



GSA SCHEDULES PROGRAM



imagine the possibilities

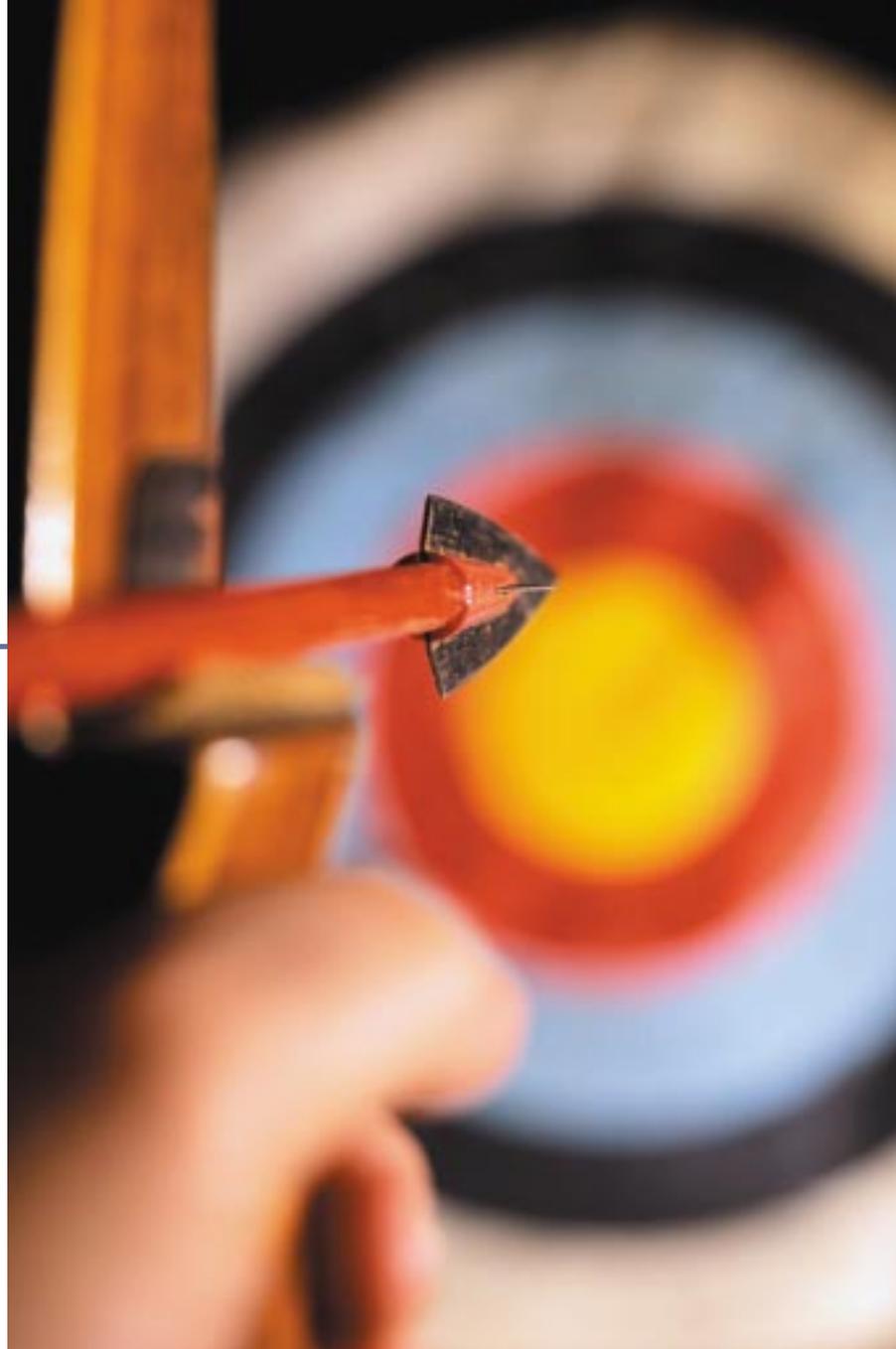
millions of products and services available

look inside for the latest schedule program offerings from gsa



gsa
'aims'
to please!

the ultimate way
to get your
message out



The Advertising & Integrated Marketing Solutions (AIMS), schedule 541, has replaced the former Marketing, Media & Public Information Services (MMPIS) schedule. All the services that were offered under MMPIS are now available under AIMS – in a new and improved format.

You spoke and GSA listened!

To ensure this schedule accommodated the marketing and communication needs of the Federal government, GSA interviewed both potential and current users of the schedule, as well as contractors on the MMPIS schedule. The results of these interviews led us to streamline many marketing features previously offered and organize the new AIMS schedule to allow for a comprehensive total solutions approach – all, while maintaining the quality and quantity of contractors available. So, get ready to welcome our new and improved schedule for communication solutions – Advertising & Integrated Marketing Solutions.

The easier-to-use SIN structure, which aligns more with industry practices, makes it a cinch to conduct a public education campaign; coordinate crisis management responses; engage in strategic media planning; plan and execute trade shows; or even update a website design. These are only a few examples of how this schedule can help you get your messages out to the public, but it doesn't stop there. The changes you may notice are primarily a new schedule name, a new schedule number, and SIN number changes. To make this transition simple, we have provided the former SIN names below the new SIN descriptions. Just take a look at the new and expanded services offered:

Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information to industry and consumer advocacy groups. Services include, but are not limited to, the following components: advertising objective determination; message decision/creation; media selection (i.e. - direct mail, broadcast media, outdoor marketing); advertising evaluation; and related activities to advertising services.

SIN 541-1 (formerly SINs: 738-5 Public Education & Outdoor Marketing & Media Services; 738-6 Radio, TV & Public Service Announcements; and 738-9 Direct Mail Services)

Public Relations Services

Services include customized media and public relations services; developing press and media strategies; recommending media placement sources; preparing speeches and presentations; distributing press materials; scheduling broadcast interviews; media clipping services and media training services.

SIN 541-2 (formerly SIN 738-4 Press & Public Relations Services)



Web-Based Marketing Services

Services include website design and maintenance services; search engine development; e-mail marketing; interactive marketing; web-based training; web casting; video conferencing via the web; and Section 508 compliance, including captioning services.

SIN 541-3 (formerly SIN 738-2 Website Design & Maintenance Services)

Specialized Marketing Services

The services offered under this series give customers the ability to choose the type of specialized marketing and media services on an as-needed basis. To find those niche services, we have created the following SINs:

Market Research & Analysis

Services include reviewing, revising, and/or developing customized strategic marketing plans and branding initiatives; identifying the best target audience; measure marketing objectives; determining market trends; conducting focus groups and surveys; and utilizing call centers to provide information to the public.

SIN 541-4A (formerly SIN 738-1 Market Research, Media Analysis & Related Services)



Video/Film Production Services

Services include video and film production services, writing, directing, shooting, arranging for talent/animation, narration, music and sound effects, duplication, distribution, video scoring, and editing. These services may be filmed in studios, on location, or live.

SIN 541-4B (formerly SIN 738-12 Videotape & Film Production Services)

Exhibit Design/Implementation

Services include arranging for exhibits in various venues such as museums, malls, tradeshows, speaking tours, ceremonies, etc. Design and implementation of Media and Exhibit Illumination Services are also provided.

SIN 541-4C (New SIN, previously a subset under SIN 738-3)

Conference Events & Tradeshow Planning

Services include making all necessary arrangements for conferences, seminars, and tradeshows. Also included is pre-conference planning, which may include topic identification, speaker scheduling, site selection, trade show design, booth setup, dismantling, shipping and storage, third party payment collection, music and sound effects, computer and electronic equipment, pre/post attendee mailings, and travel support.

SIN 541-4D (formerly SIN 738-3 Tradeshows/Exhibits, Conferences & Event Planning)



Commercial Photography Services

Photography services are provided for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media, including, but not limited to, the following types of photography: black & white, color, digital, aerial, architectural, and still. This SIN also includes photo editing and high-resolution scans.

SIN 541-4E (formerly SIN 738-10 Commercial Photography Services)



Commercial Art & Graphic Design

Types of services include developing conceptual design and layouts; copywriting and technical writing services, including updating, rewriting, and/or editing materials; sketches; drawings; publication designs; typographic layouts; artwork; electronic artwork; and commercial artwork (custom or stock).

SIN 541-4F (formerly SIN 738-11 Commercial Art & Graphic Design Services)

Integrated Marketing Services

This SIN provides full-service execution of media planning and creative multimedia campaigns. Contractors offering services under this SIN provide services under all of the following SINs: 541-1 Advertising, 541-2 Public Relations, 541-3 Web-Based Marketing, and 541-4 Specialized Marketing. This one-stop-shopping SIN provides an avenue to receive all aspects necessary to implement a seamless marketing campaign. **Please note: this SIN should only be utilized when your requirements encompass a majority of the SINs offered under the AIMS schedule. It should not be utilized for requirements that can be addressed by utilizing the proper individualized SIN.**

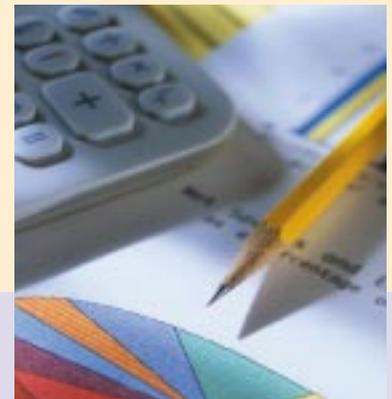
SIN 541-5 (formerly SIN 738-8 Full Service Marketing, Media & Public Information Services)

Other Direct Costs

Other direct costs (ODCs) are expenses, other than labor hours, which may be handled in-house or through subcontracting or teaming arrangements by the contractor that are necessary to complete a project.

SIN 541-1000 (New SIN, previously awarded under each SIN separately)

This new and improved schedule offers you direct and easy access to a full spectrum of creative solutions. Whether you need specialized advertising, marketing and public information firms, or firms that can do it all, you will find them on schedule! Using the schedule not only means easily finding a quality contractor that can address your needs, it provides those intangibles that make your job easier. You know, those “little extras” like peace of mind or knowing you’ll get the most for your budget dollar. Best yet, using the AIMS schedule gives you greater flexibility in meeting your own deadlines and still gives you direct control of your project.



To find out more about this valuable schedule, please visit our website at www.gsa.gov/markingservices or contact your GSA Representative:

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janis.freeman@gsa.gov

How Does Your Agency Sound?

To Callers:

Are They Getting Information And Data That Could Be Helpful To Them While They Wait On-Hold?

We Offer Marketing On-Hold Programs For Agencies. Callers Know They Are Still Connected, And They Hear Vital Information About Your Agency While Waiting.

Are They Hearing A Professional Sound From Your Automated Answering System?

We Offer Professional Voice Talent For Your Automated Phone Systems.

To Web Users:

Are They Hearing Professional Narrations Accompanying The Pages?

Our WebTALK Narration And Production Services Enhance Your Web Site With Sound, And Engage Your Visitors.

Our Audio Services Provide Your Agency With A Professional Sound For Telephone, Training, Website, Multi-Media, Video and Audio Recordings



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GSA.IMAGEGENERATORS.COM

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Advantage!
www.gsaAdvantage.gov

new points of contact for management services center auburn, wa

Management Services Center: mgmt.services@gsa.gov

Warren Hayashi

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Cindy Duncan

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cindy.duncan@gsa.gov

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the digital revolution



digital cameras and the rise of the megapixel

With the increasing popularity of digital photography, professionals, amateurs, or even the occasional Federal employee who convinces volunteers to photograph an award ceremony have a viable alternative to traditional film cameras. Digital cameras have the advantage of producing an image immediately—there's no waiting for film processing, and virtually all digital cameras can play back a photo on a small screen so you can see if you like it. This doesn't just save on the cost of film, it saves time because you can shoot until you get the image you like, instead of taking a roll—or several rolls—of film in the hope of getting one, really good image.

Images from a digital camera are saved onto a small memory card, a CD, or a hard drive built into the camera. They can then be transferred directly to a desktop computer via a serial port or USB port. Computer software, such as Photoshop, can be used to enhance or manipulate photographic images on a computer. The quality and resolution of a digital photograph—except for very high-end cameras—is still not quite as high as the resolution in a photograph from a good 35mm camera.

Traditionally, the benefits of film photography were superior image quality and enlargability, ease of transporting film,

superior lens assortment, and ease of use. The advantages of digital cameras are the cost-effectiveness of printing photographs, ease of using images on the Internet, and the ease of manipulating the raw image.

A digital camera that can take a photo at a resolution of three to five megapixels is good enough for everyday use. As digital cameras have become more mainstream, the cost has been steadily dropping and will continue to decrease even as quality and functionality continue to improve.

The user-friendliness of digital cameras has gradually improved and many are currently just as easy to use as most point-and-shoot cameras. The only areas in which digital cameras are now lacking, compared to traditional 35 mm film cameras, are lens variety and image quality.

Many digital point-and-shoot cameras have all the zoom options of current point-and-shoots, and high-end LaserJet printers already output prints that challenge even the most discerning eye. To obtain more information on digital cameras and other camera equipment and accessories available through GSA, please contact:

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recycling— what's *your* liability?



by Maureen Duckworth

Does your organization have old monitors, CPUs, keyboards, printers, fax machines, cell phones, audiovisual equipment, laptops, peripherals, or televisions?

Do you have documentation that proves they have been disposed of properly?

are *you* sure?

Do you know what your responsibility is for these items after they leave your possession? You might be surprised to know the extent of your liability! The Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA or the Superfund) identifies any person who arranged for disposal or treatment as liable for **all** the costs of clean-up (environmental, injury, 'lost business damages', fines, etc.)



The Federal Electronics Challenge (www.federalectronicschallenge.net) identifies sad examples of well-intentioned agencies that became liable for huge costs because they did business with an unscrupulous recycler.

In Minnesota, schools, businesses, and not-for-profits arranged for a recycler to properly dispose of their old computer components. The recycler retrieved components of value and abandoned the other materials. The excess equipment was found in a warehouse that was 12 months behind in rent. The owner of the warehouse cleaned up the waste and was looking for someone to pay for these costs (including the back rent.) The "waste generators" (the schools, businesses and not-for-profits) may be sued. The costs are potentially over \$100,000.00.

GSA can assist you by decreasing your liability. SIN 899-5 on our Environmental Service Schedule offers pre-screened service providers for recycling of computer components, batteries, chemicals, solids, biological materials, cathode ray tubes, cell phones, and other materials. The contractors are required to substantiate their compliance by submitting the following types of documentation:

- A summary of warehousing processes
- A summary of the firm's data security process
- Certification that insurance/legal indemnification against liability for improper disposal of electronic hazardous waste is maintained.
- Certification of compliance with environmental laws and regulations pertaining to recycling or disposal
- A summary of methods used for tracking material to

final destination

- A summary of the documentation process used through final disposition of all materials obtained and/or generated.
- Certification that all insurance requirements within the schedule are maintained
- Process flow, identifying ownership of all parts involved in electronic recycling (e.g. transfer of CERCLA liability)

This information is validated during an onsite review conducted by our staff of Industrial Operations Analysts (IOAs). This pre-award survey process must be completed successfully before a prospective service provider will be awarded a schedule contract.

Your agency deserves protection from poor recycling practices. Our world deserves protection from hazardous material.

For additional information on the 899-5 services, contact GSA at:

GSA/FSS Management Services Center
Dennis Seibert or Maureen Duckworth
Environmental Services Schedule 899
800-241-RAIN (7246)
environmental@gsa.gov
www.gsa.gov/environmentalservices



gsa's government-wide acquisition contracts

total solution contracts for your worldwide IT needs

GSA is committed to providing our clients with flexible, responsive, easy-to-use, and cost effective means for procuring information technology. GSA understands that every contracting situation is unique. Our goal is to provide the Federal customer with the contracting tools necessary to procure an array of information technology services for a total solution. GSA's Government-Wide Acquisition Contracts (GWACs) offer powerful IT solutions for a diverse government workforce.

One way GSA is accomplishing this goal is to provide greater opportunities for customers to use GWACs directly. Customers can now take advantage of GSA GWACs "directly" through a Delegation of Authority (DOA), which outlines the responsibilities and authority of the Contracting Officer. A Memorandum of Understanding (MOU), also covered under the DOA, outlines the responsibilities between agencies. The GWAC Centers provide hands-on customer training to assure compliance with good procurement practices and to create a thorough understanding of the vehicle within the stated regulations and ordering guidelines. Training is provided through a variety of venues: classroom, teleconference, and web-based. After training is completed, issuance of the DOA allows the Delegated Agency Contracting Officer to issue a task order against a specific GWAC with complete task order procurement authority. The GWAC Centers are available for continuous contractual and advisory support if needed. The cost to use a GWAC with a DOA is 0.75%.

For an extra fee, customers can also use the GSA's-Managed Acquisition Solution offered through its Federal Technology Service (FTS) providing full life-cycle

acquisition support, including project, financial, technical, and acquisition management.

GSA is taking steps to strengthen the GWAC IT procurement process through direct communication with potential agency clients by providing acquisition training when a DOA is approved. Additional training is also provided upon request by the individual agency.

GSA's portfolio of GWACs includes the following:

8(a) FAST	www.gsa.gov/8afast
8(a) STARS	www.gsa.gov/8astars
ACES	www.gsa.gov/aces
ANSWER	www.gsa.gov/answer
HUBZone	www.gsa.gov/hubzone
ITOP II	www.gsa.gov/itop2
Millennia	www.gsa.gov/millennia
Millennia Lite	www.gsa.gov/millennialite
Seat Management	www.gsa.gov/seatmanagement
Smart Card	www.gsa.gov/smartcard
Virtual Data Services Center	www.gsa.gov/virtualdataservices