up, sorting for postal efficiency, binding, tabbing, applying labels, etc.

**Contributions and Recognition.** Studio B has won several industry awards in print design including:

**2007 Society of National Association Publications (SNAP) EXCEL Awards**

- Bronze Award — Convention Program

**2006 Association Trends All-Media Awards**

- Gold Award — Conference Promotion

**2006 APEX Awards for Publication Excellence**

- Grand Award — Newsletter Division
- Award of Excellence

**2006 Society of National Association Publications (SNAP) EXCEL Awards**

- Silver Award, Most Improved Newsletter
- Bronze Award, General Excellence

**2004 PIVA Best in Print Awards**

- First Place Award
- Two (2) Awards of Excellence

**2003 PIVA Best in Print Awards**

- First Place Award
- Three (3) Awards of Excellence

## **PARTIAL CLIENT LIST:**

The Clayton-Bennett Group LLC, dba “Studio B” has worked for dozens of clients in the past several years, including:

American Association of Community Colleges  
American Association on Intellectual and Developmental Disabilities  
American Association of Museums  
American Association of Port Authorities  
American Bus Association  
American College of Obstetricians and Gynecologists  
American Inns of Court  
American International Automobile Dealers Association  
American Logistics Association  
American Society of Microbiology  
American Speech-Language-Hearing Association  
Arlington County  
Arlington Economic Development  
Arlington Employment Center  
ASH Foundation  
BMW Manufacturing Corporation  
BMW Financial Services  
Construction Management Association of America  
Graphic Arts Show Company  
Koeppen Elliott & Associates  
National Association of Home Builders  
National Association of Professional Insurance Agents  
National Council for Community Behavioral Healthcare  
National Library of Medicine  
National Student Speech Language Hearing Association  
Reston Hospital Center  
SmithBucklin  
Society for Imaging Informatics in Medicine  
Travel Industry Association  
U.S. Newswire  
U.S. Trade and Development Agency  
The World Bank