



GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: MAS – MULTIPLE AWARD SCHEDULE

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER: 47QRAA21D00AR

CONTRACT PERIOD: SEPTEMBER 30, 2021 through SEPTEMBER 29, 2026

For more information on ordering from Federal Supply go to the GSA Schedules page at GSA.gov

CONTRACTOR: GRIFFIN WINK ADVERTISING

5001 W Loop 289 Ste 337
Lubbock, TX 79414-1614
Phone number: (806) 791-0045
Fax number: (727) 245-0248
Email: rusty@griffinwink.com

CONTRACTOR'S ADMINISTRATION SOURCE: Gerald O Griffin
GRIFFIN WINK ADVERTISING
5001 W Loop 289 Ste 337
Lubbock, TX 79414-1614
Phone number: (806) 791-0045
Fax number: (727) 245-0248
Email: rusty@griffinwink.com

WEBSITE: www.griffinwink.com

BUSINESS SIZE: Small Business

BUSINESS TYPE: Small Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541511	Web Based Marketing
541430	Graphic Design Services
541810	Advertising Services
512110	Video/Film Production
OLM	Order Level Materials

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

See attached APPENDIX A – GSA PROPOSED PRICE LIST

541511 – Copywriter - \$76.57
Digital Marketing Specialist - \$76.57
Graphic Designer - \$76.57
Media Strategist - \$76.57
Social Media Coordinator - \$76.57

541430 – Copywriter - \$76.57
Digital Marketing Specialist - \$76.57
Graphic Designer - \$76.57
Media Strategist - \$76.57
Social Media Coordinator - \$76.57

541810 – Copywriter - \$76.57
Digital Marketing Specialist - \$76.57
Graphic Designer - \$76.57
Media Strategist - \$76.57
Social Media Coordinator - \$76.57

512110 – Copywriter - \$76.57
Digital Marketing Specialist - \$76.57
Graphic Designer - \$76.57
Media Strategist - \$76.57
Social Media Coordinator - \$76.57

1c. HOURLY RATES (Services only):

See attached APPENDIX A – GSA PROPOSED PRICE LIST

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

NOTE TO ORDERING ACTIVITIES: *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better

schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **MINIMUM ORDER:** **\$100.00**
4. **GEOGRAPHIC COVERAGE:** **48 Contiguous States; Washington DC**
5. **POINT(S) OF PRODUCTION:** **Not Applicable**
6. **DISCOUNT FROM LIST PRICES:** ***GSA Net Prices are shown on the attached GSA Pricelist.***
7. **QUANTITY DISCOUNT(S):** **None**
8. **PROMPT PAYMENT TERMS:** **0.00%; Net 30 Days - Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions**
9. **FOREIGN ITEMS:** **Not Applicable**
- 10a. **TIME OF DELIVERY:** **Subject to Task Order**
- 10b. **EXPEDITED DELIVERY:** **Contact Contractor**
- 10c. **OVERNIGHT AND 2-DAY DELIVERY:** **Contact Contractor**
- 10d. **URGENT REQUIRMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
11. **FOB POINT:** **Destination**
- 12a. **ORDERING ADDRESS:** **Same as Contractor**
- 12b. **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:** **Same as Contractor**
14. **WARRANTY PROVISION:** **Not Applicable**

15. EXPORT PACKING CHARGES: **Not Applicable**
16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): **Not Applicable**
17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): **Not Applicable**
- 18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): **Not Applicable**
- 18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): **Not Applicable**
19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): **Not Applicable**
20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): **Not Applicable**
21. PREVENTIVE MAINTENANCE (IF APPLICABLE): **Not Applicable**
- 22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): **Not Applicable**
- 22b. Section 508 Compliance for Electronic and Information Technology (EIT): **Not Applicable**
23. UNIQUE ENTITY IDENTIFIER (UEI) NUMBER: **026444236**
24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: **Contractor has an Active Registration in the SAM database. Cage Code: 8QYC4**

APPENDIX A LABOR CATEGORY DESCRIPTIONS

APPENDIX B GSA PRICE LIST

ABQ

8500 Menaul Blvd. NE A-120
Albuquerque, NM 87112
505.386.0478

AMA

600 South Tyler Street
Amarillo, TX 79101
806.205.6002

LBK

5001 W Loop 289, Suite 337
Lubbock, TX 79414
806.791.0045



GriffinWink.com

/@griffinwink



APPENDIX A

LABOR CATEGORY DESCRIPTIONS

A/V Producer

Minimum Year Experience: 3 years

Minimum Education: Bachelor's Degree

Responsibilities:

Comprehensive knowledge of equipment and editing software. Creative and critical eye to film and edit and videos using audio and visual elements. Ability to produce 2D and 3D motion graphics.

Copywriter

Minimum Year Experience: 1 year

Minimum Education: Bachelor's Degree

Responsibilities:

Collaborate with creative team to develop strategically sound concepts. Handle copywriting assignments as directed under the immediate supervision of the Creative Director. Work with multi-disciplinary team to implement concepts across various mediums. Review and give guidance on copy developed by internal teams to ensure consistency. Write with clarity, precision and above all, produce a level of work in accordance the creative standards set by Griffin Wink Advertising. Proofread content with the highest level of accuracy. Demonstrate proficiency in all programs related to the development and editing of copy. Work with Designers to develop ad campaigns and concepts of outstanding quality for print, broadcast, direct mail, web, digital ads and other forms of promotion for the agency and its clients. Research clients' products, services and image to aid in the development of accurate, on-target copy and concepts. Ensure copy and concepts serve the purpose of selling the client's products, services, and image first and foremost. Assist in writing proposals, marketing plans, etc. as requested. Balance a mix of creative and technical writing. Keep up with all creative trends related to job responsibilities. Make sure all agency and client information stays confidential. Make sure all assigned creative projects come in on time and within budget. Be a team player at all times.

Digital Marketing Specialist

Minimum Year Experience: 2 years

Minimum Education: Bachelor's Degree

Responsibilities:

Plan and execute digital campaigns that will drive revenue growth for clients in both the B2B and B2C worlds. ROI-driven marketing with a strong understanding of the digital landscape – especially email marketing & marketing automation

****Graphic Designer**

Minimum Year Experience: 3 years

Minimum Education: Bachelor's Degree

Responsibilities:

Prepares work to be accomplished by gathering information and materials. Plans concept by studying information and materials. Prepare final art. Contact outside vendors for bids. Completes projects by coordinating with outside vendors. Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies. Contributes to team effort by accomplishing related results as needed.

Media Strategist

Minimum Year Experience: 3 years

Minimum Education: Associates Degree

Responsibilities:

Strategic engagement with clients and/or Account Executives to provide high-level marketing recommendations. Development of annual strategic plan. Secondary (online) research, primary research, data analysis, objective planning. Media planning and buying. Traffic management. Budgeting. Billing. Report writing. Formal presentations. Proposal writing and review. Communicating strategic objectives to internal team members to ensure projects are completed in alignment with strategy. Keeping team members supplied with the information they need to deliver work that is on strategy and on deadline. Obtaining project approval and sign-off for any new recommendations on existing accounts. Demonstrate proficiency in all programs related to the development and editing of copy. Checking that creative projects meet strategic guidelines provided. Affirming all billing information is recorded and associated with the appropriate projects. Above all, monitoring the overall health of the client and their budget.

****Photographer**

Minimum Year Experience: 3 years

Minimum Education: Bachelor's Degree

Responsibilities:

Comprehensive knowledge of equipment. Creative and critical eye to photograph subjects for advertisements and social media.

Social Media Coordinator

Minimum Year Experience: 3 years

Minimum Education: Bachelor's Degree

Responsibilities:

Developing and executing social media campaigns, in tandem with the Social Media Director. Posting of content and the actual writing and photography for the posts. Editorial planning/scheduling and must strategize on the optimization of campaigns based on the analytics/outcome of posts.

Web Designer

Minimum Year Experience: 3 years

Minimum Education: Bachelor's Degree

Responsibilities:

Design and implement web pages, interactive media and multimedia projects. Ensure branding guidelines are utilized in all projects.

APPENDIX B – GSA PRICE LIST - MAS – MULTIPLE AWARD SCHEDULE

GRIFFIN WINK ADVERTISING

SIN/SIN(s) Proposed	Labor Category/Service Title	Minimum Education	Minimum Years of Experience (cannot be a range)	Unit of Issue (e.g. Hour, Daily Rate, Task, Sq Ft)	Price Offered to GSA (including IFF)
541511, 541430, 541810, 512110	A/V Producer	Bachelors	3	Hour	\$87.00
541511, 541430, 541810, 512110	Copywriter	Bachelors	1	Hour	\$76.57
541511, 541430, 541810, 512110	Digital Marketing Specialist	Bachelors	2	Hour	\$76.57
541511, 541430, 541810, 512110	**Graphic Designer	Bachelors	3	Hour	\$76.57
541511, 541430, 541810, 512110	Media Strategist	Associates	3	Hour	\$76.57
541511, 541430, 541810, 512110	**Photographer	Bachelors	3	Hour	\$95.72
541511, 541430, 541810, 512110	Social Media Coordinator	Bachelors	3	Hour	\$76.57
541511, 541430, 541810, 512110	Web Designer	Bachelors	3	Hour	\$95.72

Year 2	Year 3	Year 4	Year 5
GSA PRICE + IFF	GSA PRICE + IFF	GSA PRICE + IFF	GSA PRICE + IFF
<i>\$89.18</i>	<i>\$91.40</i>	<i>\$93.69</i>	<i>\$96.03</i>
<i>\$78.48</i>	<i>\$80.45</i>	<i>\$82.46</i>	<i>\$84.52</i>
<i>\$78.48</i>	<i>\$80.45</i>	<i>\$82.46</i>	<i>\$84.52</i>
<i>\$78.48</i>	<i>\$80.45</i>	<i>\$82.46</i>	<i>\$84.52</i>
<i>\$78.48</i>	<i>\$80.45</i>	<i>\$82.46</i>	<i>\$84.52</i>
<i>\$98.11</i>	<i>\$100.57</i>	<i>\$103.08</i>	<i>\$105.66</i>
<i>\$78.48</i>	<i>\$80.45</i>	<i>\$82.46</i>	<i>\$84.52</i>
<i>\$98.11</i>	<i>\$100.57</i>	<i>\$103.08</i>	<i>\$105.66</i>

	SCA / SCLS Matrix	
SCLS Eligible Contract Labor Category/Fixed Price Service	SCLS Equivalent Code Title	Wage Determination No
Graphic Designer	15080 - Graphic Artist	2015-5243 - Revision 14
Photographer	13075 - Photographer V	2015-5243 - Revision 14

Wage Determination based on State of Texas

"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).