



## 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!*<sup>®</sup>, a menu-driven database system. The INTERNET address GSA *Advantage!*<sup>®</sup> is: GSAAdvantage.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](http://www.abrightideaonline.com)  
**E-mail:** [anita@abrightideaonline.com](mailto:anita@abrightideaonline.com)  
**Contract Administration:** Anita Brightman

This pricelist is current through Modification PO-0033 effective April 07, 2020

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/](http://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	4/7/2021-4/6/2022 Year 12	4/7/2022-4/6/2023 Year 13	4/7/2023-4/6/2024 Year 14	4/7/2024-4/6/2025 Year 15
Administrative Assistant**	\$56.01	\$57.15	\$58.31	\$59.49
Junior Communication Specialist	\$79.35	\$80.96	\$82.60	\$84.28
Communication Specialist	\$116.68	\$119.05	\$121.46	\$123.93
Senior Communication Specialist	\$144.68	\$147.62	\$150.61	\$153.67
Communication Manager	\$172.68	\$176.19	\$179.77	\$183.41
Senior Communication Manager	\$200.70	\$204.77	\$208.93	\$213.17
Junior Design/Illustrator	\$79.35	\$80.96	\$82.60	\$84.28
Designer/Illustrator	\$116.68	\$119.05	\$121.46	\$123.93
Senior Designer/Illustrator	\$126.01	\$128.57	\$131.18	\$133.85
Creative Manager	\$140.02	\$142.86	\$145.76	\$148.72
Subject Matter Expert	\$284.89	\$290.68	\$296.58	\$302.60

### Support Products

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

### Service Contract Labor Standards Matrix

SCLS Matrix		
SCLS Eligible Contract Labor Category	SCLS Equivalent Code Title	WD Number
Administrative Assistant	01020-Administrative Assistant	2015-4266

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

## LABOR CATEGORY DESCRIPTIONS

### 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.*

### **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*

## **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.