



**GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List**

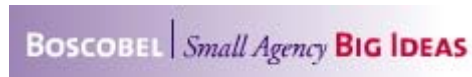
On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is <http://www.GSAAdvantage.gov>. Agencies can also browse GSA Advantage! by accessing the Federal Supply Service's Home Page via the Internet at <http://www.fss.gsa.gov/>

Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: GS-23F-0389K

Period Covered by Contract: August 1, 2005 – July 31, 2010

Business Size: Small, woman-owned



**Boscobel Marketing Communications, Inc.
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CUSTOMER INFORMATION

1a. Table of awarded special item numbers with appropriate cross-reference to item descriptions and awarded prices:

SIN 541-1 ADVERTISING SERVICES

Item No.	Labor/Task Category	Unit	GSA Rate
1.	Print Ad Development		
1.1	Magazine Ad		
1.1.1	Partial page - B&W or 2C	Each	\$6,729.67
1.1.2	Partial page - 4C	Each	\$7,607.46
1.1.3	Full page - B&W or 2C	Each	\$8,485.24
1.1.4	Full page - 4C	Each	\$9,363.02
1.1.5	2-page spread - B&W or 2C	Each	\$10,679.70
1.1.6	2-page spread - 4C	Each	\$13,313.05
2.	Icons		
2.1	Stock Icon	Each	\$398.99
2.2	Custom Icon	Each	\$1,773.30
3.	Direct Mail Campaign		
3.1	Direct Mail Pieces		
3.1.1	Self mailer (6-8 panels w/ BRC)	Each	\$8,644.84
3.1.2	Package (letter, lift, brochure & envelope)	Each	\$11,118.59
3.1.3	3-D (specialty, letter, brochure & box)	Each	\$11,996.37
3.1.4	Invitation package (4 pieces)	Each	\$5,851.89
3.1.5	Seminar Program/Mailer	Each	\$6,729.67
3.1.6	Copy changes - Typical revision to refresh package.	Item	\$1,316.68
4.	Organization Identity		
4.1	Logos		
4.1.1	Organization Logo	Each	\$8,924.13
4.1.2	Stationery System	Each	\$8,046.35
4.1.3	Product Logo	Each	\$6,729.67
4.2	Name - Master name list, preferred name list, preliminary legal research, three name prototypes.	Item	\$17,848.26
4.3	Themeline/Tagline/Slogan	Each	\$6,729.67
4.4	Graphic Standards - Prepare document to provide graphic standards on 12 applications, includes color palette, typography and electronic art on disk.	Each	\$26,626.10
4.5	Outdoor Signage Design - Excludes production, manufacturing, installation and prototypes.	Item	\$4,535.21
5.	Electronic Templates		
5.1	Electronic Templates - No Copy		
5.1.1	Brochure - #10, 3 panel trifold, 2 sides	Each	\$6,729.67
5.1.2	Brochure - 8 1/2" x 11", 4-page	Each	\$8,046.35
5.1.3	Newsletter - 4-page	Each	\$6,290.78
6.	Brochures/Annual Plans/Reports		
6.1	8 1/2" x 11" Size		

Item No.	Labor/Task Category	Unit	GSA Rate
6.1.1	Fold to #10, 2-page	Each	\$7,607.46
6.1.2	4-page	Each	\$8,485.24
6.1.3	6-page	Each	\$9,655.62
6.1.4	8-page	Each	\$11,411.18
6.1.5	12-page	Each	\$15,946.40
6.1.6	16-page	Each	\$17,701.96
6.1.7	24-page	Each	\$25,016.83
6.1.8	40-page	Each	\$35,550.23
7.	Flyers/Fact Sheets/Posters		
7.1	Flyer/Fact Sheet		
7.1.1	1-page, 1 side	Each	\$3,072.24
7.1.2	1-page, 2 sides	Each	\$4,535.21
7.2	Poster – 16” x 24”	Each	\$5,851.89
8.	Ad Specialties Design		
8.1	Specialty Items		
8.1.1	Coffee Mug	Each	\$1,316.68
8.1.2	Mouse Pad	Each	\$1,316.68
8.1.3	Bookmark	Each	\$4,096.32
9.	Folders/Literature Systems		
9.1	Poket Folders - 8-3/4" x 11-1/4"		
9.1.1	Two Pockets - 2 panel/4 sides	Each	\$6,290.78
9.1.2	One pocket - 2 panel/4 sides w/copy	Each	\$8,485.24
9.1.3	Folder - With logo only	Each	\$3,218.54
9.1.4	Folder - 3 panels/6 sides	Each	\$10,679.70
9.1.5	Folder - 5 inserts/4 sides w/copy	Each	\$21,359.40
9.2	Literature Systems		
9.2.1	Folder - 2 sides - Duplicate art with new trim sizes for report front and back covers.	Each	\$7,607.46
9.2.2	5 Inserts for Folder - 1 side only - Duplicate art with additional 1/2” border on right edge to create dividers for report cover.	Each	\$13,313.05
9.2.3	6 panel, trifold brochure - Create on 8-1/2” x 11” by reducing and reformatting art and abbreviating copy.	Each	\$5,851.89
9.2.4	Total Literature System	Each	\$26,626.10
10.	Video Production		
10.1	Video 7-10 minutes - Script treatment, script, producer, director, editor, production, and crew.		
10.2	Video/Software Packaging	Item	\$53,252.19
10.2.1	Video Cassette Package Design and Label - Full Color	Item	\$3,657.43
10.2.2	Software Package Design - One 3-D prototype included	Item	\$11,118.59
10.3	CD-ROM Package Design	Item	
10.3.1	Front panel/No lable - 2 sides	Item	\$4,096.32
10.3.2	Front panel/Back panel, spine and label - 2 sides	Item	\$4,974.11
11.	Radio & TV Production/Public Service Announcements		
11.1	60-Second Radio Spot/Public Service Announcement		
11.1.1	Concept & copy for live read PSA	Item	\$5,851.89

Item No.	Labor/Task Category	Unit	GSA Rate
11.1.2	Book talent, produced in studio	Item	\$2,194.46
11.2	30-Second TV Spot/Public Service Announcement		
11.2.1	Concept & copy for live read PSA	Item	\$17,848.26
11.2.2	Book talent, one day editing and production	Item	\$4,974.11
12.	PowerPoint		
12.1	Copy - Copy and concept for approximately 20 PowerPoint slides and script and notes for presentation.	Item	\$6,290.78
12.2	Standard Design - Layout 20 PowerPoint slides using standard template. Excludes customization and animation.	Item	\$6,290.78
12.3	Custom Design - Master audiotape of professional narrator plus design, testing and installation of a 15-20 slide presentation. Excludes hardware and software.	Item	\$17,848.26
13.	Reports - Web/Marketing/Competitive		
13.1	Web Site Analysis and Report		
13.1.1	Analysis and Report - Review Client's Web site for relevance to journalists, search engine registrations, hot links as well as overall content, message, graphics presentation/consistency. Analyze competitive sites for similar items. Client approves outline for items to analyze and names of competitors.	Item	\$6,729.67
13.1.2	Quarterly Reviews	Each	\$1,755.57
13.2	Marketing Communications Plan - Conduct strategic planning sessions with client to identify key benefits to target audiences and the client's "brand destination." Conduct In-depth Interviews (IDIs) with a selection of client's primary constituents, committee members or board members. Develop a Marketing Communicatoins Plan with strategic and tactical recommendations as well as key messages, ton and personality. Time frame: Six months - One year.	Plan	\$53,252.19
14.	Direct Mail Campaign		
14.1	Direct Mail Pieces		
14.1.1	Self mailer (6-8 panels w/BRC)	Each	\$8,485.24
14.1.2	Package (letter, lift, brochure & envelope)	Each	\$11,118.59
14.1.3	3-D (speciality, letter, brochure & box)	Each	\$11,996.37
14.1.4	Invitation package (4 pieces)	Each	\$5,851.89
14.1.5	Seminar Program/Mailer	Each	\$6,729.67
14.1.6	Copy changes - Typical revision to refresh package	Item	\$1,316.68
15.	Exhibit Design		
15.1	Existing exhibit - Redeisng of 3 panels plus end caps	Item	\$6,290.78
15.2	New exhibit from scratch - Including exhibit structure recommendations and fabrication selection		
15.2.1	10' x 10'	Item	\$8,924.13
15.2.2	20' x 20'	Item	\$13,313.05
16.	Materials/Other Services		
16.1	High Resolution Scans	Each	\$66.50
16.2	Drum Scans	Each	\$88.66

Item No.	Labor/Task Category	Unit	GSA Rate
16.3	Iris Proofs	Page	\$88.66
16.4	Print Specifications	Project	\$797.98
16.5	Custom Paper Dummies	Each	\$265.99

SIN 541-2 PUBLIC RELATIONS SERVICES

Item No.	Labor/Task Category	Unit	GSA Rate
1.	Public Outreach		
1.1	Press Kit - Includes folder, backgrounder corporate fact sheet, corporate biographies and press release	Item	\$8,777.83
1.2.	Press Release Copy - Standard two-page release	Item	\$1,462.97
1.3	Customized Press Lists		
1.3.1	Customized Press List - Up to 50 contacts	List	\$4,535.21
1.3.2	Customized Press List - Up to 100 contacts	List	\$8,924.13
1.4	Feature Stories		
1.4.1	Feature Story - 700-1000 words	Item	\$2,633.35
1.4.2	Feature Story - 2000 words	Item	\$3,657.43
1.5	Newsletters		
1.5.1	Newsletter - Masthead & template only - 4-page	Item	\$5,413.00
1.5.2	Newsletter - Full service, first issue - 4-page	Item	\$10,679.70
1.5.3	Newsletter - Full service, second issue - 4-page	Item	\$6,290.78
1.5.4	Newsletter - Copywrite Only - Research, topics, interviews, draft and edit - 1500 - 2500 words	Item	\$3,657.43
1.6	Media Training/Messaging Session/Strategic Planning Session	Each	\$5,851.89
1.7	Event Management	Event	\$5,413.00
1.8	Management/Senior Staff Day Rates - For trade shows, meetings, annual conferences, etc. (excludes travel, accommodations and expenses which are billed at actual costs)	Per Day	\$1,462.97
1.9	Consulting Services - Provide monthly consulting services for annual and/or regional meetings and other industry events. Manage, schedule, negotiate outside costs, issue purchase orders, review invoices and product deliverables for other subcontractors. Coordinate and liaison with client on any project not in existing Service Agreement	Per Hour	\$164.03
2.	Video Production/Packaging		
2.1	Video - 7-10 minutes - Script treatment, script, producer, director, editor, production and crew	Item	\$53,252.19
2.2	Video Cassette Package Design and Label - Full Color	Item	\$3,657.43
3.	Web Copywriting/Reports		

Item No.	Labor/Task Category	Unit	GSA Rate
3.1	Web Site Copywriting - Receive an outline from the client detailing copy points for Web pages. Write copy according to client's outline. Tactics employed would include but not be limited to: scannable text, using highlighted keywords and meaningful sub-headings, bulleted lists and employing just one idea per paragraph.	Per Page	\$585.19
3.2	Web Site Analysis and Report		
3.2.1	Analysis and Report - Review client's Web site for relevance to journalists, search engine registrations, hot links as well as overall content, message, graphics presentation/consistency. Analyze competitive sites for similar items. Client approves outline for items to analyze and names of competitors.	Item	\$6,729.67
3.2.2	Quarterly Reviews	Each	\$1,755.57
4.	Radio & TV Production/Public Service Announcements		
4.1	60-Second Radio Spot/ Public Service Announcement		
4.1.1	Concept & copy for live read PSA	Item	\$5,851.89
4.1.2	Book talent, produced in studio	Item	\$2,194.46
4.2	30-Second TV Spot/ Public Service Announcement		
4.2.1	Concept & copy for PSA	Item	\$17,848.26
4.2.2	Book talent, produced in studio	Item	\$4,974.11
5.	Outreach Reports/Audits		
5.1	Communications Requirements Study - Conduct on-site evaluation of client's or prospect's requirements, review documents and define scope of work including recommendations for cost/time efficiency measures.	Study	\$2,194.46
5.2	Marketing Communications Plan - Conduct strategic planning sessions with client to identify key benefits to target audiences and the client's "brand destination." Conduct In-depth Interviews (IDI's) with a selection of client's primary constituents, committee members or board members. Develop a Marketing Communications Plan with strategic and tactical recommendations as well as key messages, tone and personality. Timeframe: Six months to one year.	Plan	\$53,252.19
5.3	Competitive Intelligence Audit - Collect competitive information via Internet research. Provide analysis and develop a matrix to display findings. Evaluate product/service offerings, pricing, distribution channels, certifications, key messages, as well as tone and personality.	Item	\$5,851.89
6.	PowerPoint		
6.1	Copy - Copy and concept for approximately 20 PowerPoint slides, including script and notes for presentation.	Item	\$6,290.78
6.2	Standard Design - Layout 20 PowerPoint slides using standard template. Excludes customization and animation.	Item	\$6,290.78

Item No.	Labor/Task Category	Unit	GSA Rate
6.3	Custom Design - Master audiotape of professional narrator plus design, testing and installation of a 15-20 slide presentation. Excludes hardware and software.	Item	\$17,848.26
7.	Guides		
7.1	Web Graphic Standards Guide - Develop a set of Web site graphic standards (similar to a graphic standards manual) for a client's affiliat/satellite offices. These standards will be developed to provide design guidelines for the use of client's logo and style for all affiliate/satellite offices. Standards would include, but not be limited to: Detailed information on type size, layout, type specifications; detailed instructions on the use of the design system; examples; acceptable and nonacceptable interpretations of layouts.	Guide	\$31,015.01

SIN 541-1000 OTHER DIRECT COSTS

Item No.	Labor/Task Category	Unit	GSA Rate
1.1	Stock Photography/Illustration	Per Photo	\$310.33
1.2	Photo Editing/Work	Per Photo	\$265.99
1.3	Custom Photography	Each	\$2,340.76
1.4	Custom Illustration	Each	\$2,194.46

ALL SINS LABOR CATEGORIES

Item No.	Labor/Task Category	Unit	GSA Rate
1.1	Marketing Strategist/Executive Director	Per Hour	\$212.80
1.2	Project Manager	Per Hour	\$177.33
1.3	Senior Account Executive	Per Hour	\$177.33
1.4	Account Executive	Per Hour	\$79.80
1.5	Communications Director	Per Hour	\$177.33
1.6	Communications Specialist	Per Hour	\$93.10
1.7	Market Research Director	Per Hour	\$212.80
1.8	Senior Market Research Analyst	Per Hour	\$177.33
1.9	Market Research Analyst I	Per Hour	\$56.75
1.10	Market Research Analyst II	Per Hour	\$106.40
1.11	Marketing Assistant	Per Hour	\$57.63

Item No.	Labor/Task Category	Unit	GSA Rate
1.12	Senior Media Planner/Media Buyer	Per Hour	\$177.33
1.13	Media Planner/Media Buyer	Per Hour	\$137.43
1.14	Public Relations Specialist	Per Hour	\$119.70
1.15	Senior Marketing Consultant	Per Hour	\$177.33
1.16	Traffic Manager	Per Hour	\$106.40
1.17	Senior Conference Planner	Per Hour	\$177.33
1.18	Conference Planner I	Per Hour	\$53.20
1.19	Conference Planner II	Per Hour	\$106.40
1.20	Senior Writer/Editor	Per Hour	\$177.33
1.21	Writer/Editor	Per Hour	\$106.40
1.22	Senior Copywriter	Per Hour	\$177.33
1.23	Copywriter	Per Hour	\$106.40
1.24	Senior Scriptwriter	Per Hour	\$177.33
1.25	Scriptwriter	Per Hour	\$106.40
1.26	Art Director	Per Hour	\$177.33
1.27	Graphic Designer I	Per Hour	\$88.66
1.28	Graphic Designer II	Per Hour	\$141.86
1.29	Graphic Designer III	Per Hour	\$177.33
1.30	Producer/Writer/Director	Per Hour	\$177.33
1.31	Creative Director	Per Hour	\$177.33
1.32	Executive Producer	Per Hour	\$212.80
1.33	Senior Photographer	Per Hour	\$211.02
1.34	Photographer	Per Hour	\$88.66
1.35	Audiovisual Specialist	Per Hour	\$53.20
1.36	Senior Illustrator	Per Hour	\$106.40
1.37	Illustrator	Per Hour	\$53.20
1.38	Quality Assurance (QA) Manager	Per Hour	\$64.73
1.39	Translator	Per Hour	\$106.40
1.40	Consultant	Per Hour	\$164.03

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price:

SIN 541-1 ADVERTISING SERVICES

Item No.	Labor/Task Category	Unit	GSA Rate
2. Icons			
2.1	Stock Icon	Each	\$398.99

SIN 541-2 PUBLIC RELATIONS SERVICES

Item No.	Labor/Task Category	Unit	GSA Rate
1. Public Outreach			
1.9	Consulting Services - Provide monthly consulting services for annual and/or regional meetings and other industry events. Manage, schedule, negotiate outside costs, issue purchase orders, review invoices and product deliverables for other subcontractors. Coordinate and liaison with client on any project not in existing Service Agreement.	Per Hour	\$164.03

SIN 541-1000 OTHER DIRECT COSTS

Item No.	Labor/Task Category	Unit	GSA Rate
1.2	Photo Editing/Work	Per Photo	\$265.99

ALL SINS LABOR CATEGORIES

Item No.	Labor/Task Category	Unit	GSA Rate
1.18	Conference Planner I	Per Hour	\$53.20

- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided:

LABOR CATEGORY DESCRIPTIONS

Marketing Strategist/Executive Director – The Marketing Strategist/Executive Director will have twenty plus years experience and a bachelor’s degree. Typical duties will be:

- Developing and executing a bold, proactive online marketing strategy that delivers the brand effectively to a variety of audiences
- Identifying new web functionalities, technologies, and media for attracting and engaging new and current users
- Coordinating, maintaining, and ensuring a stable, well-designed, effective and up-to-date online presence and image including current content
- Developing and executing a high quality search engine strategy, maximize effectiveness of Google ads, and maintaining effective landing pages
- Develop and implement long and short range planning for communications
- Develop and administer budget
- Develop and implement publications policies and manage publication activities
- Manage the writing, editing, designing and publishing of various communications and marketing materials
- Develop and implement public and media relation's strategies (electronic communications strategies including the Web site, broadcast e-mails, various electronic newsletters, etc.)
- Hire, supervise, train and evaluate assigned staff

Project Manager – The Senior Project Manager has fifteen plus years experience and a bachelor's degree. Typical duties include:

- Collaborate with the project team to identify strategies and solutions that will best meet the customer's needs within established constraint
- Work with account team as well as any and all members of assigned project team to estimate costs and timing for tasks such as project strategy, functional design, visual design, technology requirements, etc., utilizing established estimating process and tools
- Actively participates in all project activities, collaborating on the content and presentation of key customer deliverables as required to ensure relevancy, strategy, quality and timelines
- Responsible for managing project financial lifecycle, including estimates, status reporting, revenue forecasts, invoicing, etc
- Create and maintain project documentation such as estimates, project plans, proposals, statements of work, status reports (internal and external), change requests, functional specifications, etc.
- Set the standards for project work
- Accountable for flawless execution in own work and that of direct reports; pushes for same with project team members
- Identify and recommend opportunities to improve work processes

Senior Account Executive – The Senior Account Executive has six plus years experience in the industry and servicing customers. The Account Executive must have a bachelor's degree or equivalent work experience. Typical duties include:

- Work independently to implement the full spectrum of public relations tactics including writing press releases, pitching to news media, coordinating news conferences, arranging

editorial boards, coordinating special events, preparing collateral materials, placing print and broadcast advertising, etc.

- Interact with customers and vendor
- Set priorities utilizing good judgment and multi-tasking skills
- Understand overall customer strategies and help develop strategies
- Work independently and manage day-to-day implementation of customer activities
- Understand customer goals and the firm's strategic plans to meet those goals
- Respond appropriately and immediately to customer requests and concerns, and keep customers informed of the status of projects
- Define customer problems and creative challenges, stimulate and participate in brainstorming sessions, and evaluate creative ideas from customers and staff
- Supervise account work performed by account executives, assistant account executives and interns

Account Executive – One to five years experience in the industry and servicing customers. The Account Executive must have a bachelor's degree or equivalent work experience. Typical duties include:

- Provide day to day contact with customers and the media, often via telephone and email
- Relationship building and networking with colleagues, customers and the media
- Working as part of an account team to develop customer proposals and implement the PR activity
- Preparing regular customer reports and attending customer meetings to assess the progress of the PR campaign
- Researching, writing and distributing press releases to targeted media
- Promoting news stories and features to the media, often via the telephone
- Collating and analyzing media coverage
- Event management, including press conferences and promotional events
- Attending and promoting customer events to the media
- Assisting with the production of customer publications, such as in-house magazines, which may involve writing, as well as possibly managing the design and distribution of the magazine
- Commissioning market research
- Coordinating studio or location photography for PR or marketing projects
- Managing the PR aspect of a possible crisis situation

Communications Director – The Communications Director requires a bachelor's degree with at least 10 years of experience in the field.

- Directs and oversees communications programs that effectively describe and promote the organization and its products
- Conduct markets or public opinion research to assess program outcomes
- Suggests promotional campaign ideas in various types of media, as well as counsels top management on effective communication strategies
- Familiar with a variety of the field's concepts, practices, and procedures

- Typically reports to top management.

Communications Specialist – The Communications Specialist requires one to five years experience in the industry and servicing customers and must have a bachelor’s degree or equivalent work experience. Typical duties include executing Public Relations campaigns from concept to completion:

- Initiating PR story ideas
- Researching and developing content and information
- Pitching stories to the media
- Analyzing and reporting on PR campaign results
- Researching, writing, editing, and proofreading communications for both print and online media providing content to support various pre-determined marketing campaigns, such as e-mail newsletters, catalogs, collateral sheets, website/blog content, etc.
- Ensuring that all documents meet established messaging and branding standards
- Working closely with the Management Team to coordinate and execute a variety of public relations and communications activities

Market Research Director – The Market Research Director must have twenty plus year experience and a minimum of a bachelor’s degree. Typical duties include Project Oversight of the following tasks:

- Manage and mentor junior associates
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting demand
- Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution
- Measure the effectiveness of marketing, advertising, and communications programs and strategies
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Provide management with information and proposals concerning the promotion, distribution, strategy, and pricing of company products or services
- Develop mailing plans, including the selection of mailing lists

Senior Market Research Analyst – The Senior Market Research Analyst must have ten or more years experience in Market Research and a bachelor’s degree. Typical duties include:

- Manage and mentor junior associates
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting demand
- Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data

- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution
- Measure the effectiveness of marketing, advertising, and communications programs and strategies
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Commissions mailing lists or e-mail lists for surveys

Market Research Analyst I – The Market Research Analyst I must have three to five years experience in Market Research and a bachelor’s degree. Typical duties include:

- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting demand
- Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution
- Measure the effectiveness of marketing, advertising, and communications programs and strategies
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Provide management with information and proposals concerning the promotion, distribution, strategy, and pricing of company products or services
- Recruits attendees for focus group participation
- Provides research for mailing and e-mail lists

Market Research Analyst II – The Market Research Analyst II must have five to ten years experience in Market Research and a bachelor’s degree. Typical duties include:

- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting demand
- Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution
- Measure the effectiveness of marketing, advertising, and communications programs and strategies
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Provide management with information and proposals concerning the promotion, distribution, strategy, and pricing of company products or services
- Recruits attendees for focus group participation
- Provides research for mailing and e-mail lists

Marketing Assistant - The Marketing Assistant must have a bachelor's degree or equivalent work experience. Typical duties include:

- Maintain Outlook Calendars for executives including coordination of all details of schedules to include staff meetings and customer meetings
- Coordinate all travel to include hotel and air/ground transportation
- Handle all expenses
- Respond to requests for information from customers, account staff and other agency staff in a professional and promptly
- Coordinate meeting rooms, catering and room set-up for customer meetings, lunches, dinners, presentations and focus groups
- Coordinate production of large projects (or multiple small crisis projects) involving word processing, proofreading, editing, copying and binding; arrange for special vendor services when needed
- Prioritize workload and be flexible and available to assist teams and other agency staff when needed in crisis situations. Follow through on all projects to ensure thoroughness and quality for all assignments
- Assist with the writing of Market Research reports and the production of Power Point presentations

Senior Media Planner/Media Buyer – The Senior Media Planner/Media Buyer requires seven or more years of current experience and a bachelor's degree.

- Develop innovative campaign strategies
- Support account teams in the management and presentation of results to customers
- Execute on all aspects of online advertising programs to ensure campaigns run smoothly
- Use planning resources to research Web sites and online publishers
- Identify unique and compelling placement opportunities and define a media plan
- Evaluate and negotiate media proposals for potential advertising contracts by examining demographics, costs, and premier positions
- Monitor existing media buys and optimize site selection and placements using third party tracking tools
- Negotiate and resolve media discrepancies
- Create and manage reports in Excel
- Maintain relationships with a wide variety of publishers and editors
- Monitor advertising trends

Media Planner/Media Buyer – The Media Planner/Media Buyer requires five to seven years of current experience and a bachelor's degree.

- Develop innovative campaign strategies
- Support account teams in the management and presentation of results to customers
- Execute on all aspects of online advertising programs to ensure campaigns run smoothly
- Use planning resources to research Web sites and online publishers
- Identify unique and compelling placement opportunities and define a media plan

- Evaluate and negotiate media proposals for potential advertising contracts by examining demographics, traffic, costs, and premier positions
- Monitor existing media buys and optimize site selection and placements using third party tracking tools
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- Create and manage reports in Excel
- Maintain relationships with a wide variety of publishers and editors
- Monitor advertising trends

Public Relations Specialist – The Public Relations Specialist must have a bachelor’s degree or equivalent with four to five years of field experience.

- Prepares and disseminates information through newspapers, periodicals, television and radio and other forms of media
- Responsible for PR activities within communications departments of larger organizations and responsibilities as supervised by senior staff
- Responsible for writing press releases, media advisors, speeches or case studies
- Assist with planning special events
- Coordinates activities at press conferences and tradeshow
- Track trends, and looking for opportunities to receive media coverage

Senior Marketing Consultant – The Senior Marketing Consultant will have fifteen plus years experience and a bachelor’s degree. Typical duties include:

- Act as a subject matter expert to provide ideas and concepts in developing a marketing strategy and communication plan
- Runs brainstorming sessions with various parties to develop innovations
- Work with team to develop a platform for research findings and knowledge management
- Wade through research data and behavioral data to develop qualitative information
- Put together a financial analysis

Traffic Manager – The Traffic Manager has two to four years experience and a bachelor’s degree or equivalent.

- Open new job numbers in agency system and initiate project setup on server
- Create and maintain a comprehensive, organized and up-to-date master job file
- Facilitate the development of written estimates
- Create or monitor creation of all new schedules. Update and receive internal approval of schedule revisions
- Create and maintain a weekly agency Status Report for all projects in progress
- Organize and hold Work in Progress meetings
- Supervise the completion of assignments/projects in compliance with agreed-upon deadlines
- Implement a detailed tracking system for each phase of a project, supporting established agency process guidelines and providing historical information for billing and reconciliation purposes

- Route all layouts, copy, mechanicals, interactive materials, proofs, and any other materials pertinent to a job for internal quality assurance
- Keep organized files of all agency samples and other collateral in a library format
- Assist in new business presentations in a scheduling and estimating capacity

Senior Conference Planner – The Senior Conference Planner will have ten plus years experience and a bachelor’s degree or equivalent. Typical duties include:

- Effectively plan and communicate to all departments the expressed need of the customer
- Work directly with the Director of Food and Beverage and/or Executive Chef to ensure all catering options/menus are presented to the customer accurately and effectively
- Ensure that all appropriate communication for upcoming business is complete and distributed in a timely manner to the management team
- Work with the service staff to see that message handling with administrative support is efficiently handled and placed in the computer based system immediately
- Work closely with the Audio Visual to ensure room set-ups, A.V. needs, and special requests
- Take special events and theme parties to a new level
- Engage in educational and team building activities

Conference Planner I – The Conference Planner I requires three plus years experience and bachelor’s degree or equivalent. Typical duties include:

- Confer with customers in the pre, during and post planning and execution of their training and/or meetings
- Meet and greet on-site contacts daily
- Effectively plan and communicate to all departments the expressed needs of the customer. This will include all food and beverage, audiovisual, room set up requirements and any other conference needs that are required.
- Act as a liaison between the Conference Center and customers
- Assist in facilitating weekly review meeting to details such as customers" itinerary and to anticipate any possible challenges
- Work with the service staff to see that message handling with administrative support is efficiently handled and placed in the computer based system immediately
- Work closely with all facets to ensure total customer satisfaction
- Develop Action Plans to complete projects that improve services and customer satisfaction

Conference Planner II – The Conference Planner II requires five plus years experience and bachelor’s degree or equivalent. Typical duties include:

- Confer with customers in the pre, during and post planning and execution of their training and/or meetings
- Meet and greet on-site contacts daily

- Effectively plan and communicate to all departments the expressed needs of the customer. This will include all food and beverage, audiovisual, room set up requirements and any other conference needs that are required.
- Act as a liaison between the Conference Center and customers
- Assist in facilitating weekly review meeting to details such as customers" itinerary and to anticipate any possible challenges
- Work with the service staff to see that message handling with administrative support is efficiently handled and placed in the computer based system immediately
- Work closely with all facets to ensure total customer satisfaction
- Develop Action Plans to complete projects that improve services and customer satisfaction

Senior Writer/Editor – The Senior Writer/Editor will have ten or more years experience and a bachelor’s degree. Typical duties include:

- Write, edit and authenticate technical and promotional materials including:
 - Product manuals
 - Annual Reports
 - Websites
 - FAQs
 - Case Studies
 - Reference letters
 - Data sheets/Fact sheets
 - Specification books
 - Conference presentations
 - White papers
 - Brochures
- Create content for Internet-based communications
- Analyze and interpret data to determine technical accuracy, appropriate syntax, style and grammatical usage required for documents
- Prepares multimedia presentations
- Select graphics to be incorporated in literature

Writer/Editor – The Writer/Editor will have five or more years experience and a bachelor’s degree. Typical duties include:

- Write, edit and authenticate technical and promotional materials including:
 - Product manuals
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 - Product descriptions
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 - White papers

- Brochures
- Create content for Internet-based communications
- Analyze and interpret data to determine technical accuracy, appropriate syntax, style and grammatical usage required for documents
- Prepares multimedia presentations
- Select graphics to be incorporated in literature

Senior Copywriter – The Copywriter must have a minimum of ten years experience and a bachelor’s degree or equivalent. Typical duties include:

- Write, proofread, and edit copy for marketing communications
- Communications include but are not limited to: direct mail, collateral material (brochures), interactive marketing vehicles (web pages, banner ads, and e-mails), presentations, feature articles and internal communications
- Coordinates Communication Review Process
- Assists in estimating production costs, overseeing work done by external suppliers, and preparation of the marketing programs

Copywriter – The Copywriter must have a minimum of four years experience and a bachelor’s degree or equivalent. Typical duties include:

- Write, proofread, and edit copy for marketing communications
- Communications include but are not limited to: direct mail, collateral material (brochures), interactive marketing vehicles (web pages, banner ads, and e-mails), presentations, feature articles and internal communications
- Coordinates Communication Review Process
- Assists in estimating production costs, overseeing work done by external suppliers, and preparation of the marketing programs

Senior Scriptwriter – The Scriptwriter will have a bachelor’s degree or equivalent and seven or more years direct experience. Typical duties include:

- Work with customer to determine needs
- Write and develop a script for Public Service Announcements, Television advertisements, etc.

Scriptwriter – The Scriptwriter will have a bachelor’s degree or equivalent and five years direct experience. Typical duties include:

- Work with customer to determine needs
- Write and develop a script for Public Service Announcements, Television advertisements, etc.

Art Director – The Art Director has seven or more years experience and a bachelor’s degree or equivalent. Typical duties include:

- Work with designer, copywriter and marketing customers to conceptualize and execute designs and campaigns that will advance merchandising, business, marketing, or branding objectives
- Concept, plan and execute photo shoots and layouts
- Work as a design lead to explore and create successful and strategic marketing solutions
- Has a thorough understanding of the customer’s brand and design standards for creative applications
- Has a deep understanding of existing templates and conventions but also has the ability to focus on new concepts, systems and solutions
- Produce specifications for HTML and consultations with producers, HTML and email teams to implement designs
- Provide production support as needed
- Assist marketing and executive team members with presentation preparation and general support
- Develop, research and leading best practices for overall team efficiency
- Identify improvement in the overall processes, and is able to drive implementation of changes and solutions
- Highly aware of competitor best practices and able to leverage these ideas as needed
- Lead and mentor design team
- Provide art direction and guidance to all members of the design team

Graphic Design I – Graphic Design I requires a bachelor’s degree or equivalent. Typical duties include:

- All print and web design projects in support of sales/marketing plans
 - Catalogs, brochures, ads, direct mailers
 - Create distinctive campaigns conveying strong brand messaging
 - Develop and maintain brand identity and consumer image
 - Edit and retouch of product photos
 - Website maintenance and design
 - Prioritize and meet deadlines

Graphic Design II – Graphic Design II requires a bachelor’s degree or equivalent and two to five years of experience.

- All print and web design projects in support of sales/marketing plans
 - Color catalogs, brochures, ads, direct mailers
 - Create distinctive campaigns conveying strong brand messaging
 - Develop and maintain brand identity and consumer image
 - Edit and retouch of product photos
 - Website maintenance and design
 - Prioritize and meet deadlines

Graphic Design III – Graphic Design III requires a bachelor’s degree or equivalent and five plus years of experience. Typical duties include:

- Act as design reviewer
- Provide art direction to graphic designers in support of marketing and operations departments
- Provide innovative conceptual design, layout and pre-press for marketing and collateral material
- Provide technical assistance and knowledge of state-of-the-art graphic design and presentation software, hardware and peripheral equipment
- Formulate and develop complex or innovative design concepts into art layouts and presents to departments head and/or customer for approval
- Conduct research to select and secure suitable illustrative material; studies illustration and photographs to plan presentation of material
- Develop format for page layout, advertisements, brochures, and any collateral material by determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetics design concepts
- Coordinate project production, verifies requirements, and supplies direction to co-workers assigned to the same project, to ensure consistency in format and quality. Consult with Graphics Manager on inconsistencies and problem areas
- Organize and maintains graphics request folders, labor sheets and time sheets

Producer/Writer/Director – The Producer/Writer/Director requires seven years experience and a bachelors’ degree or equivalent. Typical duties include:

- Switch and direct live newscasts, commercials and video segments
- Plan and execute graphics and other pre-produced elements of the newscasts, commercials and video segments
- Work with staff in preparation for the shows and video segments
- Supervise a technical crew during the shows and accepting accountability for the overall execution of the shows

Creative Director – The Creative Director has a bachelor’s degree or equivalent and ten plus years in the field. Typical duties include:

- Interpret and advocate for the strategic implications of design objectives for top management
- Establish operational goals and objectives and provide a business context for those goals and objectives
- Mentor, develop, and guide the work of Design personnel
- Recognized as a creative
- Review and critique other projects and advises on improvements
- Responsible for ensuring that design budgets, schedules, and performance standards are attained

- Develop operational policies and procedures for Design

Executive Producer - The Executive Producer requires seven plus years experience and a bachelors' degree or equivalent. Typical duties include:

- Produce video and/or audio segments
- Edit and critique and approve scripts
- Write scripts and provide background information
- Assign editing and graphics responsibilities
- Supervise on-air product, including graphic look and continuity
- Research and select venues for shoots and franchises, providing appropriate feedback and direction to talent, freelancers, editors and photographers
- Will make decisions regarding special projects including creative approach, location, and talent
- Directly supervises talent, production staff and media editors

Senior Photographer – The Senior Photographer will have an associate's degree or equivalent and five years experience.

- Ability to use both film and digital media cameras
- Establishes photographers' schedules
- Supervise the selection and assembly of photography equipment according to subject material, anticipated conditions, and knowledge of function and limitations of various types of cameras, lenses, films, and accessories
- Develop and incorporate new backgrounds, poses, and lighting techniques

Photographer – The Photographer will have an associate's degree or equivalent and two years experience.

- Ability to use both film and digital media cameras
- Establishes photographers' schedules
- Supervise the selection and assembly of photography equipment according to subject material, anticipated conditions, and knowledge of function and limitations of various types of cameras, lenses, films, and accessories
- Develop and incorporate new backgrounds, poses, and lighting techniques

Audiovisual Specialist – The Audiovisual Specialist has two years experience and a bachelor's degree or equivalent. Typical duties include:

- Produce video content for business development, training, and/or other communicative purposes
- Interface with all levels with the customer to determine which of their requirements can best be served by creating and/or developing videotape, DVD, or interactive multimedia CD-ROM deliverable

- Research and prepare the material, develops scripts, creates and/or selects visual aids, music, sound effects, etc.
- Can function as producer, director, cameraman, audio technician, and video editor
- Has strong understanding of all post production procedures including video compression, file preparation for DVD, CD, and Web deliverables. Has experience in Video Conferencing, Webcasting, and Podcasting
- Has strong knowledge of the Adobe Creative Suite and Apple Final Cut
- Ability to create animations with Adobe After Effects and NewTek Lightwave 3D a plus
- Understands and ensures compliance of corporate branding guidelines, ITAR, public release process and copyright requirements
- Operate all formats of video cameras including High Definition, BetaSP, DVCam, and miniDV as well as understand and utilize studio and location lighting
- Direct all levels of employees on camera including executives and hired talent
- Operate DSR DVCam recording decks, DVD recorders/players, NTSC monitors, VHS, and Beta decks using all formats of firewire, USB, and RS422 video playback controllers
- Configure dub racks and video/audio editing pipeline cabling workflows
- Operate a teleprompter, a jib arm, windows media encoder for webcasting, video and audio podcasting, understands audio compression for recording, audio mixers, lavalier, boom, and handheld microphones
- Operate a Primera DVD/CD burner/labeler and format external harddrives for backup and archiving

Senior Illustrator – The Senior Illustrator has five or more years experience and a bachelor’s degree or equivalent. Typical duties include:

- Demonstrates strong black and white line art, strong in isometric drawings
- Responsible for creating, updating and managing workflow systems
- Design and produce graphics based on ideas projected and provide communications
- Interface to all customers for graphic designs

Illustrator – The Illustrator has two to five years experience and a bachelor’s degree or equivalent. Typical duties include:

- Demonstrates strong black and white line art, strong in isometric drawings
- Responsible for creating, updating and managing workflow systems
- Design and produce graphics based on ideas projected and provide communications
- Interface to all customers for graphic designs

Translator – The Translator has a minimum of five years experience and has a fluent ability to speak, comprehend and write multiple languages.

The translation process normally involves a combination of the following activities:

- Reading through original material and rewriting it in the target language, ensuring that the meaning of the source text is retained

- Using specialist dictionaries, thesauruses and reference books to find the closest equivalents for terminology and words used
- Researching legal, technical and scientific phraseology to find the correct translation
- Liaising with clients to discuss any unclear points
- Proofreading and editing final translated versions
- Providing clients with a grammatical, accurate final version of the translated text, usually as a word processed document
- Consulting with experts in specialist areas
- Supplying subtitles for television programs
- Liaising with businesses, legal firms and government departments as necessary, depending on the content of the material to be translated

Quality Assurance Manager – The Quality Assurance Manager has a minimum of three years experience and a bachelor’s degree or equivalent. Typical duties include:

- Promoting quality achievement and performance improvement throughout the organization
- Setting QA compliance objectives and ensuring that targets are achieved
- Maintaining awareness of the business context and company profitability, including budgetary control issues
- Assessing suppliers' and own company's product specifications and customer requirements
- Working with purchasing staff to establish quality requirements from external suppliers
- Defining quality procedures in conjunction with operating staff
- Setting up and maintaining controls and documentation
- Identifying relevant quality-related training needs
- Collating and analyzing performance data and charts against defined parameters
- Establishing standards of service for customers or clients
- Preparing clear explanatory documents such as customers' charters
- Monitoring performance through gathering relevant data and producing statistical reports

Consultant – The Consultant will have four years progressive experience in managing Advertising and Media projects and a bachelor’s degree. Typical duties will be:

- Provides monthly consulting services for annual and/or regional meetings and other industry events.
- Manages, schedules, negotiates outside costs, issue purchase orders, reviews invoices and product deliverables for other subcontractors.
- Coordinates and liaison with client on any project not in existing Service Agreement

2. Maximum order: **\$1,000,000 per SIN and \$4,000,000 per order.**

3. Minimum order: The minimum dollar value of orders to be issued is **\$100.**

4. Geographic coverage (delivery area): **Domestic 50 states, Washington, D.C., Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.**
5. Point of production: **Silver Spring, Montgomery County, Maryland, USA**
6. Discount from list prices or statement of net price: **Prices shown in the price list are GSA net**
7. Quantity discounts: **None**
8. Prompt payment terms: **Net 30 days**
9. Notification that Government purchase cards are accepted at or below the micro-purchase threshold and at or above the micro-purchase threshold: Government credit card **will** be acceptable for all micro-purchase orders.
10. Foreign items (list items by country of origin): **None**
- 11a. Time of delivery: **As mutually agreed, per Statement of Work**
- 11b. Expedited Delivery: **Not applicable.**
- 11c. Overnight and 2-day delivery: **Not applicable.**
- 11d. Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering activity, ordering activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
12. F.O.B. point: **Destination**
- 13a. Ordering address:

Boscobel Marketing Communications, Inc.
8606 Second Avenue
Silver Spring, MD 20910
- 13b. Ordering information telephone number:

301-588-2900
301-588-1363 FAX

- 13c. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address:
Boscobel Marketing Communications, Inc.
8606 Second Avenue
Silver Spring, MD 20910
15. Warranty provision: **Boscobel warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in this contract.**
16. Export packing charges: N/A
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **None**
18. Terms and conditions of rental, maintenance, and repair: N/A
19. Terms and conditions of installation: N/A
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
- 20b. Terms and conditions for any other services: N/A
21. List of service and distribution points: N/A
22. List of participating dealers: N/A
23. Preventive maintenance: N/A
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): 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/: N/A
25. Data Universal Number System (DUNS) number: **01-653-3093**
26. Notification regarding registration in Central Contractor Registration (CCR) database:
Contractor **has** registered with the Central Contractor Registration Database.