



## GRAFIK MARKETING COMMUNICATIONS LTD.

General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Catalog/Price List

**Schedule Title:** Federal Supply Schedule 541—Advertising & Integrated Marketing Solutions (AIMS)

**FSC Group:** 541

**Contract Number:** GS-23F-0229N

**Contract Period:** May 7, 2003–May 6, 2018

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

**Contractor:** Grafik Marketing Communications Ltd.  
625 North Washington Street, Suite 302  
Alexandria, VA 22314  
[www.grafik.com](http://www.grafik.com)  
(703) 299-4500 phone  
(703) 299-5999 fax

**Contract Administration:** Lance Wain  
President  
(703) 299-4515  
[lance@grafik.com](mailto:lance@grafik.com)

**Business Size:** Small

**Socioeconomic Indicators:** Woman Owned Business



## CUSTOMER INFORMATION

### 1a. Table of Awarded SINs:

**541-1—Advertising Services** Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

**541-1000—Other Direct Costs (ODCs)** 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. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

**541-5—Integrated Marketing Services** This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.



**541-3—Web Based Marketing Services** Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- Email marketing
- Interactive marketing
- Web-based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- Online media management
- Related activities to web based marketing services

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

**541-4F—Commercial Art and Graphic Design Services** Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

**1b. Lowest Priced Model Number and Lowest Price:** Prices shown in price lists are net, all discounts deducted. Please refer to our price list on page six.

**1c. Hourly Rates:** Please refer to our price list on page six.

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

\*If the best value selection places your order over the Maximum Order identified in this catalog/price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.



3. **Minimum Order:** \$100

4. **Geographic Coverage:** United States and U.S. Territories

5. **Point of Production:**

Grafik Marketing Communications Ltd.  
625 North Washington Street, Suite 302  
Alexandria, VA 22314

6. **Discount from list prices or statement of net prices:** Prices shown in price list are net all discounts deducted, and the IFF has been added.

7. **Quantity Discounts:** N/A

8. **Prompt Payment Terms:** N/A

9a. **Notification whether Government Purchase Cards are accepted at or below the micro-purchase threshold:** N/A

9b. **Notification whether Government Purchase Cards are accepted or not accepted above the micropurchase threshold:** N/A

10. **Foreign Items:** N/A

11a. **Time of Delivery:** To be negotiated at the task order level

11b. **Expedited Delivery:** To be negotiated at the task order level

11c. **Overnight and 2-Day Delivery:** To be negotiated at the task order level

11d. **Urgent Requirements:** To be negotiated at the task order level

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

13a. **Ordering Address(es):**

Grafik Marketing Communications Ltd.  
625 North Washington Street, Suite 302  
Alexandria, VA 22314

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(es):**

Grafik Marketing Communications Ltd.  
625 North Washington Street, Suite 302  
Alexandria, VA 22314



15. Warranty Provision: N/A
16. Export Packaging Charges: N/A
17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micropurchase level): N/A
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: N/A
- 20a. Terms and Conditions for any other services: N/A
21. List of services and distribution points: N/A
22. List of participating dealers: N/A
23. Preventative maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. Section 508 compliance for Electronic and Information Technology (EIT): As applicable
25. Data Universal Number System (DUNS) number: 087693081
26. Notification regarding registration in System for Award Management (SAM) database: Grafik is registered in the SAM database.



## PRICE LIST

	YEAR 10 7/1/2013	YEAR 11 7/1/2014	YEAR 12 7/1/2015	YEAR 13 7/1/2016	YEAR 14 7/1/2017	YEAR 15 7/1/2018
VP CREATIVE DEVELOPMENT	\$212.55	\$218.92	\$225.48	\$232.24	\$239.20	\$246.37
VP CLIENT STRATEGY	\$185.97	\$191.54	\$197.28	\$203.19	\$209.28	\$215.55
CREATIVE DIRECTOR	\$212.55	\$218.92	\$225.48	\$232.24	\$239.20	\$246.37
COPY WRITER	\$212.55	\$218.92	\$225.48	\$232.24	\$239.20	\$246.37
SENIOR DESIGNER	\$159.40	\$164.18	\$169.10	\$174.17	\$179.39	\$184.77
SENIOR ART DIRECTOR	\$212.55	\$218.92	\$225.48	\$232.24	\$239.20	\$246.37
JUNIOR DESIGNER	\$143.46	\$147.76	\$152.19	\$156.75	\$161.45	\$166.29
PRODUCTION	\$132.91	\$136.89	\$140.99	\$145.21	\$149.56	\$154.04
NEW MEDIA DIRECTOR	\$212.55	\$218.92	\$225.48	\$232.24	\$239.20	\$246.37

## ABOUT GRAFIK

Founded in 1978, Grafik is a woman-owned, strategic marketing communications shop located in Old Town, Alexandria, VA. Effective and inspiring creative solutions have always been at our core and, with 30 staff members spread across the disciplines of brand strategy, identity development, print, and online communications, we offer our clients a full complement of resources with a focus on creating the right idea, and executing it across the appropriate channels.

We prize fresh thinking, sound strategies and strive for catalytic marketing tactics to drive exponential success. We understand the value of a richly diverse client roster to fuel creativity. And we consider ourselves brand stewards for each and every organization we serve.



## LABOR CATEGORY DESCRIPTIONS

### VP, Creative Development

The Vice President, Creative Development provides leadership on all accounts so the creative work produced by Grafik represents the clients effectively in the marketplace and contributes to the maintenance and growth of a strong client/agency relationship.

#### Responsibilities Include:

- Together with the Account Service department, the VP, Creative Development works to foster an increasingly effective client/agency relationship.
- Supervises the agency's creative products (both print and interactive) and activities, and directs and assists in the preparation of client creative plans and strategies.
- Organizes and spearheads the creative portion of client presentations.
- Participates in account team planning sessions regarding campaign strategy and creative approach for clients as Advertising Creative Head.

### VP, Client Strategy

A high-level marketing strategist providing brand and positioning strategy for clients in a wide array of industries, the Vice President, Client Strategy conducts all strategy presentations and works directly with clients and the internal account team. He or she serves as the day-to-day client liaison during strategy development, overseeing all client service activity and ensuring a smooth transition to the Creative and Account Services teams for implementation. He or she provides ongoing strategic oversight and has a solid understanding of the creative process—both traditional and interactive.

#### Responsibilities Include:

- Responsible for the development of brand strategies and tactics, including conducting and/or managing qualitative research, analyzing industry and competitor trends, creating SWAT analyses, and developing recommendations.
- Creates all strategy reports and works closely with the Creative team to develop positioning statements and communications plans and tactics.
- Oversees the development and implementation of brand strategies and tactics, monitors and enhances brand quality and consistency, and coordinates day-to-day brand management activities, including communicating with internal and external constituencies.
- Oversees the implementation of brand strategies and tactics by managing operational projects, including leading cross-functional teams, developing project plans, and effectively managing personnel and budgets.
- Implements client's strategy through supervising the development of creative briefs, reviewing campaign activity, and monitoring status reports from members of the team.
- Manages and advises team in delivering work that is on time, on target, and within budget.



## Creative Director

Creative Directors are team leaders—insightful and experienced professionals who foster collaboration, encourage strategic thinking, and expect breakthrough concepts and brilliantly executed solutions across all media, i.e. traditional, interactive, and experiential. They work closely with Project Managers and Client Strategists to ensure clients needs are met, and deliverables are on time, on target, and within budget.

### Responsibilities Include:

- Oversees and guides strategy and creative solutions for several simultaneous accounts.
- Gives direction to the Strategy, Design, Copywriting, Development, and Account teams to deliver a flawless product.
- Effectively inspires the team and the client through ideas, designs, and quality mindset.

## Copy Writer

Copy Writers produce creative ideas/concepts and copy to answer the communications requirements of clients, juggling an effective compromise between what a client wants and needs to say and what his/her audience wants and needs to know. Copy Writers have a mastery of the written word and possess the ability to visualize, thinking in terms of words and pictures. They are experts at tailoring and refining communications for both digital and traditional mediums through various outlets (e.g., websites, display ads, print ads, radio spot, TV spot, etc.).

### Responsibilities Include:

- Consults with Account, Media, and Marketing teams to gather information about a product or a service to determine a style and visual expression for an exceptional advertising solution.
- Works in concert with an Art Director to create communications for all media.
- Organizes and guides idea-generating sessions with assigned Art Directors/Writers.
- Participates in Account team planning sessions regarding campaign strategy and creative approach for clients.
- Assists in the production of broadcast media, working with assigned Art Director or Account Executive.
- Becomes aquatinted with clients to whom he/she is assigned; becomes aware of their marketing goals and maintains an awareness of the environment in which they sell.





## Senior Designer

Self-motivated and detail-oriented, Senior Designers' day-to-day focus is on managing their clients' projects from start to finish. They take complete ownership; they effectively manage budgets and timelines; and they exhibit a solid understanding of print and digital communications—how compelling design is applied across traditional and interactive media. Working with supportive Account teams, Senior Designers ensure that Creative Directors' visions are realized and Strategists' insights are applied. They are inspired by industry icons, up-to-speed on the latest print and digital techniques and design software, eager to learn, and keen to share.

### Responsibilities Include:

- Understands clients' businesses, and the problems he or she is asked to solve.
- Translates client business goals into smart concepts and highly original design recommendations.
- Collaborates with other creatives, AEs, and Production Managers to deliver a flawless product.
- Develops engaging layouts and works with Production Managers to develop print- and web-ready files.
- Works with Writers to develop strategically-driven solutions.

## Senior Art Director

Senior Art Directors produce work that is original and smart, exhibiting passion and a thorough understanding of how print and interactive experiences should look, feel, and function. They are hands-on leaders who take complete ownership of projects and client relationships from start to finish. Working with a supportive team of talented Designers, Senior Art Directors are the creative force that ensures Creative Directors' visions are realized and Strategists' insights are applied. Their day-to-day focus is on their clients and all associated projects—from start to finish. And while they effectively adhere to budgets and timelines, they are completely at home pushing boundaries and exploring new techniques. They are inspired by industry trends, up-to-speed on the latest applications and software, and eager to share their knowledge and passion.

### Responsibilities Include:

- Leads the design input, executes design directions, and manages the design process.
- Sees and communicates the artistic vision of the team and client.
- Effectively inspires the team and the client through ideas, designs and quality mindsets.
- Translates client business goals into intelligent user experience recommendations.
- Collaborates with other Creatives, Project Managers, and Developers to deliver a flawless product.



## Junior Designer

Junior Designers are deeply involved in projects from inception to final delivery. They demonstrate total focus and commitment to every project — whether the concept springs from a team brainstorming session, a Creative Director's vision, or their own unique perspectives. They understand the client's needs, and endeavor to manage associated budgets and schedules. Because their passion drives them to continually improve their understanding of print and digital communications, our designers are inspired by industry icons, up-to-speed on the latest print and digital techniques and design software, eager to learn, and keen to share.

### Responsibilities Include:

- Understands clients' businesses and the problems they're asked to solve.
- Translates client business goals into smart concepts and highly original design recommendations.
- Collaborates with other Creatives, AEs, and Production Managers to deliver a flawless product.
- Develops engaging layouts and works with Production Managers to develop print- and web-ready files.
- Works with Writers to develop strategically-driven solutions.
- Performs maintenance and design updates to existing sites.
- Develops content layout, pixel perfect visual appearance, and usability design.
- Translates client business goals into intelligent user experience recommendations.

## New Media Director

New Media Directors are hands-on leaders who take complete ownership of projects and client relationships from start to finish. Working with supportive project teams, New Media Directors are the creative force that ensures Creative Directors' visions are realized and Strategists' insights are applied. And while they effectively adhere to budgets and timelines, they are completely at home pushing boundaries and exploring new techniques. They are inspired by industry trends, up-to-speed on the latest applications and software, and eager to share their knowledge and passion.

### Responsibilities Include:

- Leads the design input, executing design directions, and managing the design process.
- Effectively inspires the team and the client through ideas, designs, and quality mindsets.
- Translates client business goals into intelligent user experience recommendations.
- Collaborates with other Creatives, Project Managers, and Developers to deliver a flawless product.



## Production

The Production Manager oversees all facets of print advertising, collateral, and packaging production. He or she serves as the liaison on all production projects in order to ensure completion of assigned tasks. He or she negotiates with vendors, creates estimates, and develops budgets for all projects. He or she has extensive knowledge of pre-press, retouching, and all print materials and processes.

### Responsibilities Include:

- Secures all information needed to assist clients in making production-related decisions, including the costs associated with different product design options, recommendations of key materials for use in the production process, and locating vendors for rare or unusual products.
- Responsible for creating production strategies for both the long- and short-term.
- Recommends best materials and processes for projects.
- Oversees Production department, ensuring efficient work.
- Provides quality control through the following processes: tracking projects through the agency; preparing print-ready final art; correcting color and scale of photos; and checking and managing all print and press proofs.
- Works with Creative and Marketing teams to coordinate production workflow.



## TERMS AND CONDITIONS

Please consider the following details:

This represents the Terms and Conditions to be applied to all projects associated with Client.

1. **General Working Agreement.** Grafik work orders include estimated fees for professional services and itemized costs for anticipated out-of-pocket expenses. We will begin work upon Client's approval of each work order; your approval (written or oral) will constitute an agreement between Grafik and Client and/or any of its affiliates and subsidiaries.
2. **Out-of-Pocket Expenses.** Fees for professional services do not include outside purchases, such as, but not limited to, printing, photography, illustration, color separations, art and color proofing materials, shipping, and deliveries. Expenses are itemized on each invoice. The standard agency service charge of 17.5% is included in the price you are billed. At your request, we will purchase media space on your behalf. Space will be billed to you at current published rates, which include the standard agency commission.
3. **Revisions and Alterations.** Revisions or alterations beyond the estimated scope of work shall obligate Client to additional fees and costs. These may include, but are not limited to, changes made to copy after final copy has been submitted, changes made to the design once layouts, website design or site map have been approved, extensive alterations, a change in marketing objectives on the part of the Client and new work requested by Client after a work order has been approved. All production costs are based on the assumption that copy will be provided on disk. Client agrees to pay Grafik additional fees and costs for all said revisions or alterations. Hourly rates quoted in proposals will remain in effect until further written notice is given.
4. **Overtime.** Estimates are based on normal and reasonable time schedules, and do not take into consideration any rush charges for outside services. Outside suppliers such as pre-press or printers typically charge 100% to 200% markup on overtime after 5:00 p.m. or on weekends. To the extent possible, we will advise you of all situations that require overtime and/or rush charges, and the amount of additional compensation necessary to meet your needs. Rush or overtime fees may be incurred if Client does not meet approval or content deadlines, which have been established to meet Client's desired schedule.
5. **Nature of Copy (written, visual and/or audio).** When providing Grafik with written, visual and/or audio copy, client agrees to exercise due diligence in its direction to us regarding preparation of materials, and must be able to substantiate all claims and representations. Client is responsible for all rights clearances. Client is also responsible for arranging, prior to publication, any necessary legal clearance of material we prepare and for registering the copyright to obtain protection under the Copyright Act of 1976.
6. **Errors, Omissions, and Property Damage.** Although we will use our best efforts to avoid errors of any kind, Grafik is not liable for errors or omissions. It is Client's responsibility to check proofs carefully for accuracy in all respects, including (but not limited to) spelling in copy and content of technical illustrations. Your signature, or that of your authorized representative, is required on all final artwork prior to release for printing or other implementation. Grafik will take all reasonable precautions to safeguard the property you entrust to us. In the absence of gross negligence on our part, however, we are not responsible for loss, destruction, damage or unauthorized use by others of such property.



7. **Suppliers' Performance.** If Grafik purchases printing or other services on behalf of Client, we will act as advocate on all issues of vendor performance, including schedule, cost, and quality to meet industry standards. If you select your own printer(s) and/or vendor(s), or if you purchase services directly, Grafik will coordinate their work on a negotiated fee basis or on hourly rates. However, we cannot in any way be held responsible for quality, price, performance, or delivery. We will use our best efforts to ensure the highest quality product, but will not mediate disputes arising between Client and the vendor(s) that may be related to matters such as delivery schedule, packing, cost of AAs or "overs," damaged goods, etc. Although we will use our best efforts to guard against any loss to you through failure of vendors, media, or others to perform in accordance with their commitments, Grafik is not responsible for failure on their part.
8. **Rights of Ownership.** Once a project has been delivered by us and is fully paid for by Client, rights to the design and artwork will become that of the Client. This includes, but is not limited to, layouts, animations and designs created by Grafik. These rights do not pertain to any outside photography or illustrations that are commissioned and will have to be negotiated with the individual artists or stock agency. Grafik reserves the right to photograph and/or distribute or publish for our firm's promotional and marketing needs, any work we create for you, including unpublished mock-ups and comprehensive presentations as samples for our portfolio, firm newsletter, brochures, website, presentations, etc. Upon your written request, we will store mechanical boards and computer disks for a period of up to one year beyond delivery of a job. Otherwise, we reserve the right to discard them.
9. **Taxes.** Client is liable for sales tax paid by Grafik to vendors for services rendered or materials purchased relating to the execution of this project. The Client shall also pay any sales, use or other transfer taxes that may be applicable to the services provided, including any tax that may be assessed on a subsequent audit of Grafik's books of accounts.
10. **Payment.** Client agrees to pay Grafik for all work completed by Grafik on its behalf in accordance with the terms specified in each Proposal/Estimate. Grafik's invoicing policy is as follows: upon approval of a work order one third of the total estimated cost of the project will be invoiced. Once the initial concept/plan has been submitted, an additional one-third payment will be invoiced. The final payment of one-third will be invoiced upon completion of the project. Unless otherwise specified, all payments are due within thirty (30) days of the invoice date. If you have any questions regarding an invoice, you must contact us upon receipt. If billing questions or possible errors are not reported to us within ten (10) days, the invoice is payable as written. Statements are sent to clients on a monthly basis. Interest on past due balances is charged at the rate of 18 percent (18%) per annum or 1½ percent (1.5%) per month. We reserve the right to refuse completion or delivery of work until past due balances are paid. If Grafik must retain attorneys to collect our invoices, in part or in full, Grafik will be entitled to reasonable attorney's fees, court costs, and interest at the maximum rate permitted by law.
11. **Termination.** If you direct us at any time to cancel, terminate or "put on hold" any previously authorized purchase or project for any reason before it is complete, Grafik will invoice the costs incurred to date. Upon termination of an agreement and/or a specific project, Grafik will transfer to Client all your property and materials in our control and for which you have paid.
12. **Term.** These prices are valid for 60 days and represent our good-faith estimate of costs. Printing prices are not guaranteed until paper has been ordered. It is Grafik's policy to inform our clients if actual costs exceed projected costs.