



Global Advertising 1st, Inc
8100 Corporate Drive, Suite 310
Hyattsville, MD 20785-2231
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Website: <http://www.globalad1.com>

Schedule Title: Advertising & Integrated Marketing Solutions

FSC Group: 541

FSC Class: 541-1 Advertising Services

Contract Number: GS-07F-0069T

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov

Contract Period: October 26, 2006 – October 25, 2011

Contract Administrator: Jacquanette Lewis
jlewis@globalad1.com
Phone: 301.731.4255

Business Size: Small Business
SBA Certified Small Disadvantaged business
SBA Certified 8 (a) Firm

1. **Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

SIN	Labor Category	Awarded Price (Hourly Rate)
541-1	Creative Director	\$270.00
541-1	Strategic Planner	\$225.00
541-1	Management Supervisor	\$180.00
541-1	Assistant Creative Director	\$170.00
541-1	Photographer	\$150.00
541-1	Website Developer	\$115.00
541-1	Account Supervisor	\$112.50
541-1	Media Director	\$112.50
541-1	Senior Account Executive	\$112.50
541-1	Art Director	\$112.50
541-1	Copywriter	\$112.50
541-1	Broadcast Producer	\$112.50
541-1	Print Production Manager	\$112.50
541-1	Graphic Designer	\$90.00
541-1	Account Executive	\$81.00
541-1	Media Relations Specialist	\$81.00
541-1	Media Planner	\$67.50
541-1	Broadcast Buyer	\$67.50
541-1	Media Buyer	\$67.50
541-1	Account Coordinator	\$45.00
541-1	Assistant Account Executive	\$45.00

Please see bottom of this price list for description of labor categories.

2. **Maximum Order:** \$1,000,000.00
3. **Minimum Order:** \$100.00
4. **Geographic Coverage (delivery area):** 48 Contiguous States including Alaska, Hawaii and Puerto Rico.
5. **Point of production (city, county and State OR Foreign Country):** N/A
6. **Discount from list prices or statement of net price:** Prices shown are net (discount deducted)
7. **Quantity discounts:** Not Offered
8. **Prompt payment terms:** Not Offered
- 9a. **Notification that Government purchase cards are accepted up to the micro-purchase threshold:**
 Government purchase cards are accepted up to the micro-purchase threshold:
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:**
 Government purchase cards are accepted above the micro-purchase threshold:
10. **Foreign Items (list items by country of origin):** N/A
- 11a. **Time of delivery:** As negotiated

11b.**Expedited Delivery:** Contact Contractor

11c.**Overnight and 2-day delivery:** Contact contractor

11d.**Urgent Requirements:** Contact contractor

11. **FOB Point (s):** Destination

12. **Ordering Address(s)**

Global Advertising 1st, Inc
8100 Corporate Drive, Suite 310
Hyattsville, MD 20785-2231

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).

14. **Payment Address:**

Global Advertising 1st, Inc
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15. **Warranty Provision:** Not Applicable

16. **Export Packing Charges, if applicable:** Not Applicable

17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Not Applicable

18. **Terms and conditions of rental, maintenance, and repair (if applicable):** Not Applicable

19. **Terms and conditions of installation (if applicable):** Not Applicable

20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** Not Applicable

20a. **Terms and Conditions for any other services (if applicable):** Not Applicable

21. **List of service and distribution points (if applicable):** Not Applicable

22. **List of participating dealers (if applicable):** Not Applicable

23. **Preventative maintenance (if applicable):** Not Applicable

24. **Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable

24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:**
www.Section508.gov : Not Applicable

25. **Data Universal Number System (DUNS) number:** 110941916

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

Global Advertising 1st, Inc is registered in the CCR database.

Labor Categories

Creative Director

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: The creative director is the overseer of the creative department within the agency. They are responsible for overseeing the copywriters and art directors, as well as looking over the quality of the final creative work, overlooking the design of branding and advertising for the client, and ensuring that the new brand or image fits well with the client's needs and promotional image that they wish to be broadcasted to the public. They interpret the client's communications strategy, and then develop proposed creative approaches and treatments that align with that strategy.

Minimum Experience Required: 5 years in similar position

Strategic Planner

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Provides the overall direction for the advertising agency by giving specific direction with financial strategies, human resource/organizational development, informational technology, and marketing strategies.

Minimum Experience Required: 7 years in similar position

Management Supervisor

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Direct one or more primary accounts and may direct one or more secondary accounts. Lead Client Service involvement of new business development efforts. Prepare and deliver new business pitches / presentations as needed. Counsel, strategize and resolve current and/or potential problems and issues that impact internal relationships as well as current and/or prospective clients. Foster effective intradepartmental relationships (teamwork) based on mutual respect and understanding and facilitate intradepartmental planning efforts. Demonstrate principled leadership/management qualities and sound business decisions. Monitor, manage, and optimize account expenditures (i.e. labor and pass-through costs). Understand contractual relationships and monitor contract compliance. Synthesize historical data and results from account initiatives to determine future strategies (continuous measurable improvement). Manage client expectations, project statuses, and client requirements/priorities. Take initiative to support and facilitate company objectives including client satisfaction, employee satisfaction and corporate growth. Develop annual financial plans that include revenue, labor cost and relevant expenses. Monitor account P&L statements, maximize revenue, labor costs and relevant expenses profitability and develop short and long range plans for account growth. Adhere to and support all Company and Human Resource policies / processes. Additional projects as needed and assigned.

Minimum Experience Required: Bachelor's degree in Marketing, Business or equivalent preferred. 7-10 years related experience, preferably in an agency environment. Previous management experience required in a similar or equivalent position.

Assistant Creative Director

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Assists the creative director by

Minimum Experience Required: 3 years in similar position

Photographer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Work activities will vary according to specialization. However, common activities for most photographers include:

- working with clients to discuss what sort of images they require and how they want to use them;
- seeking out appropriate photographic subjects and opportunities;
- carrying out research and preparation for a shoot;
- working in different locations, and in different circumstances, to get the right image;
- using an extensive range of technical equipment, including cameras, lenses, lighting and IT software;
- communicating with their subjects: putting them at ease, encouraging them and directing them;
- arranging still life objects, products, scenes, props and backgrounds;
- liaising with other professionals within their specialist area of work, e.g. graphic designers, writers, gallery managers or art directors;
- following up the processing and use of images, discussing technical problems, checking for quality and dealing with clients' concerns;
- understanding traditional film and digital photography and keeping abreast of industry trends and developments and new techniques;
- developing expertise with software to enhance images, change emphasis, crop pictures, move objects, etc;
- managing the business aspects of the work, e.g. administration, booking work, invoicing and basic accounting;
- looking for new business and self-promotion opportunities by developing a good portfolio, building a network of contacts, and achieving a reputation for quality and reliability.

Minimum Experience Required: 8 years in similar position

Website Developer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Responsible for managing the technical aspects of the agency's website as well as working with other people to develop, post content, design and develop website features and applications that go well with the client's needs. They make sure that the text and graphic elements mesh well together into a cohesive, eye-catching work by working with fellow designers and writers to help keep the website appealing to all who visit the site.

Minimum Experience Required: 3 years in similar position

Account Supervisor

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: The Account Supervisor/Manager (AM) is responsible for the relationship between the agency and clients. The AM addresses client needs through direct contact and the utilization of

agency resources. The AM is the key, day-to-day agency representative for the client and maintains a highly responsive service orientation in all transactions. Where appropriate, based on workload, the AM supervises the performance of accounts, as well as guides and reviews all strategic decisions and documents formulated by the various operating departments before they are delivered to the client. The AM works to ensure the strategic integrity of all materials delivered to the client. The AM works with the Production Department to develop estimates and ensures timely deliveries. The AM monitors jobs and issues change orders. The AM will bring in the Vice President of Account Services when appropriate. In partnership with Strategic Planning, the AM develops creative briefs and communicates the strategic objectives of campaigns to other departments. Additionally, the AM reviews all creative concepts to confirm whether they meet strategic goals before they are delivered to the client for approval.

Minimum Experience Required: 5 to 7 years of agency experience. *Must have a working knowledge of Microsoft Word, Excel, and PowerPoint.*

Media Director

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Oversees the media planner, buyer, and the broadcast buyer by making sure that the purchasing of print space in newspapers and magazines, and broadcast time on radio and television is reasonable and within budget for the clients of the advertising agency. They use statistical models to determine the best media plan for the client, based on maximum media effectiveness for the client. They deal with media sales representatives and determine where to place ads based on the client's objectives and budgets.

Minimum Experience Required: 8 years in similar position

Senior Account Executive

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Partners with the client to provide counsel and assistance with their business and advertising goals. They manage the day-to-day client/agency relationship by overseeing the account and assisting account executives, while contributing ideas for developing proposals that may be submitted to the client for approval. The senior account executive reviews all written materials, including proposals, documents, pitch letters, and news releases prepared by the account executive and account coordinator. They act as the overseeing agent on ongoing client projects and personnel working on their respective projects, and communicate the client's strategies to both the creative and media buying departments within the agency.

Minimum Experience Required: 8 years in similar position

Art Director

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Responsible for producing the visual aspects of advertising material. They work extensively with the copywriter to create and design advertising posters, leaflets, brochures, and display material for film and television advertisements. They are the ones who come up with the presentation of the product by emphasizing the target group, as well as designing storyboard sketches to present to the agency's creative director and account team for approval. After pending approval, the art director usually is the one who oversees all production for the finished product.

Minimum Experience Required: 5 years in similar position

Copywriter

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Provides and handles the verbal and written aspect of the advertising campaign by coming up with original catch phrases, slogans, messages, and strap lines. All written work in advertising is dealt by the copywriter, who not only writes ads for various media, but they also analyze market data, consult with clients, and edit and renew copies.

Minimum Experience Required: 3 years in similar position

Broadcast Producer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Supervises all aspects of the production for radio and TV commercials, including hiring the director and production company, and coordinates production shoots by monitoring production schedules for the agency. By purchasing and managing licensing rights on use and reuse of video, stills and audio, the broadcast producer is also responsible for trafficking accurate, specific broadcast information to stations in an appropriate fashion, as well as maintaining a visual and audio library of all agency and director reels. Lastly, they are responsible for booking vendor, studio, and freelance facility time, as well as monitoring camera and agency equipment use.

Minimum Experience Required: 7 years in similar position

Print Production Manager

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Prepares ads for printing and works with typesetters, color separators, printers and other suppliers. They often coordinate design, illustration, photography, and typography personnel to prepare advertisements for publication. The print production manager often determines arrangement of art work and photographs and selects style and size of type, considering factors such as size of advertisement, design, layout, sketches, and method or printing specified. They then submit the copy and typography instructions to a printing firm or department for typesetting.

Minimum Experience Required: 6 years in similar position

Graphic Designer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Generates the visual presentation and design of advertising for the client. They use the research provided by the marketing department of the agency, the cost specifications determined by the budgeting department, and synthesize that information into formulating an aesthetic design with color, the awareness of past and current trends in visual art, flexibility, and a deep understanding of the needs of the corporate world. They are able to produce multiple sketches and models that demonstrate different approaches to the client's product or services, and have a working knowledge of various graphics design software.

Minimum Experience Required: 3 years in similar position

Account Executive

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: The account executive acts as a liaison between the advertising agency and the client, coordinating, organizing, and monitoring various advertising campaigns for both existing clientele as well as making “pitches” for new business. Account executives do extensive work with the account coordinator and the media planner to devise a marketing strategy and campaign that meets the client’s needs as well as budget. After its approval by the client, the account executive then works with the agency’s creative team on what needs to be produced and copyrighted. Essentially, they conduct the project managing aspects of a campaign by monitoring its process, keeping the client informed throughout the whole process, and overseeing the administration of the account.

Minimum Experience Required: 3 years in similar position

Media Relations Specialist

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Serves as the advocate for the agency, and helps build and maintain a positive relationship with the public. They recognize the increasingly importance on relying on good public relations for the success of the agency, and they handle everything from organizational functions such as media, community, consumer, industry and government relations to a more interest-group representation. They often draft press releases, contact key individuals in the media industry, and handle the overall publicity of the agency by preparing materials for distribution. They often have a preternatural understanding of the needs of the community as well as what the agency could do to benefit it.

Minimum Experience Required: 3 years in similar position

Media Planner/Buyer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Selects media to advertise in and plans media mix; chooses the medium of the media; and conducts media tests. On the other hand, the media buyer buys the space in print media and time in electronic media by negotiating price and position of ads.

Minimum Experience Required: 8 years in similar position

Broadcast Buyer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Buys the space in print media and time in electronic media by negotiating price and position of the ads. They must also bargain with the broadcast media for the best rates and make deals with the print media for good ad positions.

Minimum Experience Required: 5 years in similar position

Media Buyer

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Media buyers communicate on behalf of their clients with media sales companies in order to purchase the most appropriate advertising space within a range of media including digital, radio, press, television and the internet. Their role involves a high level of negotiation over the phone for the most cost-efficient and effective advertising space. The job also involves frequent contact with clients. Our media buyers may work across a range of media or specialize in one particular area. Typical work activities may include:

- identifying the target audience for a particular media campaign;
- setting and planning advertising budgets;
- gaining a clear understanding of the client's marketing and advertising strategy;
- establishing a strong marketing strategy;
- negotiating frequently with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising;
- developing and maintaining positive working relationships with media sales companies;
- liaising with media salespeople to adjust media schedules in response to audience figures;
- placing the buy using the most up-to-date research and software available;
- collecting and analyzing sales and consumer data;
- ensuring that the ads run accurately so the desired media message is being seen and heard by consumers;
- assessing options offered in relation to the buying brief;
- keeping up to date with the market;
- maintaining relationships with media sales staff over campaign details;
- undertaking research using a wide range of specialist media resources;
- reporting to clients during and after the campaign;
- presenting the results of advertising to clients;
- assessing the effectiveness of the campaign.

Minimum Experience Required: 5 to 7 years of agency experience

Account Coordinator

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Responds and assists the account executive with clientele by organizing the advertising for print media, radio, television, and internet. They coordinate and schedule promotions within a given advertising campaign to ensure the utmost client satisfaction and project completion.

Minimum Experience Required: None

Assistant Account Executive

Minimum Education Required: College degree from a four year accredited institution

Duties and Responsibilities: Assists the account executive on various administrative needs to keep an organized and productive account in order. Usual assistance might include drafting invoices for the client, help control the budget of the campaign, writing status reports, and keeping records of various expenses and invoices pertinent to the campaign.

Minimum Experience Required: 1 year in similar position