



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
Small Business
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, multimedia, illustration, media placement, public relations, audio and video production, digital design, 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 a certified small business (SB) and woman-owned small business (WOSB). As a full-service advertising, public relations, multimedia and graphic design agency, we are recognized as one of the Top 100 MBEs in the State of Maryland and bring strong past performance as prime contractors for the federal government. 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, audio and video production, web development and design, multimedia, 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.

CONTENTS

About A. Bright Idea..... 2

A. Bright Idea Process 3

Customer Information (1-14) 4

Customer Information (15-26) 5

Customer Information
(Rate per hour) 5

Customer Information
(Labor Category descriptions) 6

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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. **Prompt Payment Terms:** Net 30 days
- 8a. **Government Purchase Cards:**
Accepted at or below the micro-purchase threshold
- 8b. **Government Purchase Cards**
Not accepted above the micro-purchase threshold
9. **Foreign Items**
(list items by country of origin): None
- 10a. **Time of Delivery:**
Determined at time of task order
- 10b. **Expedited Delivery:**
Determined at time of task order
- 10c. **Overnight and Two-Day Delivery:**
Determined at time of task order
- 10d. **Urgent Requirements:**
Under i-FSS-140-B, the Agency may contact us for the purpose of obtaining accelerated delivery
11. **F.O.B. Point:** Destination
- 12a. **Ordering Address:**
A. Bright Idea
210 Archer Street
Bel Air, MD 21014
- 12b. **Ordering Information**
Telephone Number: 410.836.7180
- 12c. **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
13. **Payment Address:**
A. Bright Idea
210 Archer Street | Bel Air, MD 21014
14. **Warranty Provision:** N/A
15. **Export Packing Charges:** N/A
16. **Terms and Conditions of Government Purchase Card Acceptance:** N/A
17. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A



CUSTOMER INFORMATION

- 18. Terms and Conditions of Installation: N/A
- 19a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices: N/A
- 19b. Terms and Conditions for Any Other Services: N/A
- 20. List of Service and Distribution Points: N/A
- 21. List of Participating Dealers: N/A
- 22. Preventive Maintenance: N/A
- 23a. Environmental and Other Special Attributes: N/A
- 23b. Electronic and Information Technology: N/A
- 24. Data Universal Number System (DUNS) Number: 002833684
- 25. 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
Subject Matter Expert	\$273.68

**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.

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.



CUSTOMER INFORMATION

LABOR CATEGORIES (continued)

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 expert independent services and leadership in specialized technical areas necessary for effective implementation of projects. Provides functional consulting, analysis, and methodological support to smaller, less complex projects. Develops and executes specialized tasks, applies analytical problem solving methodologies, technical direction, interfaces with client and/or prime contractor representatives, and effectively allocates resources. Uses specialized industry experience in planning, evaluating, directing, and coordinating complex, high-value projects involving the highest level of strategy and coordination within the organization and across partner organizations. Provides strategic technical guidance and direction to members of the project team.

Education/General Experience: Bachelor's degree (BA/BS) with 20-25+ 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, 2018

Award of Excellence 2017

Best in Show 2016

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

Baltimore City Public Schools - PreK-Kindergarten Registration Guide 2015

League of American Communications Professionals

Silver Award 2003–2004: Non-Stockpile Chemical Materiel Project 20' exhibit

Telly Awards

U.S. Drug Enforcement Administration Take Back Day commercial,
Bronze 2018

Stella Maris "Simply Loving Life" TV commercial, Bronze 2016

Yountville "Taste Life Here" travel video, Bronze 2016

Something About Sonoma Promo Video, Silver 2013

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

Gold Award, Print Creativity, Brochure 2017

Platinum Award, Print Creativity, Poster (Burbank Nightmares) 2018

Gold Award, Print Creativity, Cartoon (AACDPW) 2018

Honorable Mention, Print Creativity, Poster (Imaginary Invalid) 2018

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

Thoth Award 2016

Integrated Communications, Army National Guard, High School Recruitment

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

MRMC Wall project, 2015 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

PRSA College of Fellows

Anita Brightman

The logo for 'a. Bright idea' features a stylized lightbulb with a glowing filament inside, positioned above the letter 'i' in 'Bright'. The text 'a. Bright idea' is written in a white, sans-serif font against a dark purple background.

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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