



Federal Supply Schedule Price List  
**Industrial Group: Professional Services**  
**Contract No: GS-07F0495Y**

# General Services Administration

Multiple Award Schedule

## **CONTRACTOR**

Brunet-García Advertising, Inc.  
1534 Oak Street, Suite 201  
Jacksonville, FL 32204

## **BUSINESS SIZE/CLASSIFICATION**

Small, Disadvantaged, 8(a), Minority-owned

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 GSA Advantage! is: [GSA Advantage.gov](http://GSA Advantage.gov).

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

Price list current as of Modification # PS-A812 effective April 27, 2020

## **CONTACT FOR CONTRACT ADMINISTRATION**

Diane Brunet-García  
COO / Founder  
904.346.1977, Jacksonville, FL  
202.368.6805, Washington, DC  
770.681.1213, Atlanta, GA  
[dbrunet@brunetgarcia.com](mailto:dbrunet@brunetgarcia.com)

## **CONTRACT PERIOD**

August 1, 2017, through July 31, 2022



---

Federal Supply Schedule Price List  
**Industrial Group: Professional Services**  
**Contract No: GS-07F0495Y**

---

# Table of Contents

Brunet-García Advertising, Inc.

- 
- 3** Customer Information
  - 5** Why Brunet-García?
  - 6** Labor Price List & Other Direct Costs
  - 16** Awards
-



# Customer Information

## 1A. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS):

<b>CONTRACT #</b>	<b>SIN DESCRIPTION</b>
GS-07F-0495Y	512110 Video/Film Production
	541430 Graphic Design Services
	541511 Web Based Marketing
	541613 Marketing Consulting Services
	541810 Advertising Services
	541810ODC Other Direct Costs for Marketing & Public Relations Services
	541820 Public Relations Services
	541910 Marketing Research & Analysis
	611430 Professional and Management Development Training
	OLM Order-Level Materials
	611512 Flight Training

In addition to holding the GSA Multiple Award Schedule, Brunet-García Advertising, Inc., is a State of Florida-approved vendor and is certified as a Minority Business Enterprise under the provisions of Chapter 287, Florida Statutes, and is DOT DBE-certified. In 2012, Brunet-García was certified as a Hispanic-owned, 8(a)-certified small business by the SBA.

## 1B. LOWEST-PRICED SERVICE AND PRICE FOR EACH SIN:

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

**1C. HOURLY RATES:** Hourly rates are shown in the Labor Price List, pages 6-13.

**2. MAXIMUM ORDER:** \$1,000,000

**3. MINIMUM ORDER:** \$100

**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

**5. POINT(S) OF PRODUCTION:** Jacksonville, FL 32204

**6. DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (net GSA price). Current IFF rate is 0.75%.

**7. QUANTITY DISCOUNT(S):** None

**8. PROMPT PAYMENT TERMS:** Net 30 days. **Information for Ordering Offices:** Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

**9A. GOVERNMENT PURCHASE CARDS ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD:** Yes



# Customer Information

**9B. GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD:** Yes

**10. FOREIGN ITEMS:** None

**11A. TIME OF DELIVERY:** To be determined at time of task order

**11B. EXPEDITED DELIVERY:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

**11C. OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the contractor for rates.

**11D. URGENT REQUIREMENTS:** Agencies can contact the contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination

**13A. ORDERING ADDRESS:**

Brunet-García Advertising, Inc.  
1534 Oak Street, Suite 201  
Jacksonville, FL 32204

**13B. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

**14. PAYMENT ADDRESS:**

Brunet García Advertising, Inc.  
1534 Oak Street, Suite 201  
Jacksonville, FL 32204

**15. WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

**16. EXPORT PACKING CHARGES:** N/A

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Accepted below and above the micro-purchase amount

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:** N/A

**19. TERMS AND CONDITIONS OF INSTALLATION:** N/A

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES:** N/A

**20A. 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 (IF APPLICABLE):** N/A

**24A. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES:** N/A

**24B. SECTION 508 COMPLIANCE FOR EIT:** As applicable

**25. DUNS NUMBER:** 134073084

**26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Active



# Why Brunet-García?

**PROJECTS ON TIME.  
PROJECTS ON BUDGET.  
PAINLESS PROCUREMENT.**

Brunet-García is a team of “change agents” who create, develop, and sustain brands that enrich our lives and inspire meaningful change. We serve on the frontlines of cross-cultural communications and public involvement strategies, crafting powerful and compelling messages that reach diverse audiences and promote behavior change.



ESTABLISHED IN 2003, BRUNET-GARCÍA IS A PROVEN GOVERNMENT CONTRACTOR HOLDING THE **GSA MULTIPLE AWARD SCHEDULE**. AS A HISPANIC-OWNED ENTERPRISE, WE ARE REGISTERED AS AN **SBA 8(A)-CERTIFIED** SMALL BUSINESS.

## **INVESTED PARTNER**

In us, you'll find an empathetic and passionate partner committed to providing sound counsel, fresh insights, award-caliber creative, and measurable results. The relationships we've forged over 14 years have given us a thorough understanding of working with government agencies. We know your success depends upon hiring contractors you can trust to deliver within your parameters. While we can tailor any project to meet any budget, the one thing we will never compromise on is breakthrough work that meets strategy on time and on budget. We will bring value, experience, judgment, innovation, and credibility every step of the way, from procurement to project completion.

## **STRATEGIC CREATORS**

Brunet-García delivers award-winning public education, public awareness, and public outreach campaigns. Our out-of-the-box creative solutions—informed by market research and deep experience—are designed to meet our customers' operational needs. Intellect and instinct are not mutually exclusive at our agency. They work in tandem to create purpose-driven creative work. While we work toward a shared vision, we see the world through a diverse, multicultural lens—expanding our perspective and your possibilities.



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>▼ CREATIVE</b>		
<b>Executive Creative Director</b>	Oversees multiple concurrent projects. Strategizes with clients to ensure needs are met. Directs designers and artists through the creative process and product development process. Conducts workshops with clients to determine the wants and needs of the project. Conceives innovative and state-of-the-art creative ideas. Bachelor's Degree & 15 years related industry experience.	<b>\$272.04</b>
<b>Creative Director</b>	Supervises and directs agency creative product (design and copy), visual strategy development; supervises photo and video shoots. Works with principal/management supervisor and advertising strategist to facilitate focus groups, message workshops and other high-level meetings; client contact. Supervises all agency creative staff and works closely with account management staff. Bachelor's Degree & 10 years related industry experience.	<b>\$193.53</b>
<b>Associate Creative Director</b>	Works closely with the creative directors to turn vision into reality by assisting with client intake meetings and workshops. Drives creative processes and keeps client contact organized, ensuring constant communication. Bachelor's Degree & 10 years related industry experience.	<b>\$176.83</b>
<b>Creative Group Head</b>	Assists the creative directors by prioritizing projects and deadlines. Ensures plans are successfully communicated and implemented by the creative and digital teams. Works with account managers to guarantee project objectives are established and achieved. Bachelor's Degree & 8 years related industry experience.	<b>\$167.76</b>
<b>Senior Art Director</b>	Develops visual and copy creative; supervises and art directs senior designers, graphic designers, writers, illustrators, photographers, and other creative staff; client contact. Works closely with creative director, writers and account management staff. BFA Degree & 7 years related industry experience.	<b>\$162.15</b>
<b>Illustration</b>	B&W and 4/C custom illustration per project guidelines and creative direction in traditional and digital media. BFA Degree & 2 years related industry experience.	<b>\$144.77</b>
<b>Art Director</b>	Develops visual and copy creative, including graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production; client contact. Works closely with creative director, art director, writers and account management staff. BFA Degree & 5 years related industry experience.	<b>\$141.23</b>
<b>Ad/Traffic Manager</b>	Works with media planner and media buyer to ensure that all advertising mechanical files arrive to media outlet per schedule. Collects tear sheets to validate run of ad insertion and maintains advertising files. Bachelor's Degree & 5 years related industry experience.	<b>\$140.10</b>
<b>Senior Designer</b>	Graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production. BFA Degree & 2 years related industry experience.	<b>\$130.76</b>
<b>Photo Imaging Specialist</b>	Converts all photographs/illustrations for end product use, including scanning, color correction and creation of high-resolution (review) proofs. Associate Degree & 2 years related industry experience.	<b>\$120.30</b>
<b>Graphic Designer</b>	Graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production. BFA Degree & 2 years related industry experience.	<b>\$114.93</b>



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>Mechanical Production</b>	Creates all mechanical files from approved working files for subsequent production. Includes pre-press troubleshooting of files; all associated paperwork, burns of all disks and other pertinent job files according to contract requirements. BFA Degree & 2 years related industry experience.	<b>\$109.84</b>
<b>▼ COPYWRITING</b>		
<b>Lead Technical Writer</b>	Oversees development of technical copy content for all communications products. Experienced in technical writing as well as traditional advertising and marketing copywriting. Bachelor's Degree & 15 years related industry experience.	<b>\$181.36</b>
<b>Technical Writer</b>	Works with creative staff and client to develop technical copy content for all communications products. Experienced in technical writing as well as traditional advertising and marketing copywriting. Bachelor's Degree & 12 years related industry experience.	<b>\$158.69</b>
<b>Senior Writer</b>	Works with creative staff and client to develop copy content for all print, web, and multimedia deliverables. Experienced in technical writing as well as traditional advertising/marketing copywriting. Bachelor's Degree & 10 years related industry experience.	<b>\$140.10</b>
<b>Copy Editor</b>	Edits client and writers' text for grammar, style guidelines, and publishing industry standards. Bachelor's Degree & 5 years related industry experience.	<b>\$140.10</b>
<b>Writer</b>	Works with creative staff and client to develop copy content for all print, web, and multimedia deliverables. Experienced in technical writing as well as traditional advertising/marketing copywriting. Bachelor's Degree & 5 years related industry experience.	<b>\$126.09</b>
<b>Proofreader</b>	Proofreads all materials to ensure that requested edits are made, all client-provided text is incorporated, and correct style guides are used. Bachelor's Degree & 5 years related industry experience.	<b>\$122.42</b>
<b>Proofreading Coordinator</b>	Coordinates with proofreaders to ensure that requested edits are made, all client-provided text is incorporated, and correct style guides are used. Bachelor's Degree & 3 years related industry experience.	<b>\$114.93</b>
<b>Junior Proofreader</b>	Assists in the proofing process to ensure requested edits are made, all client-provided text is incorporated, and correct style guides are used. Bachelor's Degree & 1 year related industry experience.	<b>\$77.08</b>
<b>▼ VIDEO/PHOTOGRAPHY/PRINT PRODUCTION</b>		
<b>Executive Producer</b>	Oversees production of the entire video and film design and production process from pre- through post-production. Oversees the writers and journalists, chooses talent, directs personnel and vendors, and collaborates with the executive creative director and other creative staff to make the creative vision a tangible reality for any video, b-roll, or film end product. Bachelor's Degree & 15 years related industry experience.	<b>\$272.04</b>
<b>Executive Director</b>	Oversees direction of live shots and the film, talent, and production staff to create the raw footage for any video, b-roll or film end product. Provides expertise in film, set design, lighting, cinematography, acting, and special effects techniques to ensure a quality product. The executive director works closely with the executive producer and executive creative director. Bachelor's Degree & 15 years related industry experience.	<b>\$272.04</b>





# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>Video Production Manager</b>	Responsible for all the organizational aspects of production including scheduling, budgeting, workflow, and meeting deadlines. The video production manager works effectively with all of production team, pays close attention to detail, and is knowledge of legal requirements. Bachelor's Degree & 10 years related industry experience.	<b>\$172.29</b>
<b>Producer</b>	Manages the entire video/film design and production process from pre- through post-production. The producer works with writers and journalists, chooses talent, directs personnel and vendors, and collaborates with the creative director and other creative staff to make the creative vision a tangible reality for any video, b-roll or film end product. Bachelor's Degree & 10 years related industry experience.	<b>\$156.91</b>
<b>Director</b>	Manages and directs live shots and the film, talent, and production staff to create the raw footage for any video, b-roll, or film end product. Knowledgeable about film, set design, lighting, cinematography, acting and special effects techniques to ensure a quality product. The director also works closely with the producer and creative director. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>TV/Video Production</b>	Handles all the pre-production, production and post-production activities not handled by the producer, director, creative director, cameraman, editor, art director, senior designer, graphic designer, project/production manager, senior writer, writer, senior account manager, account manager, and clerical support team member. Bachelor's Degree & 5 years related industry experience.	<b>\$156.91</b>
<b>Project/Production Management</b>	Works with all staff, outside vendors, and clients to ensure that research, design, and production proceeds smoothly per each product/campaign's strategic plan; drafts all production schedules; coordinates all reporting activities; and creates all client invoices. Bachelor's Degree & 5 years related industry experience.	<b>\$156.91</b>
<b>Cameraman</b>	Shoots all footage for any video, b-roll, or film end product per the requirements of each media. Knowledgeable about camera, film, lighting, cinematography, and special effect techniques to shoot all imagery effectively and per creative direction. Works closely with producer, director, and creative director. Bachelor's Degree & 5 years related industry experience.	<b>\$141.23</b>
<b>Video Editor</b>	Edits raw footage shot per the creative direction to the specified time/length requirements; adds soundtrack and music elements to create the master that will be used for duplication. Editor is familiar with editing software, music and special effects. Editor works closely with producer, director and creative director. Bachelor's Degree & 5 years related industry experience.	<b>\$140.10</b>
<b>Photographer</b>	Shoots all on-site, location and studio photography per project specifications. Includes layout and styling per creative and art director instructions. Formats to include color and B&W film and digital formats. Knowledgeable about lighting; set design, product styling, portraiture, advertising, marketing, and event photography. Associate Degree & 5 years related industry experience.	<b>\$136.02</b>
<b>Print Traffic Manager</b>	Gathers print estimates from varying sources; makes printer recommendations, works with creative and production staff to develop production schedules; arranges for pre-press review and press inspections. Supervises the print production process from mechanical files to finished and delivered product. Bachelor's Degree & 2 years related industry experience.	<b>\$140.10</b>
<b>Photography Assistant</b>	Assists photographer to shoot all onsite, location, and studio photography per project specifications. Includes layout and styling per creative and art director instructions. Formats to include color and B&W in film and digital formats. Knowledgeable about lighting; set design, product styling, portraiture, advertising, marketing, and event photography. Associate Degree & 2 years related industry experience.	<b>\$126.09</b>





# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>▼ EARNED MEDIA/PARTNER ENGAGEMENT/DIRECT OUTREACH</b>		
<b>Director of PR</b>	Creates PR, social media, and partnership engagement strategies. Builds relationships with media and potential clients. Oversees content production. Oversees market research. Bachelor's Degree & 18 years related industry experience.	<b>\$272.04</b>
<b>Senior PR Counsel</b>	PR strategy; research and analysis; message development; media development; government, media, and corporate relations. Supervises PR staff and works cooperatively with creative staff for campaign implementation. Conducts focus groups, message workshops, and other high-level meetings. Client relations, contract management, firm management, and administration. Bachelor's Degree & 10 years related industry experience.	<b>\$184.89</b>
<b>Senior PR Campaign Management</b>	Manages PR campaigns including workflow and operations management of new PR strategies. Oversees content production and implementation. Bachelor's Degree & 10 years related industry experience.	<b>\$167.76</b>
<b>PR Campaign Management</b>	Supervises all aspects of public relations: strategy and campaign implementation; research and analysis; message development; focus groups; strategic plans; media development and training; government, media and corporate relation; event coordination, planning, and management. Bachelor's Degree & 10 years related industry experience.	<b>\$156.91</b>
<b>Media Training</b>	Trains client staff to effectively communicate with all media outlets. Plans and conducts training sessions. Bachelor's Degree & 7 years related industry experience.	<b>\$154.11</b>
<b>PR Planner</b>	PR strategy and campaign implementation; drafts and edits PR and media plans; event coordination and negotiation; media and corporate relations development. Bachelor's Degree & 7 years related industry experience.	<b>\$147.11</b>
<b>PR Coordinator</b>	Works with senior public relations counsel and PR planner to coordinate all aspects of public relations: strategy and campaign implementation; research and analysis; message development; focus groups; strategic plans; media development and training; government, media and corporate relations; event coordination, planning, and management. Bachelor's Degree & 5 years related industry experience.	<b>\$120.30</b>
<b>PR Specialist</b>	Works with PR and creative staff to implement PR campaign components: strategy; research and analysis; message development; focus groups; strategic plans; media development and training; government, media and corporate relations; event coordination; planning and management; writing (drafts and edits media/PR plans, press releases and other pertinent documents). Bachelor's Degree & 5 years related industry experience.	<b>\$109.84</b>
<b>▼ PAID MEDIA</b>		
<b>Director of Media Strategy</b>	Conducts media research and prepares media plans per budget and target audiences to maximize allocated advertising and media funds. Master's Degree & 10 years related industry experience.	<b>\$272.04</b>
<b>Senior Media Strategist</b>	Creates media strategies for content development and placement. Utilizes tools to plan, report, and monitor trends. Focuses on methods of original content which go beyond the minimal requirements distributed by the clients. Handles day-to-day communication with social clients establishing trust and accountability between the two entities. Monitors campaign post-launch information to track progress, growth, and achievements. Bachelor's Degree & 10 years related industry experience.	<b>\$181.36</b>



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>Media Planning</b>	Conducts media research and prepares media plans per budget and target audiences to maximize allocated advertising and media funds. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>Media Buying</b>	Works with media planner to implement all media plans; negotiates advertising rates with all media outlets; collects tear sheets and coordinates vendor payments; maintains advertising files. Bachelor's Degree & 5 years related industry experience.	<b>\$140.10</b>
<b>Direct Mail Services</b>	Coordinates all direct mail activities; ensures that all print materials conform to U.S. postal regulations; coordinates mailing list activities and supervises fulfillment and mail house. Works closely with production and account management staff. Associate Degree & 2 years related industry experience.	<b>\$126.09</b>
<b>Media Analyst</b>	Produces media evaluation reports based on audience research to improve the effectiveness of marketing campaigns. Reports on paid and earned media results. Bachelor's Degree & 2 years related industry experience.	<b>\$117.88</b>
<b>Junior Media Analyst</b>	Supports media analyst in collecting information to produce media evaluation reports, and reports on paid and earned media results. Bachelor's Degree & 1 years related industry experience.	<b>\$77.08</b>
<b>▼ DIGITAL/IT</b>		
<b>Director of Web Development</b>	Leads development of websites exhibiting state-of-the-art and innovative knowledge of coding and programming techniques. Approves layout and features of the website to ensure function according to the client's specifications. Bachelor's Degree & 15 years related industry experience.	<b>\$272.04</b>
<b>Senior Technology Director</b>	Directs development and maintained of systems. Exhibits advanced knowledge of infrastructure and operating systems. Bachelor's Degree & 12 years related industry experience.	<b>\$172.29</b>
<b>Web Marketing Strategist</b>	Web strategy and tactics development includes working with the client and other web professionals to integrate other client activities into a cohesive integrated marketing approach that leverages the Internet and social media for awareness, outreach, and collaboration. Bachelor's Degree & 10 years related industry experience.	<b>\$164.68</b>
<b>Web Usability Research</b>	Reviews and makes recommendations for improvement to existing client websites and those under construction. Constructs, designs, and supervises usability studies with usability industry research best practices. Works with web development and creative team conduct to usability studies. Writes recommendation reports. Bachelor's Degree & 10 years related industry experience.	<b>\$156.91</b>
<b>Web Search Engine Optimization</b>	Develops key word search terms and other industry best practices to optimize site for search engine technology. Works to improve site visibility among targeted audiences with relevant messages. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>Technology Director</b>	Maintains all computer systems and oversees technology department. Reviews all print, multimedia, and web creative so that all designs are technically sound and 508 compliant. Supervises all web development activities. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>Web Architect/Developer</b>	Develops the site organization, user interface, and web architecture for all website development. Bachelor's Degree & 7 years related industry experience.	<b>\$147.11</b>



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>Web Content Developer</b>	Searches content sources to identify and collect relevant content and images. Develops copy content for all web deliverables. Fluent in marketing, informational, and technical writing. Bachelor's Degree & 10 years related industry experience.	<b>\$140.10</b>
<b>Web Programmer</b>	Programs all web work. Fluent in HTML, JavaScript, Shockwave, Flash and other web/multimedia technologies. Works in close coordination with creative staff, web site host, and web master to program all website and multimedia work. Associate Degree & 5 years related industry experience.	<b>\$132.39</b>
<b>Web Production Specialist</b>	Produces web work from creative master files. Completes client design/review edits. Works in tandem with web programmer in the web production process. Associate Degree & 5 years related industry experience.	<b>\$120.30</b>
<b>Web Maintenance</b>	Per client instructions, makes periodic edits to web sites and updates coding and software when necessary. Associate Degree & 5 years related industry experience.	<b>\$120.30</b>
<b>▼ ACCOUNT MANAGEMENT</b>		
<b>Principal Management Supervisor</b>	Strategy development (branding, PR/marketing, and awareness), message development, research and analysis; conduct focus groups, message workshops and other high-level meetings, manage contract and client relationships, firm management, and administration. Bachelor's Degree & 15 years related industry experience.	<b>\$233.50</b>
<b>Senior Account Manager</b>	Primary client point of contact; coordinates all aspects of research, design, and production; schedules client meetings and conference calls; drafts creative briefs; handles all reporting activities; gathers and analyzes outside vendor costs; creates proposals and estimates, and submits all invoices per contract. Collaborates with senior strategic marketing and creative staff. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>Account Manager</b>	Primary client point of contact; coordinates all aspects of research, design, and production; schedules client meetings and conference calls, drafts creative briefs; handles all reporting activities; gathers and analyzes outside vendor costs; creates proposals and estimates, and submits all invoices per contract. Supports all functions of the strategic marketing, PR and creative staff. Bachelor's Degree & 5 years related industry experience.	<b>\$141.23</b>
<b>Account Coordinator</b>	Assists account team in coordinating all aspects of research, design, and production. Schedules client meetings and conference calls, drafts creative briefs, handles reporting activities, gathers and analyzes outside vendor costs, creates proposals and estimates, and submits invoices per contract. Supports functions of the strategic marketing, PR, and creative staff. Bachelor's Degree & 1 year related industry experience.	<b>\$116.80</b>
<b>Clerical Support</b>	Coordinates all telephone, courier, proofreading, billing, and accounts receivables activities. Associates Degree & 2 years related industry experience.	<b>\$98.07</b>
<b>Administrative Assistant</b>	Assists the account team by coordinating schedules, phone calls, and appointments. Organizes documents and supports functions of the strategic marketing, PR, and creative staff. Associate's Degree & 2 years related industry experience.	<b>\$68.01</b>
<b>Intern</b>	Assists in design, research, social media, PR, or administrative support. High School Degree & 1 year related industry experience.	<b>\$49.87</b>



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
▼ STRATEGY/RESEARCH		
<b>Subject Matter Expert</b>	Provides a definitive source of knowledge and experience in regards to the subject matter at hand. Master's Degree & 10 years related industry experience.	<b>\$228.51</b>
<b>Director of Brand Strategy</b>	Directs the brand strategy for advertising, media, PR, marketing, message development, target audience refinement, and media research and analysis. Conducts focus groups, message workshops and other high-level meetings. Master's Degree & 10 years related industry experience.	<b>\$272.04</b>
<b>Director of Research</b>	Coordinates and leads research projects to explore, analyze, and inquire on recent trends and market activity. Organizes vital information attained by researchers to restate and educate all appropriate departments of current discoveries which may affect other chain of events within the company. Master's Degree & 10 years related industry experience.	<b>\$272.04</b>
<b>Advertising Strategist</b>	Strategy development (advertising, media, PR, marketing); message development; target audience refinement; media research and analysis; conduct focus groups, message workshops, and other high-level meetings; client contact. Bachelor's Degree & 10 years related industry experience.	<b>\$ 225.57</b>
<b>Lead Brand Developer</b>	Leads strategic branding efforts across various client projects. Utilizes research to identify brand needs. Synthesizes strategic approaches based on competition and opportunity. Bachelor's Degree & 10 years related industry experience.	<b>\$194.96</b>
<b>Brand Development</b>	Develops the components of successful brands including research; target audience analysis; message and tagline development; and visual strategy and implementation. Drafts simple to complex strategic branding plans, brand implementation manuals and guidelines per strategy and budget requirements. Bachelor's Degree & 7 years related industry experience.	<b>\$183.07</b>
<b>Strategic Account Planner</b>	Develops new ideas to meet client objectives—including increasing awareness, providing education, and changing behavior—among others. Creates a plan that helps the account team successfully implement the shared account strategy. Bachelor's Degree & 10 years related industry experience.	<b>\$167.76</b>
<b>Focus Group Moderator</b>	Prepares recruitment plan and moderator guide; organizes and conducts focus groups; researches venues; develops and manages lists of potential focus group participants; drafts questions and ancillary materials for on-site focus group use, drafts focus group findings. Bachelor's Degree & 7 years related industry experience.	<b>\$140.10</b>
<b>Research Analysis</b>	Reviews and analyzes research (existing or new), drafts recommendations for use in strategic marketing and media plans based on data collected. Bachelor's Degree & 10 years related industry experience.	<b>\$156.91</b>
<b>Market Planning</b>	Develops strategic and tactical marketing and communication plans for both internal and external audiences to increase awareness, understanding, and market share. Bachelor's Degree & 7 years related industry experience.	<b>\$156.91</b>
<b>Market Analysis</b>	Reviews and analyzes research (existing or new); drafts recommendations for use in marketing plans. Bachelor's Degree & 5 years related industry experience.	<b>\$147.11</b>



# Labor Price List

LABOR CATEGORY	RESPONSIBILITIES	HOURLY RATE
<b>Market Research</b>	In conjunction with all strategic planning activities, reviews client materials; develops research concepts per target audiences; develops questionnaires and other research tools to be utilized throughout campaign; conducts focus groups. Develops campaign effectiveness measurement tools. Bachelor's Degree & 10 years related industry experience.	<b>\$141.23</b>
<b>Telephone Researcher</b>	Develops surveys, questionnaires, and other tools used for telephone research. Researches and maintains call lists, conducts telephone research, analyzes results, and writes findings reports. Bachelor's Degree & 5 years related industry experience.	<b>\$98.07</b>
<b>Junior Telephone Research Assistant</b>	Assists researchers in developing surveys, questionnaires, and other tools used for telephone research. Researches and maintains call lists, conducts telephone research, analyzes results, and writes findings reports. Bachelor's Degree & 1 year related industry experience.	<b>\$77.08</b>



# Other Direct Costs

<i>SERVICE</i>	<i>UNIT OF ISSUE</i>	<i>COST</i>
<b>Video Production</b>	Per 30-second Television Spot	<b>\$44,146.10</b>
<b>Radio Production</b>	Per 30-second Radio Spot	<b>\$12,594.46</b>
<b>Photography</b>	Per 1 day Shoot	<b>\$16,020.15</b>
<b>Talent Fees (non-high-profile talent)</b>	Per Talent	<b>\$1,571.79</b>
<b>Media Buys</b>	Per Occurance	<b>\$1,007,556.68</b>
<b>PSA Placement</b>	Ceiling	<b>\$95,012.59</b>
<b>Text Marketing Platform</b>	Per 3-month Period	<b>\$16,624.69</b>



# Clients and Experience

**WE'RE TRUSTED BY:**



FEMA



ATSDR



America's  
**SEED FUND**  
SBIR.STTR



US Army Corps  
of Engineers.



&ACF



**SAMHSA**



# Awards & Publication Success



## 2019

- PR News Nonprofit Awards, Finalist - 3 Awards
- Telly Awards - 9 Awards
- District ADDY® Awards - 2 Best of Category
- District ADDY® Awards - 6 Awards
- Local ADDY® Awards - 9 Awards
- Local ADDY® Awards - 1 Judges' Choice
- Healthcare Advertising Awards - 7 Awards
- Angel Award for Excellence - 6 Awards

## 2018

- American Graphic Design Awards - 14 Awards
- PR News Nonprofit Awards, Finalist - 2 Awards
- Telly Awards - 8 Awards
- District ADDY® Awards - 1 Best of Category
- District ADDY® Awards - 11 Awards
- Local ADDY® Awards - 17 Awards
- How Magazine Awards - 1 Logo Design Award, 1 Reader's Choice Award
- Healthcare Advertising Awards - 7 Awards
- Angel Award for Excellence - 6 Awards

## 2017

- American Graphic Design Awards - 12 Awards
- Healthcare Advertising Awards - 6 awards
- Telly Awards - 2 Silver, 3 Bronze
- District ADDY® Awards - Charlie Award
- District ADDY® Awards - 3 Gold, 3 Silver
- Local ADDY® Awards - Best of Show
- Local ADDY® Awards - 4 Gold, 7 Silver
- Jacksonville Business Journal (JBJ) - Top Advertising and Marketing Agencies
- JBJ - Top Minority-Owned Businesses

## 2016

- American Graphic Design Awards - 8 Awards
- GDUSA Health + Wellness Design Awards - 6 Awards
- Telly Award - 1 Bronze

- District ADDY® Awards - 3 Gold
- Local ADDY® Awards - Judges Award
- Local ADDY® Awards - 4 Gold, 3 Silver
- JBJ - Top Advertising and Marketing Agencies
- JBJ - Top Minority-Owned Businesses

## 2015

- American Graphic Design Awards - 8 Awards
- Communication Arts Typography Annual
- GDUSA Health + Wellness Design Awards - 4 Awards
- HOW Magazine Poster Design Awards - Top 10
- Telly Awards - 2 Bronze
- District ADDY® Awards - 1 Silver
- Local ADDY® Awards - 1 Gold, 1 Silver
- JBJ - Top Advertising and Marketing Agencies
- JBJ - Top Minority-Owned Businesses

## 2014

- Telly Awards - 1 Silver, 2 Bronze
- District ADDY® Awards - 2 Gold, 1 Silver
- Local ADDY® Awards - Judges Award
- Local ADDY® Awards - 3 Gold, 4 Silver
- JBJ - Top Advertising and Marketing Agencies
- JBJ - Top Minority-Owned Businesses

## 2013

- American Graphic Design Awards - 12 Awards
- PR News Nonprofit Awards, Finalist - 3 Awards
- Telly Awards - 2 Bronze
- National ADDY® Awards - 4 Gold
- District ADDY® Awards - 1 Best of Category
- District ADDY® Awards - 3 Gold, 5 Silver
- Local ADDY® Awards - Best of Show
- Local ADDY® Awards - 11 Gold, 17 Silver
- JBJ - Top Advertising and Marketing Agencies
- JBJ - Top Minority-Owned Businesses





Federal Supply Schedule Price List  
**Industrial Group: Professional Services**  
**Contract No: GS-07F0495Y**

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (\*\*) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

<i>SCA ELIGIBLE CONTRACT LABOR CATEGORY</i>	<i>SCA EQUIVALENT CODE TITLE</i>	<i>WD NUMBER</i>
Secretary	01115 General Clerk I	2015-4539
Driver	31361 Truck driver, Light	2015-4539
Engineering Technician	29081 Engineering Technician	2015-4539
Administrative Assistant	01011 Accounting Clerk I	2015-4539