

GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service

Authorized Federal Supply Schedule FSS 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 GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: GSAAvantage.gov.

Multiple Award Schedule

Federal Supply Group: Professional Services
Contract Number: GS-07F-0324W

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>.

Contract Period: April 7, 2020 – April 6, 2025
Contractor: A. Bright Idea, LLC
210 Archer St.
Bel Air, MD 21014

Business Size: Small Business, WOSB, SBA Certified Disadvantaged Business

Telephone: 410-836-7180
FAX Number: 410-836-0186
Web Site: www.abrightideaonline.com
E-mail: anita@abrightideaonline.com
Contract Administration Anita Brightman

This pricelist is current through Modification PS-0040, effective April 5, 2024

Prices shown herein are Net (discount deducted)

CUSTOMER INFORMATION:

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

SIN	SIN Description
541430	Graphic Design Services
541511	Web Based Marketing
541810	Advertising Services
541810ODC	Other Direct Costs for Marketing and Public Relations
541820	Public Relation Services
541850	Exhibit Design and Advertising Services
541922	Commercial Photography Services
561920	Conference, Meeting, Event and Trade Show Planning Services
OLM	Order-Level Materials (OLMs)

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. n/a

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. SEE LABOR CATEGORY DESCRIPTIONS BELOW.

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

3. Minimum Order: \$500.00

4. Geographic Coverage (delivery Area): Domestic Only. 50 States, DC, U.S. Territories

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See Attachment.

7. Quantity discounts: None Offered

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.

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

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. 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 Contractor

10c. 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

10d. 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

11. F.O.B Points(s): Destination

12a. Ordering Address(es): Same as Contractor

- 12b. Ordering procedures: See Federal Acquisition Regulation (FAR) 8.405-3**
- 13. Payment address(es):** Same as company address
- 14. Warranty provision:** Contractor's standard commercial warranty.
- 15. Export Packing Charges (if applicable):** N/A
- 16. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 17. Terms and conditions of installation (if applicable):** N/A
- 18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 18b. Terms and conditions for any other services (if applicable):** N/A
- 19. List of service and distribution points (if applicable):** N/A
- 20. List of participating dealers (if applicable):** N/A
- 21. Preventive maintenance (if applicable):** N/A
- 22a. Special attributes such as environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 22b. If applicable, indicate that Section 508 compliance information is available on Information and Communication Technology (ICT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The ICT standards can be found at: www.Section508.gov/. N/A**
- 23. Unique Entity Identifier (UEI) number:** QUNFGUXVAQL3
- 24. Notification regarding registration in the System for Award Management (SAM) database:** Registered

GSA Prices Including the Industrial Funding Fee (IFF) Services

Labor Category	4/7/2024-4/6/2025 Year 15
Administrative Assistant**	\$59.49
Junior Communication Specialist	\$84.27
Communication Specialist	\$123.93
Senior Communication Specialist	\$153.66
Communication Manager	\$183.42
Senior Communication Manager	\$213.17
Junior Designer/Illustrator	\$84.27
Designer/Illustrator	\$123.93
Senior Designer/Illustrator	\$133.84
Creative Manager	\$148.73
Subject Matter Expert	\$302.61
Office Assistant	\$70.45
Entry Level Associate	\$78.68
Junior Associate	\$98.81
Associate	\$118.94
Senior Associate	\$137.24
Team Lead	\$140.90
Assistant Project Coordinator	\$148.22
Project Coordinator	\$175.67
Senior Project Coordinator	\$211.35
Project Manager	\$253.43
Senior Project Manager	\$280.89
Deputy Program Manager	\$316.56
Program Manager	\$351.34
Senior Program Manager	\$393.42
Special Liaison	\$420.87

Support Products

SIN	Support Product	GSA Rate
541810ODC	Media Placement	\$237,783.38
541810ODC	Promotional Item	\$145.58

Service Contract Labor Standards Matrix:

SCA/SCLS Matrix		
SCLS Eligible Contract Labor Category/Fixed Price Service	SCLS Equivalent Code Title	WD Number
Administrative Assistant	01020-Administrative Assistant	2015-4265

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 matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

LABOR CATEGORY DESCRIPTIONS

Administrative Assistant

Responsibilities: Provide general office and operational support to all business functions, including answering telephones, filing, copying, errands and data entry.

Education/General Experience: High School diploma and three years experience with good computer and problem solving skills.

Jr. Communication Specialist

Responsibilities: Assists with corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, assists in production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) in public relations or related field, one year related experience.

Communication Specialist

Responsibilities: Works with corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, oversees production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) in public relations or related field, five years related experience.

Sr. Communication Specialist

Responsibilities: Provides integrated public relations and marketing services to clients, customizes PR strategies to meet the client's business objectives, ensures timely turnaround of products while increasing media visibility for businesses and their products. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, and oversees production of video and other media.

Education/General Experience: Bachelor's degree (BA/BS) or equivalent in public relations/marketing, seven years related experience in public relations and media strategy.

Communication Manager

Responsibilities: Reports to a Director or Operations Manager. Has overall project management responsibility. Develops, supervises and guides staff to complete client projects on time and on budget. Sets and implements operating policies and procedures. Responsible for client communications, task conceptualization, assignment, planning, team coordination, quality assurance, job tracking and cost control.

Education/General Experience: Bachelor's degree (BA/BS) with 10 years experience.

Sr. Communication Manager

Responsibilities: Decision-maker for the company. Guides the company and client projects by providing both long and short term planning. Develops and directs integrated technical information services programs. Helps support program and project managers with their job functions. Excellent verbal and written skills that provide leadership and inspire quality.

Education/General Experience: Master's degree (MA/MS) with 20 years experience.

Jr. Designer/Illustrator

Responsibilities: Assists in the design, layout, and production of brochures, pamphlets, briefings, displays and other materials; assists in the creation of overhead presentations, including graphics, charts, photos, and clip-art and displays to represent certain accomplishments to be highlighted. Creates other graphic materials at client request, including scanned documents, photography or signs. May use various computer graphics software programs; may work from rough sketches, engineering drawings or other documentation; may prepare layouts for printing.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art or related field with one year related experience.

Designer/Illustrator

Responsibilities: Performs a wide variety of graphics/illustration activities to produce brochures, briefings, displays, and other materials; involved in all aspects of graphics/illustration projects from conceptualization and development to final presentation. May act as a technical consultant on matters of design, composition and methods of presenting technical data. Uses a broad range of graphics production software and equipment. Exercises creative judgment and originality by translating needs into graphics capabilities; may participate in website design. May provide guidance to lower-level graphics personnel.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art or related field with five years related experience.

Sr. Designer/Illustrator

Responsibilities: Performs high-level computer graphic design activities to produce brochures, briefings, displays, and other materials; involved in all aspects of graphics/illustration projects from conceptualization and development to final presentation. May act as a technical consultant on matters of design, composition and methods of presenting technical data; uses a broad range of graphics production software and equipment. Exercises creative judgment and originality by translating needs into graphics capabilities; may participate in website design; provides supervision and technical training and guidance to lower-level graphics personnel. May act as a team or task lead.

Education/General Experience: Bachelor's degree (BA/BS) in graphic design, art, or related field with seven years related experience.

Creative Manager

Responsibilities: Provides leadership and guidance for design concepts in electronic media and documentation development, including layout, design and production.

Education/General Experience: Bachelor's degree (BA/BS) with 10 years related experience.

Subject Matter Expert

Responsibilities: Provides strategic guidance and technical advice on complex or controversial programs. Provides high level analysis, evaluation and recommendations. Leverages industry knowledge and contacts to navigate obstacles and overcome challenges.

Education/General Experience: Bachelor's degree (BA/BS) with 20 years related experience. Unique expertise; recognized as an industry leader

Office Assistant

Responsibilities: Organized and detail oriented individual who provide general or specialized office/clerical support to a team, individual or project.

Education/General Experience: minimum education and experience of a high school diploma and at least one year of experience.

Entry Level Associate

Responsibilities: Assists with the execution of verbal or visual communications related tasks. Requires supervision. Collaborates with other team members to execute project related assignments.

Education/General Experience: minimum education and experience of a high school diploma or Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least one year of related experience.

Junior Associate

Responsibilities: Assists with the execution of verbal or visual communications-related tasks. Requires some supervision. Collaborates with other team members to execute project-related assignments. Demonstrates proficiency in coordinating meetings, managing schedules, and ensuring timely dissemination of information.

Education/General Experience: minimum education and experience of a high school diploma or Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least two years of related experience.

Associate

Responsibilities: Assists with the execution or review of verbal or visual communications-related tasks. Requires minimal supervision. Collaborates with other team members to execute project-related assignments. Works with clients directly to obtain feedback on communication tasks and implements changes. Encompass leadership responsibilities, including mentoring junior team members, providing guidance in project planning and execution.

Education/General Experience: minimum education and experience of a high school diploma or Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least three years of related experience.

Senior Associate

Responsibilities: Assists with the development, execution, or review of verbal or visual communications-related tasks. Requires minimal supervision. Collaborates with other team members to execute project-related assignments. Monitors junior team members, provides guidance on project planning and execution and contributes strategic insights to optimize communication processes and project outcomes.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least five years of related experience.

Team Lead

Responsibilities: Assists with the development, execution or review of verbal or visual communications related tasks. Meets with project team to review and document assignments. Requires minimal supervision. Interfaces with project coordinators to execute project related assignments. Facilitates regular progress meetings, delegate tasks effectively, and ensure alignment with project objectives.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least seven years of related experience.

Assistant Project Coordinator

Responsibilities: Provides strategic guidance and assists with the development, execution or review of multiple verbal or visual communications related projects or clients. Meets with project team to review and document assignments. Requires minimal supervision. Collaborates and interfaces with project and program managers to execute project related assignments.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least seven years of related experience.

Project Coordinator

Responsibilities: Coordinates schedules and resources to ensure timely completion of projects while maintaining high standards of quality and client satisfaction. Provides strategic guidance and assists with the development, execution or review of multiple verbal or visual communications related projects or clients. Meets with project team to review and document assignments. Requires minimal supervision. Collaborates and interfaces with project and program managers to execute project-related assignments.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 10 years of related experience.

Senior Project Coordinator

Responsibilities: Mentors and provides guidance to junior team members, leveraging extensive experience and expertise to enhance project efficiency and effectiveness. Provides strategic guidance and assists with the development, execution or review of multiple verbal or visual communications related projects or clients. Meets with project team to review and document assignments. Requires minimal supervision. Collaborates and interfaces with project and program managers to execute project related assignments.

Education/General Experience: minimum education and experience of a high school diploma or Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 12 years of related experience.

Project Manager

Responsibilities: Oversees and orchestrates the end-to-end lifecycle of verbal and visual communications projects, ensuring seamless development, execution, and review processes are adhered to. Conducts regular meetings with the project team to meticulously assess and document assignments, fostering clarity and alignment among all stakeholders. Assumes responsibility for personnel supervision, cultivating a collaborative and productive work environment that maximizes team performance and morale. Keeps agency leadership informed with comprehensive updates on account and project management activities, enabling informed decision-making and strategic planning at all levels.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 10 years of related experience.

Senior Project Manager

Responsibilities: Orchestrates and oversees the comprehensive lifecycle of both individual and multiple verbal or visual communications projects or clients, ensuring meticulous development, execution, and review processes. Conducts regular meetings with the project team to meticulously assess and document assignments, fostering clarity and alignment among all stakeholders. Provides adept supervision of personnel, cultivating a collaborative and productive work environment that maximizes team performance and morale. Keeps agency leadership abreast of account and project management activities through comprehensive updates, enabling informed decision-making and strategic planning at the highest levels.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 12 years of related experience.

Deputy Program Manager

Responsibilities: Manages the development, execution or review of individual or multiple verbal or visual communications related projects or clients. Meets with project team to review and document assignments. Provides supervision of personnel, manage personnel and budget resources. Updates agency leadership and serves as customer liaison on account and project management activities.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 14 years of related experience.

Program Manager

Responsibilities: Assumes direct responsibility for overseeing the comprehensive development, execution, and review phases of both individual and multiple verbal or visual communications projects or clients. Regularly convenes with the project team to meticulously review and document assignments, ensuring clarity, alignment, and optimal utilization of resources. Provides effective supervision of personnel, skillfully managing both personnel and budget resources to ensure project success within established parameters. Additionally, serves as a key liaison between the agency and its customers, adeptly communicating updates and progress on account and project management activities. Keeps agency leadership well-informed with detailed updates, facilitating strategic decision-making and ensuring alignment with overarching organizational goals and objectives.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 16 years of related experience.

Senior Program Manager

Responsibilities: Holds overarching responsibility for orchestrating the holistic development, execution, and review processes of individual or multiple verbal or visual communications projects or client accounts. Regularly convenes with the project team to meticulously review and document assignments, fostering clarity, alignment, and optimal resource allocation. Demonstrates adept leadership in supervising personnel and managing both personnel and budget resources to ensure project success within defined parameters. Assumes a pivotal role as the primary liaison between the agency and its clientele, adeptly communicating updates and progress on account and project management activities. Provides comprehensive updates to agency leadership, facilitating strategic decision-making and ensuring alignment with organizational objectives at the highest level.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in verbal or visual communications functional area or related field with at least 20 years of related experience.

Special Liaison

Responsibilities: Recognized technical, industry or creative talent who is uniquely qualified to leverage industry knowledge or contacts to navigate obstacles and overcome challenges. Lends technical or strategic guidance or influence through their involvement and/or endorsement. Provides high level analysis, evaluation and recommendations.

Education/General Experience: minimum education and experience of a Bachelor's degree (BA/BS) in an associated functional area or related field with at least 20 years related experience.

OTHER DIRECT COSTS**Media Placement**

Media placement includes the negotiation and placement of advertisements in traditional and nontraditional channels including print, radio, television, digital, broadcast and outdoor.

Promotional Products

Promotional products/merchandise/items/giveaways are articles of merchandise branded with a logo to support marketing and communication programs.