

# CATALOG AND PRICE LIST

## Schedule 541

Contract GS-07F-0444X

Contract GS-07F-0445X

**SINs** 541-1  
541-2  
541-3  
541-4C  
541-4E  
541-4F  
541-5  
541-1000  
541-2000

### CONTRACT PERIOD

4/15/2011 to 4/14/2016

### CONTRACT CONTACT

Bryce Snyder  
23 East Fine Avenue  
Flagstaff, Arizona 86001  
P 928.226.0236  
F 928.226.0237  
bsnyder@esmaz.com  
www.esmpr.com

### BUSINESS SIZE

Woman-owned small business



Advertising & Integrated

Marketing Solutions (AIMS)

**ESM** pr

making things happen

[www.esmpr.com](http://www.esmpr.com)

# 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*



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## About ESMpr

EnviroSystems Management, Inc. is a woman-owned small business headquartered in Flagstaff, Arizona. Founded in 1999 as an environmental consulting firm, EnviroSystems maintains a public relations division, rebranded in 2004 as ESMpr. EnviroSystems Management, Inc. Public Relations (ESMpr) works with commercial clients as well as municipalities, counties, and state and federal agencies to provide a variety of public involvement, advertising, graphic design, and integrated marketing services. The ESMpr team provides a full range of communications services, including editorial consulting and analysis, technical writing and editing, web-based marketing campaigns, publication production, direct mailing, and event planning services.

ESMpr is a full-service, strategy-driven company with a mission to execute customized communication solutions that exceed expectations. We work closely with our clients to tailor their project materials to meet their specific communication needs. Backed by a full staff of technical writers and editors, graphic designers, GIS specialists, direct marketing and web development strategists, and photographers, ESMpr has the resources at hand to make an immediate difference on any project, and we see every project as an opportunity for success.

# Customer Information

- 1a. **Table of awarded special item number(s) SIN:**
  - 541-1: Advertising Services
  - 541-2: Public Relations Services
  - 541-3: Web Based Marketing Services
  - 541-4C: Exhibit Design and Implementation Services
  - 541-4E: Commercial Photography Services
  - 541-4F: Commercial Art and Graphic Design
  - 541-5: Integrated Marketing Services
  - 541-1000: Other Direct Costs
  - 541-2000: Other Direct Costs
- 1b. **Prices, shown in Table 1 on p.4, are net, all discounts deducted, and valid for all areas.**
2. **Maximum order:**  
N/A
3. **Minimum order:**  
\$100
4. **Geographic coverage:**  
50 United States, Washington, DC, and the U.S. Territories
5. **Point(s) of production:**  
Flagstaff, AZ (Coconino)
6. **Discount from list prices:**  
12% from the accepted pricelist. 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):**  
+1%>\$250,000
8. **Prompt payment terms:**  
Net 30 Days
- 9.a **Government Purchase Cards:**  
Accepted at or below the micro-purchase threshold.
- 9.b **Government Purchase Cards:**  
Accepted above the micro-purchase threshold.
10. **Foreign items:**  
None
- 11a. **Time of delivery:**  
As specified on work order
- 11b. **Expedited delivery:**  
As specified on work order
- 11c. **Overnight and 2-day delivery:**  
As specified on work order
- 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:**  
EnviroSystems Management, Inc.  
23 East Fine Avenue  
Flagstaff, AZ 86001-3217
- 13b. **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

# Customer Information

- 14. Payment address:  
23 East Fine Avenue  
Flagstaff, AZ 86001-3217
- 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:  
(any thresholds above the micro-purchase level)
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): 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 (if available): 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: N/A
- 24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 compliance for EIT: N/A
- 25. Data Universal Number System (DUNS) number:  
010507403
- 26. Notification regarding registration in central contractor registration (CCR) database:  
Registration valid until April 12, 2012.

**Table 1. Labor Categories and GSA Hourly Rates**

SKILL/TASK CATEGORY	GSA HOURLY RATES
Project Manager	\$93.09
Graphic Designer	\$70.92
Communications Specialist	\$66.49
Photographer	\$53.19
Technical Editor	\$48.76
Web site Developer	\$57.62
Logistics Coordinator	\$57.62
Database Coordinator	\$57.62
Administrator	\$39.89

**Table 2. ODCs Under SIN(s) 541-1000/541-2000**

SUPPORT PRODUCT	UNIT OF MEASURE	GSA PRICE (Including IFF)
Reproduction: Color Copies	Each	\$.76
Reproduction: B & W Copies	Each	\$.15
Postage	1000	\$423.17
Bulk Mail Service	5000	\$579.71
Shipping: Overnight Envelope	Each	\$18.44
Shipping: Overnight 1 lb. Box (Continental U.S.)	Each	\$89.57
Shipping: Overnight 5 lb. Box (Continental U.S.)	Each	\$112.21
Communications Charge	Monthly	\$30.23
Hotline Phone Service	Monthly	\$63.50
Teleconferencing	Hourly	\$21.23
eNews Service	Monthly	\$30.23
Newspaper Advertising	Column Inch per Publication	\$450.25
Website Hosting	Monthly	\$181.35
Domain Name Registration	Each	\$30.80
Photo Documentation & Report	One Site	\$503.75
Facility Rental	Each	\$551.35
Transcription Service	Hourly	\$25.19
Workshop Facilitator	Hourly	\$125.94
Air Time (FM) Campaign	(100 30-sec. spots at \$100 each)	\$10,075.00
Air Time (AM) Campaign	(100 30-sec. spots at \$14.40 each)	\$1,450.80

# Customer Information

## DESCRIPTION OF SERVICES

### 541-1 Advertising Services:

Our team of professionals works closely with clients to provide print and outdoor advertising, direct mail, public education, broadcast media, public service announcements, and media planning and placement services. ESMpr conducts target market research to identify proper outlets to reach target audiences and promote agency messages. We determine the advertising objective and strategy and the most cost-effective media options, develop copy and design, and produce and deliver the project on time, on budget and on target.

### 541-2 Public Relations Services:

ESMpr specializes in customized media and public relations services. We have extensive experience working with clients to develop effective media messages and strategies that inform the public. Our comprehensive approach to public relations involves the creation and distribution of media materials such as press releases, presentations, press kits, public service announcements, and online calendar updates.

### 541-3 Web-Based Marketing Services:

ESMpr provides clients with innovative web strategies that maximize the use of their internet capabilities. We have developed, designed, and maintained a wide variety of web sites, created and implemented email marketing initiatives, customized search engine optimization strategies, and worked closely with clients to integrate project-specific web pages and web-based marketing materials into the agency's existing web site structure.

### 541-4C Exhibit Design and Implementation Services:

ESMpr has been conceptualizing, designing, and producing exhibits and accompanying materials for federal, state and municipal agencies in various venues for more than 10 years. Our wide range of services support trade shows/exhibits, conference and events planning, and public meetings. Our process includes project management and coordination, event promotion services, pre-conference planning, display development, editorial and graphic design services, visual identity development, communication with attendees including pre and post meeting mailings, and post event follow-up materials.

# Customer Information

## DESCRIPTION OF SERVICES

### 541-4F Commercial Art and Graphic Design:

ESMpr develops effective custom designs, graphics, layouts, brochures, publication designs, posters, and fliers that educate and inform the public while meeting client objectives. Each element of design is creatively developed to connect and communicate with the target audience. Our process includes assessment of agency or corporate design guidelines and target audience for look, tone and overall feel. We also develop customized, streamlined production schedules, review processes and design approaches; develop print and distribution options; create, update, rewrite or edit materials; and follow through with camera-ready files for production.

### 541-4E Commercial Photography Services:

ESMpr specializes in color and black and white digital photography services. We produce digital photographs for use in commercial advertisements that appear in a wide range of media. Our professional photographers create high-quality images in the field and in the studio for use in print and online. ESMpr has also provided photo editing services and high-resolution scans for clients, and incorporated these photos and scans into project materials, including email marketing and notification, construction notices, advertisements, and large-scale photo displays for public meetings.

### 541-5 Integrated Marketing Services:

We provide complete, specialized marketing solutions that integrate various advertising, public relations, and web-based strategies to deliver seamless marketing campaigns. Our specialists work with clients to tailor their project needs by providing a wide range of niche marketing services to create robust, broad reaching campaigns.

### 541-1000 Other Direct Costs (ODCs):

Other Direct Costs are expenses other than labor hours. All ODCs proposed must be directly related to a service being offered under this schedule and can only be purchased in conjunction with the Schedule service.

### 541-2000 Other Direct Costs (ODCs):

Other Direct Costs are expenses other than labor hours. All ODCs proposed must be directly related to a service being offered under this schedule and can only be purchased in conjunction with the Schedule service.

# Customer Information

## LABOR CATEGORIES

### **Project Manager/Contract Administrator**

**Responsibilities:** Manages and responds to the needs and requests of clients, agency teams, and other partners. Develops budgets, schedules, and scope of resources for various projects. Responsible for daily management of various projects to ensure they are operating on time and on budget.

*Education/General Experience: Bachelor's degree with 5+ years of related experience.*

### **Graphic Designer/Visual Aids**

**Responsibilities:** Conceptualizes, designs, lays out, and formats a variety project materials. Creates visual solutions to the communication needs of clients, using a mix of creative skills and commercial awareness. Works closely with printers, copywriters, photographers, other graphic designers, account executives, Web site designers and editors.

*Education/General Experience: Bachelor's or Associate's degree with 5+ years of related experience.*

### **Communication Specialist**

**Responsibilities:** Develops and manages the editorial operations of internal and external communication programs. Works closely with the project team to determine the content, tone, and scope for all printed or published project materials.

*Education/General Experience: Bachelor's degree in Communication, or a closely related field, with 5+ years of related experience.*

### **Technical Writer/Editor**

**Responsibilities:** Duties include writing, assembling, and editing project materials. Works closely with the communication team to ensure accuracy and consistency in all project materials.

*Education/General Experience: Bachelor's degree in English or Journalism with 5+ years of related experience.*

### **Photographer**

**Responsibilities:** Performs custom and specialized photography in-house or on location using a variety of still cameras and other photographic equipment.

*Education/General Experience: Bachelor's or Associate's degree in Photography, Fine Arts, Journalism or a related field plus 2 years of experience.*

# Customer Information

## LABOR CATEGORIES

### **Web Developer**

**Responsibilities:** Manages and develops Web sites by creating content and adapting existing content to a web friendly format. Edits images for size, resolution, and format. Has extensive knowledge of graphic design and web-based software applications.

*Education/General Experience: Bachelor's or Associate's degree with 4 years of related experience.*

### **Logistics Coordinator**

**Responsibilities:** Responsible for the logistical processing of customer orders.

*Education/General Experience: Bachelor's or Associate's degree with 0–2 years of experience.*

### **Database Coordinator**

**Responsibilities:** Serves as technical consultant to the Project Manager in the preparation and tracking of advertising and marketing campaigns. Ensures data accuracy and performs trouble-shooting and problem-solving to maintain overall database integrity.

*Education/General Experience: Bachelor's degree in Information Systems Management, or a closely related field with 2+ years of experience.*

### **Administration**

**Responsibilities:** Provides general administrative support, schedules meetings and appointments, and organizes and maintains paper and electronic files. Conduct research on a broad range of topics and manages small projects as assigned.

*Education/General Experience: Bachelor's degree with 3 years of experience.*

