



**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service Authorized  
Federal Supply Schedule 541 Price List  
Advertising & Integrated Marketing Solutions (AIMS)  
FSC Group 541**

*For more information on ordering from Federal Supply Schedules, please visit  
[www.fss.fsa.gov](http://www.fss.fsa.gov) and click on FSS Schedules.*

**SPECIAL ITEM NUMBERS  
SIN 541-1 Advertising Services  
SIN 541-4A Market Research & Analysis Services**

**BAYARD ADVERTISING AGENCY INC.  
8401 Colesville Road Suite 502  
Silver Spring, Maryland 20910  
703.887.0227  
[www.bayardad.com](http://www.bayardad.com)**

**Contract No: GS-07F-0046W**  
*Contract Base Period 11/01/2009 – 10/31/2014  
Plus Three Five-Year Option Periods*  
**General Services Administration  
Federal Acquisition Services**

**bayard**  
advertising agency, inc.



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*“We are developing hiring and recruitment initiatives to help get the best and brightest Americans into Government” – John Berry, Director U.S. Office of Personnel Management*

## **INTRODUCING BAYARD**

**Bayard Government Solutions – *Bringing private sector best practices and solutions to Government recruitment and employee communications challenges.***

The Federal Government has unique and varied hiring needs. The requirements for qualified candidates to fill a wide range of jobs are profound. The level of service provided by the Government is unmatched by any other employer in the country. There are needs for everything from transportation, to healthcare, to high-technology, to security, and everything in between. There is intense competition with the private sector to acquire the highly skilled talent necessary to fully support all of the programs and initiatives managed by the Government.

For over 83 years Bayard Advertising Inc. has been providing our private sector clients with cutting edge solutions to solve their recruitment challenges. We are one of the original advertising agencies to concentrate primarily on recruitment and employee communications. The Bayard Government Solutions Division (BGS) has been developed to bring our industry-leading expertise to the Federal Government. Our approach will help to achieve the stated goal of bringing the best and brightest into government service.

Our experienced team will develop brands, campaigns, messages, and supporting materials that will reach your target audience, and persuade them to follow the desired call to action. We will be your partner in developing communications solutions that get attention and results!

BGS is your single source for reaching your target audience, distinguishing your offerings, and communicating your message with relevance and results. As one of the nation’s leaders in recruitment brand development, marketing, and advertising communications; Bayard has helped thousands of clients over a broad spectrum of industries to find the best qualified candidates to fill critical hiring needs.

Bayard's varied work for military and Federal clients has helped to create memorable, advertising campaigns in a number of disciplines including the web, in print, and on-air. Our Government Solutions office located in Silver Spring, Maryland is fully staffed with experienced account, media, and creative personnel with the specific capabilities to provide solutions to any recruitment or employee communications challenge encountered by our clients. We have the ability to create and/or enhance Government and military trade shows, career fairs, employee recognition and incentives, employee referral programs, company give-away items, and anything else necessary to help attract the best and the brightest to your organization.

***Bayard is fully versed in OFCCP, 508 Compliance, WC3 web accessibility standards and more.***

## **WHAT WE DO**

- ***Account Management***
- ***Brand Development, Implementation, Management***
- ***Creative Executions***
- ***Employer Tools***
- ***Interactive***
- ***On-Campus Recruiting***
- ***Event Management (on-site and virtual)***
- ***Search Engine Marketing***
- ***Search Engine Optimization***
- ***Social Media***

Please review our catalog and website and, if you want additional information, please give us a call. We are ready to help you achieve the results necessary to ensure your organization has the best people necessary to meet the needs of your customers.

**INFORMATION FOR ORDERING ACTIVITIES****APPLICABLE TO ALL SPECIAL ITEM NUMBERS****SPECIAL NOTICE TO AGENCIES: Small Business Participation****GENERAL CONTRACT INFORMATION****1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS SIN(s)**

<b><u>SIN</u></b>	<b><u>DESCRIPTION</u></b>
541-1	Advertising Services
541-4A	Market Research & Analysis Services

**1b. LOWEST PRICE FOR EACH SIN:**

**Please refer to our labor category rates on page16.**

**2. MAXIMUM ORDER: \$1,000,000**

**3. MINIMUM ORDER: \$1,000**

**4. GEOGRAPHIC Coverage:** Domestic, 50 states, Washington, DC, Puerto Rico,, US Territories, and to a CONUS port or consolidation point for orders received from overseas activities

**5. POINT(s) OF PRODUCTION:** New York, NY, and Silver Spring, MD

**6. BASIC DISCOUNT:** -0- t

**7. VOLUME DISCOUNT(s):** None

**8a. PROMPT PAYMENT TERMS:** 30 days

**8b. PROMPT PAYMENT DISCOUNT:** 0%/NET 30

**9. a. GOVERNMENT PURCHASE CARDS:** Accepted at or below the micro-purchase threshold

**9. b. GOVERNMENT PURCHASE CARDS:** Accepted above the micro-purchase threshold

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** To be negotiated with Ordering Agency

- 11b. EXPIDITED DELIVERY:** To be negotiated with Ordering Agency
- 11c. OVERNIGHT AND 2-DAY DELIVERY:** To be negotiated with Ordering Agency
- 11d. URGENT DELIVERY:** To be negotiated with Ordering Agency
- 12. FOB POINT:** Destination
- 13. ORDERING ADDRESS:** Bayard Advertising, Inc.  
8401 Colesville Road, Suite 502  
Silver Spring, MD 20910  
Attn: Rosemary Petreikis  
Phone: 301.589.9125

Contractor will accept the credit card equal to or below the micro-purchase for oral and/or written orders under this contract. The Contractor and the Ordering Agency may agree to use the credit card dollar amounts over the micro-purchase threshold (See GSAR 552.232.-79 Payment by Credit Card). In addition, bank account information for wire transfer payments will be shown on the invoice.

The following telephone number can be used by ordering activities to obtain technical and/or ordering assistance: 703.887.0227

- 14. Payment Address:** Bayard Advertising, Inc.  
902 Broadway, Floor 10  
New York, NY 10010-6035  
Attn: Accounts Receivable – GSA  
212.228.9400
- 15. WARRANTY PROVISION:** Not Applicable
- 16. EXPORT PACKING CHARGES:** Not Applicable
- 17. GOVERNMENT PURCHASE CARD:** Not Applicable
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR:** Not Applicable
- 19. TERMS AND CONDITIONS OF INSTALLATION:** Not Applicable
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** Not Applicable

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: Not Applicable**

**21. LIST OF SERVICE AND DISTRIBUTION POINTS: Not Applicable**

**22. LIST OF PARTICIPATING DEALERS: Not Applicable**

**23. PREVENTIVE MAINTENANCE: Not Applicable**

**24a. ENVIRONMENTAL ATTRIBUTES (e.g. RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS): Not Applicable**

**24b. SECTION 508 COMPLIANCE FOR EIT: Not Applicable**

**25. STATISTICAL DATA FOR GOVERNMENT ORDERING OFFICE COMPLETION OF STANDARD FORM 279:**

Block 9: G. Order/Modification under Federal Schedule

Block 16: Data Universal Numbering System (**DUNS**) Number: **06-251-4005**

Block 30: Type of Contractor – **Large Business**

Block 31: Woman-Owned Small Business – **No**

Block 36: Contractor's Taxpayer Identification Number (TIN): **13-3055-907**

**26. CAGE CODE:**

**27. CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registered**

## CONTRACT OVERVIEW

GSA awarded Bayard Advertising a GSA Federal Supply Schedule contractor for **Advertising & Integrated Marketing Solutions (AIMS)** Contract No., GS-07F-0046W. The contract base period commences on November 1, 2009 and ends on October 31, 2014. GSA may exercise a total of up to three additional 5 year option periods for a total contract period of 20 years ending on October 31, 2029.

## CONTRACT ADMINISTRATOR & MARKETING & TECHNICAL POINT OF CONTACT

**Rosemary Petreikis**  
**Bayard Advertising Agency, Inc.**  
**8401 Colesville Road, Suite 502**  
**Silver Spring, Maryland 20910**  
**301.589.9125**  
**Email: [rosermaryp@bayardad.com](mailto:rosermaryp@bayardad.com)**

## SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

**SIN 541-1 Advertising Services** – Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enables public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups, and engage in recruitment campaigns.

Services include, but are not limited to, the following components:

1. Branding
2. Strategic Planning
3. Advertising Objective Determination
4. Message Decision/Creation
5. Media Selection
6. Outdoor Marketing and Media Services
7. Broadcast Media (Radio, TV, and Public Service Announcements)
8. Direct Mail Services
9. Media Planning
10. Media Placement Services
11. Advertising Evaluation/Measurement

**SIN 541-4A Market Research & Analysis Services** – Services include but are not limited to:

1. Customized strategic marketing plans
2. Branding initiatives
3. Create public awareness of products, services, and issues
4. Target market identification and analysis
5. Establishing measurable marketing objectives, determining market trends and condition, identifying and implementing appropriate strategies
6. Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling and analyzing results
7. Establishing all centers in relation to services provided under this schedule

## INSTRUCTION FOR PLACING ORDERS

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Siteworks meets the technical requirements and that our prices are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders, or individual purchase orders under this contract. If it is determined that your agency requires AIMS services you may follow these simple steps to receive the services your need to accomplish your communications objectives:

**Step 1: Develop a Statement of Work (SOW).** In the SOW, include the following information:

- Work to be performed
- Location of work
- Period of performance
  - Deliverable schedule
  - Special standards and any special requirements, where applicable.

### Step 2: Select Contractor and Place Order

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order;
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### Step 3: Prepare a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price; or if not possible labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection;
- May be posted on GSA’s electronic RFQ system, e-Buy

**Step 4: Provide RFQ to at least Three Firms**

**Step 5: Evaluate Offers, Select Best Value Firm, and Place Order**

**LABOR CATEGORY DESCRIPTIONS**

**BAYARD ADVERTISING LABOR CATEGORY DESCRIPTIONS**

<p><b>1. Program Manager/ Technical Lead</b></p>	<p><b>Minimum Experience:</b> 15+ years of related experience</p> <p><b>Functional Responsibility:</b> Directs the performance of various projects that support the specific customer, technology or program</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>2. Art Director</b></p>	<p><b>Minimum Experience:</b> 2-4 years of related experience</p> <p><b>Functional Responsibility:</b> Combines conceptual creative thinking with exceptional design skills. Partners with internal and external stakeholders to identify solutions.</p> <p>Experience in developing a range of online and offline graphic deliverables including: ad collateral project layouts, web site content, rich and standard ad units, emails, etc. Responsible for on – strategy and on – time execution of multiple projects.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>3. Client Director</b></p>	<p><b>Minimal experience:</b> 10+ years of related experience</p> <p><b>Functional responsibility:</b> Works directly with key customer stakeholders and is the agency’s key client advocate. Engages with a customer from initial proposal presentation and fact finding through final presentation in delivery of results.</p>

	<p>Charged with learning as much as possible regarding a client company's preferences, culture, and expectations. Usually works on multiple projects simultaneously. Combines conceptual creative thinking with exceptional design skills. Responsible for on-strategy and on-time execution of multiple projects.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<b>4. Creative Director</b>	<p><b>Minimum Experience:</b> 10+ years of related experience</p> <p><b>Functional Responsibility:</b> Leads the graphic/creative team responsible for concept development, design and production of materials, including brochures, newsletters, posters, websites, flash animations and promotional campaigns for print and multimedia. Leads communications design including concept development, typography, production and prepress skills. Managers all creative, production and copywriting resources to provide quality products and services on schedule, within budget parameters. Coordinates with the client to present new conceptual designs and maintain the integrity of all approved designs and themes.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<b>5. Interactive Director</b>	<p><b>Minimum experience:</b> 10+ years of related experience</p> <p><b>Functional Responsibility:</b> Leads all Search Engine Marketing (SEM), Web Media display advertising activities, Search Engine Optimization (SEO), team and online initiatives. Responsible for managing clients' media budgets and allocating the media mix to maximize delivery of transactions at the most effective cost per acquisition. Drives acquisition growth and delivers direct response via the web. Provides guidance on internet media economics, particularly as it relates to portals and media networks, and a disciplined approach to all forms of web optimization.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>

<p><b>6. Lead Technical Director</b></p>	<p><b>Minimum Experience:</b> 10+ years of related experience</p> <p><b>Functionality Responsibility:</b> Designs and delivers solutions that meet customers' requirements while accomplishing long term supportability and maintainability of systems. Responsible for maintaining quality and timeliness. Defines best-practices and standards (development, productivity, requirements gathering, solution walk-throughs, design and code reviews, code management, automated unit testing, etc.). Manages development resources by planning and forecasting development activity. Recommends technology innovation ideas to enable deficiencies and generate new opportunities for business growth and customer satisfaction</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>7. Account Manager</b></p>	<p><b>Minimum Experience:</b> 5+ years of related experience</p> <p><b>Functional Responsibility:</b> Functions as front line, client facing professional. Experienced in online and offline media recruitment, advertising, mentoring, and guiding teams. Builds relationships with internal and external stakeholders, often multitasking while following through on projects and daily tasks. Designs and delivers solutions that meet business needs.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>8. Account Executive</b></p>	<p><b>Minimum Experience:</b> 2+ years of related experience</p> <p><b>Functional Responsibility:</b> Manages customer and sales relationship with customer, internal staff, and management.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>9. Account Coordinator I</b></p>	<p><b>Minimum Experience:</b> 1 year of related experience</p> <p><b>Functional Responsibility:</b> Responsible for maintaining day-to-day client contact, managing and maintaining relationships, using strong organizational skills and customer service as they back-up other members of their team.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>

<p><b>10. Account Coordinator II</b></p>	<p><b>Minimum Experience:</b> 2+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for maintaining day-to-day client contact, managing and maintaining relationships , using strong organizational skills and customer service as they back-up other team members</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>11. Web Developer I</b></p>	<p><b>Minimum Experience:</b> 2+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for development and maintenance of web applications including websites, microsites, and customer specific sites. May be involved in coding and development for database management and design. May install new software releases and system upgrades, and evaluate and install patches. May maintain data files and monitor system configuration to ensure data integrity. Must ensure that all development is conducted in accordance with data processes relating to standards, configuration control, project lifecycle methodologies, quality control and documentation.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>12. Web Developer II</b></p>	<p><b>Minimum Experience:</b> 5+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for development and maintenance of web applications including websites, microsites, and customer specific sites. May be involved in coding and development for database management and design. May install new software releases and system upgrades, and evaluate and install patches. May maintain data files and monitor system configuration to ensure data integrity. Must ensure that all development is conducted in accordance with data processes relating to standards, configuration control, project lifecycle methodologies, quality control, and documentation.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>

<p><b>13. Web Designer</b></p>	<p><b>Minimum Experience:</b> 3+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for the creative design of ecommerce interfaces from outbound emails to content pages to transactional forms. Scope of work includes email design for acquisition and retention, production of external advertising units, and new and revised site pages. Creates elegant, appealing, and extensible designs through user-centric design principles. Helps set standards for design development and serves as user advocate throughout the design execution process. Works closely with team in the development of designs and front-end engineers to ensure style guidelines and expectations are met. May produce mock-ups, prototypes, and design solutions.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>14. Subject Matter Expert</b></p>	<p><b>Minimum Experience:</b> 10+ years of specialized related experience</p> <p><b>Functional Responsibility:</b> Serves as technical experts in the subject area. Possess specialized technical knowledge and skills that assists in delivery of superior products and services to clients. Has expertise in areas such as recruitment experience with the client's business vertical, first-hand knowledge of decision-making process of potential candidates, extensive knowledge of new media usage by target audience, awareness of competitive dynamics that impact results with the designated industry, etc.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<p><b>15. Copywriter</b></p>	<p><b>Minimum Experience:</b> 5+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for developing concepts and writing persuasive, compelling, and relevant copy that motivates and inspires the target audiences to take a desired action. In addition to writing to various target audiences, the writer is expected to craft copy in a variety of mediums including: online, offline, broadcast, and non-traditional advertising</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>

<b>16. Programmer</b>	<p><b>Minimum Experience:</b> 2+ years of related experience</p> <p><b>Functional Responsibility:</b> Primary function is to understand the unique business needs of the client organization and translate those needs into systems design specifications that will be used to develop solutions.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<b>17. Programmer - MAC</b>	<p><b>Minimum Experience:</b> 1+ year of related experience</p> <p><b>Functional Responsibility:</b> Primary function is to understand the unique business needs of the client organization and translate those needs into MAC systems design specifications that will be used to develop solutions.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<b>18. Project Manager</b>	<p><b>Minimum Experience:</b> 10+ years of related experience</p> <p><b>Functional Responsibility:</b> Responsible for technical and administrative direction of a specific tasking. Typically authorized to make corporate commitments within specified project budget constraints. Must be able to work independently with minimal management oversight and review.</p> <p><b>Minimum Education:</b> BA/BS or equivalent</p>
<b>Equivalency Table</b>	<p>Four years of relevant experience equates to BA/BS</p> <p>Master's in relevant field equates to 2 years additional experience. (6 total)</p> <p>PhD in relevant field equates to 4 years additional experience. (8 total)</p>

**- PRICELIST IN ON THE FOLLOWING PAGE -**

## PRICE LIST

No.	Labor Category	Rate
1	Project Manager	\$189.16
2	Art Director	\$137.02
3	Client Director	\$178.33
4	Creative Director	\$174.05
5	Interactive Director	\$174.05
6	Lead Technical Director	\$179.08
7	Account Manager	\$173.29
8	Account Executive	\$137.52
9	Account Coordinator I	\$49.77
10	Account Coordinator II	\$94.71
11	Web Developer I	\$134.50
12	Web Developer II	\$174.30
13	Web Designer	\$89.42
14	Subject Matter Expert	\$124.43
15	Copywriter	\$109.31
16	Programmer	\$134.45
17	Programmer MAC	\$74.56
18	Project Manager	\$174.30

**BEST VALUE  
BLANKET PURCHASE AGREEMENT  
FEDERAL SUPPLY SCHEDULE**

**Bayard Advertising, Inc.**

In the spirit of the Federal Acquisition Streamlining Act (Ordering Activity) and (Contractor) enter into a cooperative agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract(s)\_\_\_\_\_.

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: search for sources, the development of technical documents, solicitations, and the evaluation of offers. Teaming arrangements are permitted with Federal Supply Schedule Contractors in accordance with Federal Acquisition Regulation (FAR) 9.6.

This BPA will further decrease costs, reduce paperwork, and save time by eliminating the need for repetitive, individual purchase from the schedule contract. The end result is to create a purchasing mechanism for the ordering activity that works better and costs less.

**Signatures**

\_\_\_\_\_  
**Ordering Activity                      Date**

\_\_\_\_\_  
**Contractor                              Date**

**COMMITMENT TO PROMOTE  
SMALL BUSINESS PARTICIPATION  
PROCUREMENT PROGRAMS****PREAMBLE**

**Bayard Advertising, Inc.** provides commercial products and services to ordering activities. We are committed to promoting participation of small, small disadvantaged, women-owned, veteran owned, disabled veteran owned businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

**COMMITMENT**

To actively seek and partner with small businesses.

To identify, quality, mentor, and develop all categories of small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small business concerns of all categories to supply products and services to our company.

To ensure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, women-owned, veteran owned, and service disabled veteran-owned small business entities.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify small businesses with whom to partner.

To publicize in our marketing publications, our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with various categories of small business to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities, please contact:

**Rosemary Petreikis**  
**Senior Vice President – General Manager**  
**Bayard Advertising Agency, Inc.**  
**301.589.9125**