

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

Online 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>.

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**Multiple Award Schedule:** 541 – Advertising & Integrated Marketing Solutions (AIMS)

**GSA Contract Numbers:** GS-07F-0037V – SIN 541-3 – Web Based Marketing Services - (Small Business Set Aside).

GS-07F-0038V – SIN 541-1 - Advertising Services

For more information on ordering from GSA Schedules (also known as Multiple Award Schedules and Federal Supply Schedules), click on the GSA Schedules button under “Most Requested Links” at <http://www.gsa.gov>.

**Contract Period:** November 1, 2008 – September 31, 2013

**Business Size:** Small Business

**1a. Table of Awarded Special Item Numbers (SINs)**

<u>SIN</u>	<u>DESCRIPTION</u>
541-1	Advertising Services
541-3	Web Based Marketing Services

**1b. Lowest Priced Model Number and Price for Each SIN:**

SIN	Labor/Task Category	Government Labor Rates
541-1 541-3	Business Development Manager	\$90.93

**1c. Personnel Descriptions of all Commercial Job Titles, Experience, Functional Responsibility and Education for all Negotiated labor Categories**

**Labor Categories**

**Chief Strategist**

**Brief Description of Duties:** The Chief Strategist is responsible for marketing, business development, identifying client’s need and recommending a specific solution. Furthermore, the Chief Strategist oversees product development, product launches and targeted promotions. The Chief Strategist positions with executive teams to provide consulting services on growth planning, market analysis and identification of opportunities for operational improvements in order to drive increased revenues. Additionally, the Chief Strategist provides evaluation of positioning product lines for best practices messaging and packaging strategies for greater audience impact and competitive differentiation.

**Experience Required:** A minimum of eleven (11) years professional experience in the marketing and business development field.

**Education Required (at least an Associate Degree):** Bachelor of Arts Degree and a Masters in Business Administration are preferable.

**Director of Web Development and Programming**

**Brief Description of Duties:** Responsible for successful development, implementation, and day to day management of all the web services programs for Leadstream accounts, including databases and web formatting. Uses advanced technologies such as: Active Server Pages, JavaScript, XML, etc. to produce cross browser, cross platform, modular and reusable code.

**Experience Required:** Minimum of 8 years or an equivalent combination of education and experience.

**Education Required (at least an Associate Degree):** BA degree

**Media Planner, Media Buyer** – Experience in marketing communications, promotion, program participation, planning and placement of advertising for all media. Works directly with the client to build public education, awareness and image campaigns. Includes online allocation, creative, and copywriting experience and services. Also manages daily monitoring and optimization of media campaigns..

**Experience Required:** 7 years of online media buying experience.

**Education Required:** BA Degree

**Graphic Designer**

**Brief Description of Duties:** Designs the creative content, technical specifications and site architecture of projects using new and traditional techniques and a wide variety of computer applications across all

media. Ensures any visual elements reflect an underlying strategy and support of core objectives of clients.

Experience Required: Minimum of 9 years experience or an equivalent of education and experience in the marketing and art arenas.

Education Required (at least an Associate Degree): BA or Art School program certification

### **Creative Director**

Brief Description of Duties: Extensive experience in print and multimedia design, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages.

Experience Required: A minimum of 12 years of professional experience in marketing and advertising.

Education Required: Advanced Degree in graphic design.

**Copywriter/Editor** – Provides effective text for promotional and campaign messages across all media.

Works with project team members and client(s) to maintain client standards on all published work.

Experience Required: A minimum of 7 years agency and related experience.

Education Required: BA Communications

### **Director for Media Planning**

Brief Description of Duties: Specializes in developing communications materials to build brand and product awareness through targeted media campaigns. Experience with advertising planning, buying and placement for all media, both offline and online. Position carries at least 13 years' experience with communications, strategic development and management.

Experience Required: A background in professional experience graphic art and design applications.

Education Required (at least an Associate Degree): BA Marketing

### **Media Negotiator**

Brief Description of Duties: Specializes in negotiating online media placements and rates across a variety of channels and industries that ensures efficient investment of client budget.

Experience Required: At least 13 years experience in media buying and negotiating

Education Required: BA Degree

### **Project Manager/Coordinator**

Brief Description of Duties: Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day to day activities of the project.

Experience Required: Minimum 5 year agency experience

Education Required (at least an Associate Degree): BA Degree

### **Client Accounting Director**

Brief Description of Duties: Oversees and manages all aspects of client account billing, invoicing and budgetary needs for all clients.

Experience Required: Position carries a minimum of 5 years agency or relevant experience

Professional experience or education commensurate with job description.

Education Required (at least an Associate Degree): BA Degree Accounting

### **Data Entry Manager**

Brief Description: Performs data entry via online data terminal or online dashboard for all applicable marketing campaigns. Verifies data entered, where applicable. Supports all database management functions.

Experience Required: 3 year

Education Required: At least Associate Degree

### **Market Research Analyst**

Brief Description: Experience in the fields of marketing, research expertise, design and implementation of survey systems. Specializes in the structure of strategic planning processes and marketing plans. Integrates information about markets, customers and competitors into comprehensive plans that translate research data into specific actions.

Experience Required: At least 7 years experience in marketing/advertising research

Education Required: BA Degree

### **Business Development Manager**

Brief Description: Responsible for new client acquisition and account management. Works in tandem with Market Research Analyst to build strategic cases for different marketing campaigns and objectives for different clients.

Experience Required: At least 7 years experience in marketing business development

Education Required: BA Degree

**2. \*Maximum Order:** \$1,000,000 per SIN/per order.

\*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 deliver order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. Minimum Order:** \$150.00

**4. Geographic Coverage:** 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, D.C. and U.S. Territories, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.

**5. Point of production:** Dallas, TX

**6. Discount from list prices:** Net Price (discount deducted)

**7. Quantity discount:** 4% discount for orders over \$50,000.00.

- 8. **Prompt payment terms:** ½ %-20 days NET 30
- 9a. **Government Purchase Cards are accepted at or below the micropurchase threshold:** Yes.
- 9b. **Government Purchase Card are accepted above the micro-purchase threshold.** Yes.
- 10. **Foreign Items:** None
- 11a. **Time of Delivery:** Negotiated at the task level.
- 11b. **Expedited Delivery:** Negotiated at the task level.
- 11c. **Overnight and 2-Day Delivery:** Negotiated at the task level.
- 11d. **Urgent Requirements:** Agencies can contact contractor to affect a faster delivery.
- 12. **FOB Point:** Destination.
- 13a. **Ordering Address:** Same as contractor.
- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal
- 14. **Payment Address:** Same as contractor.
- 15. **Warranty Provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. **Export Packing Charges:** N.A.
- 17. **Terms and Conditions of Government Purchase Card Acceptance:** Contact Contractor.
- 18. **Terms and Conditions of Rental, Maintenance, and Repair:** N.A.
- 19. **Terms and Conditions of Installation:** N.A.
- 20. **Terms and Conditions of Repair Parts:** N.A.
- 20a. **Terms and Conditions for any Other Services:**
- 21. **List of Service and Distribution Points:** N.A.
- 22. **List of Participating Dealers:** N.A.

**23. Preventive Maintenance:** N.A.

**24a. Special Attributes such as Environmental Attributes:** N.A.

**24b. Section 508 Compliance for EIT:** N.A.

**25. DUNS Number:** 828283551

**26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:**

Registration valid until 3/20/2010

**Overview:**

Enversa Companies, LLC is a technology-driven direct response marketing company. We have been offering strategic planning, market research and evaluation, online, mobile and traditional communications expertise to both public and private sector clients since 2004. We've elevated ourselves above other marketing companies and agencies by employing a performance-based compensation model that protects our clients from expenditures in immeasurable marketing campaigns with little or no accountability for dollars spent.

We've honed this performance model after observing first hand the epic changes in advertising and communications over the past few years, changes that have made it incumbent upon marketers to deliver measurable campaign results for the clients they serve, quickly and efficiently. Our organizational foresight allowed us to pioneer a pay-for-performance philosophy well before most of our competitors.

The result is a commitment and ability to provide a return on investment for each client dollar spent. We understand the symbiotic relationship between careful market research and the crafting of effective messaging that reaches target audiences through multiple consumer touch points, inspiring genuine engagement with our client brand(s). As a leading performance media agency, Enversa's specific capabilities include the following:

- Editorial services, including research, copy writing, editorial review, editing, and proofreading
- Ad Unit/Web site/portal development, design, marketing, and maintenance
- Graphic design
- Online Media Planning and Buying
- Media Negotiation – helping clients maximize reach and/or ROI on existing contracts with media publishers
- Campaign management services including anti-fraud monitoring, A/B and Multivariate testing, weekly (daily if need be) campaign optimization.

Enversa brings to all projects a diverse staff whose backgrounds in creative design, creative production, project management, strategic planning, online media, operational process, research, writing, technology architecture, telecommunications, government, education, pharmaceutical and

healthcare, new media and pay for performance marketing give us a unique edge over more traditional agencies.

**Description of services:**

**541-1 Advertising Services:** Our team has over 40 years experience providing advertising services to agency and brand clients alike. We specialize in creative and IT solutions, as well as industry leading expertise in the planning and buying of online and mobile media. Our process begins with research, identification of the target market and their needs, determination of the advertising objective and strategy, and the most cost-effective media and timing to reach the target audience. Additionally, our creative and IT teams are ready to assist clients with banner and Rich media advertisement creation, as well as landing page/micro-site design and production.

**541-3 Web Based Marketing Services:** Enversa is an industry leader in the digital media space. We bring 25 years experience to the planning, production, management and optimization of online and mobile marketing campaigns for clients large and small, agencies and brands alike. Our client roster includes TMP Government, Monster Worldwide, eLearners, and IMC2, the largest privately held interactive agency in the country.

Along with traditional impression or click-based campaigns, we leverage our pay-for-performance DR marketing model, achieving strategic placement and/or massive reach across our network of publishers (including Enversa-owned properties, and Comscore 100 publishers), reaching targeted audiences with impactful client creative, generating desired consumer actions, and delivering all of it to our clients in a timely, measurable package.

**Hourly price list**

SERVICE PROPOSED	EDUCATION/ CERTIFICATION LEVEL	EXPERIENCE (Years)	GOVERNMENT PRICE LIST	UNIT OF ISSUE
Business Development Manager	Bachelor	7	\$90.03	Hour
Market Research Analyst	Bachelor	7	\$110.74	Hour
Chief Strategist	AA - Masters	11	\$153.14	Hour
Data Entry Manager	AA	3	\$81.93	Hour
Client Accounting Director	Bachelor	5	\$114.86	Hour
Project Manager/Coordinator	Bachelor	5	\$105.28	Hour
Media Negotiator	Bachelor	13	\$115.61	Hour
Creative Director	Masters	12	\$140.55	Hour
Director for Media Planning	Bachelor	13	\$124.43	Hour
Graphic Designer	Bachelor	9	\$107.05	Hour
Media Planner	Bachelor	7	\$110.07	Hour
Copy Writer/Editor	Bachelor	7	\$100.85	Hour
Director of Web Development & Programming	Bachelor	8	\$143.67	Hour