



Professional Services
Schedule 00 CORP
Contract Number: GS-07F-0324W

- SINs 541-1
 - 541-2
 - 541-3
 - 541-4C
 - 541-4D
 - 541-4E
 - 541-4F
 - 541-1000
-

CONTRACT PERIOD
April 7, 2010–April 6, 2020

CONTRACT CONTACT
Anita A. Brightman,
APR, Fellow PRSA
Founder and CEO
210 Archer Street
Bel Air, MD 21014
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BUSINESS SIZE
8(a) SDB
Woman-Owned Small
Business (WOSB)



Professional Services Schedule 00 CORP
Authorized Federal Supply Service Price List

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Yes, we do have bright ideas.

As an award-winning boutique agency, our bright ideas are anything but small. We provide strategic, integrated, creative and effective solutions to clients' visual and verbal communications needs using a collaborative approach that successfully achieves goals and objectives. A woman-owned small business, our experience includes creative conceptualization, writing, editing, proofreading, graphic design, interactive media, illustration, media placement, public relations, sports marketing, print specification and print press coordination—to name a few—for government, retail and nonprofit clients.

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CATALOG AND PRICE LIST

ABOUT A. BRIGHT IDEA

A. Bright Idea is an 8(a) SDB certified, woman-owned small business (WOSB) advertising, public relations, interactive and graphic design agency, recognized as one of the Top 100 MBEs in the State of Maryland. Founded in 1996, our award-winning team of creative professionals coupled with strong strategic alliances allows us to excel at identifying opportunities, generating ideas and executing customized solutions that deliver results for our government, commercial and nonprofit clients.

Our services include integrated branding and graphic design, media relations and media buying/placement, corporate sponsorship, creative and technical writing, strategic communications planning, community outreach strategies, web development and design, interactive and social media tactics and design, sports marketing, and meeting and special event planning.

A. Bright Idea is pleased to offer an expanded range of relevant services through our Federal Supply Schedule Contract for Professional Services Schedule 00 CORP. This Federal Supply Schedule is a flexible, easy-to-use task order contract available to all Federal agencies and government-owned corporations. This catalog describes our services available through the Professional Services contract mechanism and provides all of the necessary details concerning prices and the ordering of services.

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WE'RE SYSTEMATIC

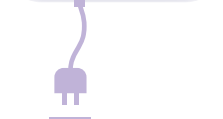
Our four-step process elicits an in-depth understanding of our client goals and objectives to develop strong strategic plans that deliver results.



1. **Research** – We pride ourselves on scrupulous research to uncover industry and market trends, competitors and target audiences to best understand your business, identify appropriate messaging and develop a strong communication plan complete with evaluation metrics.



2. **Planning** – An essential piece of our process, we first develop objectives based on your identified goals. Once objectives are outlined, a strategic plan details specific tactics designed to garner intended results.



3. **Implementation** – Execution and persistent follow-up of your well-developed plan is the key to its success. We ensure milestones are met and provide you with status updates throughout the project.



4. **Evaluation** – A critical step, we evaluate the success of the plan at multiple intervals to ensure that objectives are being met or if improvements are necessary.



CUSTOMER INFORMATION

- 1a. **Awarded Services**
We are proposing to provide services under the following SINs:
 - 541-1: Advertising Services
 - 541-2: Public Relations Services
 - 541-3: Web Based Marketing Services (Small Business Set-Aside)
 - 541-4C: Exhibit Design and Implementation Services
 - 541-4D: Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)
 - 541-4E: Commercial Photography Services (Small Business Set-Aside)
 - 541-4F: Commercial Art and Graphic Design Services (Small Business Set-Aside)
 - 541-1000: Other Direct Costs
See Table 3, page 5.
- 1b. **Labor Category Descriptions**—prices by labor categories are NET. See Table 1, page 5.
- 1c. **Labor Categories**—see descriptions of labor categories and education/experience requirements on page 6.
2. **Maximum Order**
\$1 million
3. **Minimum Order**
\$100
4. **Geographic Coverage (delivery area)**
Domestic delivery is delivery within the 48 contiguous states
5. **Point of Production:**
Bel Air, MD, USA
6. **Discount From List Prices or Statement of Net Price:**
NET pricing, discount deducted
7. **Quantity Discounts**
For purchases above \$500,000, A. Bright Idea, LLC offers volume discounts
8. **Prompt Payment Terms:** Net 30 days
- 9a. **Government Purchase Cards:**
Accepted at or below the micro-purchase threshold
- 9b. **Government Purchase Cards**
Not accepted above the micro-purchase threshold
10. **Foreign Items**
(list items by country of origin): None
- 11a. **Time of Delivery:**
Determined at time of task order
- 11b. **Expedited Delivery:**
Determined at time of task order
- 11c. **Overnight and Two-Day Delivery:**
Determined at time of task order
- 11d. **Urgent Requirements:**
Under i-FSS-140-B, the Agency may contact us for the purpose of obtaining accelerated delivery
12. **F.O.B. Point:** Destination
- 13a. **Ordering Address:**
A. Bright Idea
210 Archer Street
Bel Air, MD 21014
- 13b. **Ordering Information**
Telephone Number: 410.836.7180
- 13c. **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
14. **Payment Address:**
A. Bright Idea
210 Archer Street | Bel Air, MD 21014



CUSTOMER INFORMATION

- 15. Warranty Provision: N/A
- 16. Export Packing Charges: N/A
- 17. Terms and Conditions of Government Purchase Card Acceptance: N/A
- 18. Terms and Conditions of Rental, Maintenance, and Repair: N/A
- 19. Terms and Conditions of Installation: N/A
- 20a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices: N/A
- 20b. 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. Environmental and Other Special Attributes: N/A
- 24b. Electronic and Information Technology: N/A
- 25. Data Universal Number System (DUNS) Number: 002833684
- 26. Notification Regarding Registration in Central Contractor Registration (CCR) Database: Registered with the Central Contractor Registration Database

TABLE 1

| Labor Category for GSA Schedule | Rate per Hour |
|---------------------------------|---------------|
| Administrative Assistant** | \$53.80 |
| Jr. Communication Specialist | \$76.22 |
| Communication Specialist | \$112.08 |
| Sr. Communication Specialist | \$138.98 |
| Communication Manager | \$165.88 |
| Sr. Communication Manager | \$192.79 |
| Jr. Designer/Illustrator | \$76.22 |
| Designer/Illustrator | \$112.08 |
| Sr. Designer/Illustrator | \$121.05 |
| Creative Manager | \$134.50 |

**SCA covered categories/services are adjusted in accordance with 52.222-43 Fair Labor Standards Act and Service Contract Labor Standards - Price Adjustment (Multiple Year and Option Contracts). In addition to clause 52.222-43, the same method of escalation for non-SCA covered labor categories applies.

| | |
|-----------------------------|--------------------------------|
| SCA Eligible Labor Category | Administrative Assistant |
| SCA Equivalent Code/Title | 01020 Administrative Assistant |
| Wage Determination Number | WD 15-4265 |

| Other Direct Costs | Ceiling |
|--------------------|-------------------|
| Media Placement | \$237,783.38/unit |
| Promotional Items | \$145.58/each |

Descriptions of Other Direct Costs

Media Placement: Media placement of campaign materials across traditional print, broadcast, out of home, digital and emerging media outlets.

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



CUSTOMER INFORMATION

LABOR CATEGORIES

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.



CUSTOMER INFORMATION

LABOR CATEGORIES (continued)

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.

EACH YEAR OUR WORK GARNERS AWARDS FROM REGIONAL AND NATIONAL ORGANIZATIONS INCLUDING:

Harford Award 2007

Susquehanna Workforce Network
Workforce Leadership Award 2006

American Communication Professionals
Spotlight Award 2002, 2003

Governor's Office of Minority Affairs
Top 100 Minority Business Enterprises, State of Maryland
2006, 2008, 2010, 2012

Better Business Bureau
Torch Award 2007

PRSA Maryland Chapter Awards
Best in Maryland Award 2006, 2007, 2009, 2010, 2011, 2013, 2014, 2015

American Web Design Awards
Wireheadz website 2010
Remote Controlz website 2009

American In-House Design Awards
U.S. Army Chemical Materials Agency Programmatic Brochure 2005–2006
Pine Bluff Chemical Agent Disposal Facility Pop-Up Display 2004–2005

The Communicator Awards
2000, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2011

American Graphic Design Awards
Watt Watchers of Maryland logo 2009
Motile Robotics rack card and display 2010
The John Carroll School annual report 2010
Williams Creekside Cottage branding 2010
Roar!Tech logo 2011
SomethingAboutSonoma.com marketing material 2011

Graphic Design USA Magazine
U.S. Army Non-Stockpile Chemical Materiel Project brochure series 2004
Baltimore City Public Schools Early Learning Program booklet 2014
Smithsonian National Museum of American History Object Project poster/handout 2015

League of American Communications Professionals
Silver Award 2003–2004: Non-Stockpile Chemical Materiel Project 20' exhibit

Telly Awards–Bronze
"I'm not an addict" campaign Bel Air Center for Addictions 2010
U.S. Army Non-Stockpile Chemical Materiel Project Explosive
Destruction System video 2005

The Videographer Awards–Award of Distinction
U.S. Army Non-Stockpile Chemical Materiel Project
Explosive Destruction System video 2005

International Academy of the Visual Arts
Silver Davey Award 2006

American Marketing Association, Baltimore Chapter
Marketing Excellence Award Finalist 2006, 2007

MarCom/Hermes Creative Award
2004, 2005, 2006, 2007

Summit Creative Award
2001, 2003, 2005

AMCP Audio-Visual Arts
Gold Award 2012
Travel/Destination website, website design, website travel video

Platinum Award 2013
Battle of Bladensburg 1812 website
Gold Award 2013

The Red Grape website
Honorable Mention Award 2013
Upper Chesapeake Health – Cancer Center Campaign video

PRSA National Capital Chapter
Thoth Award 2012
Integrated Communications, U.S. Drug Enforcement Administration

The Greater Baltimore Committee
Bridging the Gap Award 2012

National Association of Government Communicators
Defense Logistics Agency wall project 2014 Blue Pencil Award, 2nd Place
U.S. Drug Enforcement Administration, Take Back Day,
Blue Pencil Award, 2nd Place

SmartCEO Brava! Award
Anita Brightman, 2009

Maryland Daily Record Top Influencers
Anita Brightman, 2015

PRSA New Professional of the Year
Katie MacNichol, 2009


a. Bright idea

Please contact us or visit our website for more
information on how A. Bright Idea can meet
your needs and complement your team:

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