

**GENERAL SERVICES ADMINISTRATION**  
**Federal Acquisition Services**  
**Authorized Federal Supply Schedule Price List**

Online access to 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 to GSA Advantage! Is: **GSAAdvantage.gov**

Professional Service Schedule (PSS)

Federal Supply Group: 00CORP

Contract Number: GS-23F-0220N

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

Contract Period: April 24, 2013 – April 23, 2018

**Contractor:** Brogan & Partners Advertising Consultancy, Inc.  
D/B/A Brogan & Partners Convergence Marketing  
800 N. Old Woodward Ave., Suite 100  
Birmingham, MI 48009

**Business Size:** Small Business

**Certifications:** Woman Owned Small Business (W.O.S.B.)

**Telephone:** 919-653-2583

**Fax Number:** 248-341-8202

**Web Site:** [www.brogan.com/government](http://www.brogan.com/government)

**Email:** [jhperman@brogan.com](mailto:jhperman@brogan.com)

**Contract Administration:** Julie Hayworth-Perman

Customer Information:

**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

SIN	Recovery	SIN Description	Page Number
541-1	541-1RC	Advertising Services	
541-1000	541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours	
541-2	541-2RC	Public Relations Services	
541-5	541-5C	Integrated Marketing Services	

**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract:** \$85.43/hourly

**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. If hourly rates are not applicable, indicate "Not applicable" for this item:** Please see descriptions below.

**2. Maximum Order:** \$1,000,000.00

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (delivery Area):** Domestic Only

**5. Point(s) of production (city, county, and state or foreign country):** Birmingham, Oakland County, Michigan and Morrisville, Wake County, North Carolina

**6. Discount from list prices or statement of net price: Government net prices (discounts already deducted):** Prices shown in price list are net, all discounts deducted and valid for all areas in the United States.

**7. Quantity discounts:** None Offered

**8. Prompt payment terms:** Net 30 days

**9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Yes

**9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** We accept Government purchase cards at or below the micro-purchase threshold.

**10. Foreign items (list items by country of origin):** None

**11a. Time of Delivery (Contractor insert number of days):** Specified on the Task Order

**11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:** Contact the contractor for expedited delivery.

**11c. Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery:

Contact Contractor

**11d. Urgent Requirements.** The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: Contact Contractor

**12. F.O.B Points(s):** Destination

**13a. Ordering Address(es):** Same as Contractor

**13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).

**14. Payment address(es):**

Brogan & Partners  
P.O. Box 638004  
Cincinnati, OH 45263-8004

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

**16. Export Packing Charges (if applicable):** N/A

**17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor

**18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A

**19. Terms and conditions of installation (if applicable):** N/A

**20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A

**20a. Terms and conditions for any other services (if applicable):** N/A

**21. List of service and distribution points (if applicable):** N/A

**22. List of participating dealers (if applicable):** N/A

**23. Preventive maintenance (if applicable):** N/A

**24a. 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. contactor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).**

**25. Data Universal Numbering System (DUNS) number:** 10-842-9143

**26. Notification regarding registration in Central Contractor Registration (CCR) database:** Registered

**27. Final Pricing:**

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<b>SINs</b>	<b>Labor Categories</b>	<b>Prices (including 0.75% IFF)</b>
541-1, 541-1RC 541-2, 541-2RC 541-5, 541-5RC	<b>Account Director</b>	\$143.58
541-1, 541-1RC 541-5, 541-5RC	<b>Creative Director</b>	\$167.51
541-1, 541-1RC 541-5, 541-5RC	<b>Associate Creative Director</b>	\$143.58
541-1, 541-1RC 541-5, 541-5RC	<b>Art Director</b>	\$115.57
541-1, 541-1RC 541-5, 541-5RC	<b>Media Director</b>	\$167.51
541-1, 541-1RC 541-5, 541-5RC	<b>Media Buyer</b>	\$119.65
541-1, 541-1RC 541-5, 541-5RC	<b>Media Support (Coordinator)</b>	\$85.42
541-1, 541-1RC 541-2, 541-2RC 541-5, 541-5RC	<b>Account Coordinator</b>	\$85.42
541-5, 541-5RC	<b>Marketing Director</b>	\$167.51
541-5, 541-5RC	<b>Account Manager</b>	\$90.45
541-5, 541-5RC	<b>Web Developer</b>	\$95.72

<b>SIN</b>	<b>Support Product/Labor (ODCs)</b>	<b>Ceiling Price/Rate Offered to GSA (including 0.75% IFF)</b>
541-1000, 541-1000RC	Interactive Media Placement	\$510,028.69
541-1000, 541-1000RC	Traditional, Non-Traditional Media Placement (TV, Cable, Radio, Print, Outdoor, Transit, Guerilla, etc.)	\$299,576.54
541-1000, 541-1000RC	Direct Mail	\$194,712.74
541-1000, 541-1000RC	Radio Production	\$11,259.45
541-1000, 541-1000RC	Print Production	\$34,363.73
541-1000, 541-1000RC	Television/Video Production	\$225,188.92
541-1000, 541-1000RC	Subcontractor, Specialized PR Services	\$49,095.89
541-1000, 541-1000RC	Press Clipping Services	\$11,027.71
541-1000, 541-1000RC	Premiums (e.g. pens, clothing, coffee mugs, etc.)	\$31,677.08
541-1000, 541-1000RC	Research	\$41,309.82
541-1000, 541-1000RC	Postage, Delivery, Shipping	\$25,822.70
541-1000, 541-1000RC	Photography, Stock Photography and Illustration	\$9,068.01
541-1000, 541-1000RC	Costs for PR News Wire distribution of a national press release	\$666.42
541-1000, 541-1000RC	Cost to produce 30 "How to Kits" at \$90 each which contained 2 versions of press releases, 2 radio PSA's, a local public relations effort check list, 2 sample letters to the editor and 2 sample follow up news releases (pre/post).	\$2,768.21
541-1000, 541-1000RC	Printing cost only for 15,000 four panel, four color brochures	\$2,288.81
541-1000, 541-1000RC	Cost to print 15,000 each of three 8.5 x 11 four color posters	\$2,619.55
541-1000, 541-1000RC	Printing cost of 100,000 tri-fold four color brochures	\$25,853.96
541-1000, 541-1000RC	Cost for: 500 lightening bolt stress ball, 500 light pen, and 500 paper cubes (with images on all sides); shipping costs also included	\$6,696.02
541-1000, 541-1000RC	Cost to produce 10,000 three sided highlighters with imprint on both sides.	\$18,307.20

541-1000, 541-1000RC	Cost to order 2,500 white snap tins with blue imprint, mint flavor	\$4,629.72
541-1000, 541-1000RC	Color outputs, posting on web/PDF; large format scan of trans with color corrections and digital proof; estimated ground shipping from Detroit to San Fran of all above mentioned items; (50) 8' x 19' outputs on 3M scotch print vinyl and (75) 46' x 60' posters	\$75,820.73
541-1000, 541-1000RC	Transit advertising placement costs for 2 markets, San Jose & San Francisco for one month with a total of 40 transit boards	\$103,538.99
541-1000, 541-1000RC	Costs for cable advertising in Grand Rapids, Indianapolis, Green Bay for 10 weeks	\$472,660.66
541-1000, 541-1000RC	Costs include radio and TV duplication and distribution for 5 markets, 60 stations	\$4,986.40
541-1000, 541-1000RC	Costs include television placement for Grand Rapids, Indianapolis, Green Bay for 10 weeks	\$1,997,699.04
541-1000, 541-1000RC	Costs for placement in 17 publications	\$1,868,636.27
541-1000, 541-1000RC	Costs for national public radio placement on NPR	\$641,814.60
541-1000, 541-1000RC	Cost to produce 4 TV spots	\$335,067.42
541-1000, 541-1000RC	Cost to produce 4 Radio spots	\$10,252.39
541-1000, 541-1000RC	Research cost to conduct telephone surveys. Cost includes survey design, tabulation of data, analyzing and reporting.	\$36,949.21
541-1000, 541-1000RC	Cost to conduct focus groups. Costs include recruitment, incentives, facility rental, moderating and reporting.	\$78,821.59
541-1000, 541-1000RC	Cost of typesetting and printing (5) different 2-color 2-sided business cards: quantity: 5 people with 250 business cards each.	\$913.58

541-1000, 541-1000RC	Development of a content management system enabling a company to automate over 7,000 articles (previously hand coded) allowing for increase cross-referencing and search ability. *This project is compliant with section 508	\$63,950.56
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**Service Contract Act:**

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Service Schedule (PSS), FCO00CORP000C, and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

## Labor Category Descriptions

SINS 541-1, 541-2, 541-5

<b>Title</b>	<b>Minimum years of Experience</b>	<b>Functional Responsibility</b>	<b>Minimum Education</b>	<b>SINS</b>
Account Director	5 years	Oversee all client-related activities and meetings. Oversee all budget activities for each account. Manage Account Managers' day-to-day activities.	Bachelor's Degree	541-1,2,5
Creative Director	11 years	Supervise creative work for all agency clients. Experience includes 8 years as an Associate Creative Director.	Associates Degree or two year degree/certification in arts or related technical education	541-1,5
Associate Creative Director	8 years	Responsible for developing, writing and overseeing final creative execution of print, TV, radio and multimedia campaigns. Also serves as art director on various accounts.	Associates Degree or two year degree/certification in arts or related technical education	541-1, 5
Art Director	3 years	Design, layout and production oversight of printed materials, brochures, novelty items, pamphlets and outdoor materials.	Associates Degree or two year degree/certification in arts or related technical education	541-1,5
Media Director	5 years	Responsibilities include overseeing all agency media activities (paid and unpaid) including 6 other full-time media professionals. Development of research-based media plans including identification of target audience and planning and placement around appropriate clusters.	Bachelor's Degree	541-1,5



Media Buyer	1 year	Utilize research tools to purchase and negotiate print deals, radio with added value, television, cable, outdoor and indoor advertising.	Bachelor's Degree	541-1,5
Media Support (Coordinator)	None	Responsible for assisting media team with the planning, buying and media placement processes. Work with Account and Account Payable/Receivable teams to reconcile media billings, ensure media placements are within budget and close media jobs.	Bachelor's Degree	541-1,5
Account Coordinator	None	Coordinate and monitor status of client projects including developing status reports and trafficking creative and media processes.	Bachelor's Degree or 3 years work experience in related field	541-1,2,5
Marketing Director	8 years	Provide strategic marketing and creative direction for clients across all agency industry sectors.	Bachelor's Degree; Master's Degree optional	541-5
Account Manager	1 year	Maintain daily contact with clients and manage all aspects of accounts. Coordination with art directors on brochures, magazines and pamphlets. Strategic direction on necessary collateral materials. Collaboration and coordination with core team members including media, budget and accounting, creative and production	Bachelor's Degree or 3 years work experience in related field	541-5

Web Developer	5 years	Responsible for front-end programming tasks, such as HTML, Flash, Asp, Java-script and similar "lighter" programming languages.	Associates Degree or two year degree/certification in arts or related technical education	541-5
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#### Support Product Description

No support products are currently awarded, and we do not have any proposed new support products.

#### Training Course Description

No training courses are currently awarded, and we do not have any proposed new training courses.