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Sage Communications, LLC

General Services Administration

Federal Supply Service
Authorized Federal Supply Schedule Price List

April 2008

www.aboutsage.com



CONTRACTS: GS-07F-0273U, Small Business Set-Aside
GS-07F-0274U

Solicitation Number: 7FCB-H2-07-0541-B
Contact Period: April 1, 2008 – March 31, 2013

CONTRACTOR:

Sage Communications, LLC
8229 Boone Blvd, Suite #410
Vienna, VA 22182
Tel: (703) 584.5631 Fax: (703) 564.0101

CONTRACTOR ADMINISTRATION SOURCE

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BUSINESS SIZE: Small

**For more information on ordering from Federal Supplies
Schedule, visit www.fss.gsa.gov**

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ABOUT SAGE COMMUNICATIONS, LLC

Sage Communications has an impressive track record in branding, marketing communications, and recruitment projects. And our media department is one of the area's strongest and most experienced in planning, negotiating, and placing recruitment media. Having worked with the Federal Aviation Administration, the Department of Transportation, The National Institutes of Health and others, the culmination of our strengths can create an entity that will deliver highly effective creative campaigns.

Comprised of a team of inspired communications experts with "big agency" backgrounds and nearly 40 years of collective experience, the people of Sage deliver big ideas without the need to tap into big budgets. We understand that your marketing and advertising dollars must be stretched farther and work harder than ever before.

So every day we stretch our creative imaginations through our sage approach and unique methodology to find the most intelligent and influential ways to communicate your messages. And we believe that all facets of marketing messages must be integrated, work well together, and support each other. Just like a good team.

SAGE COMMUNICATION = BETTER RESULTS

When we first sit down with your agency, our first objective is to really listen to what they have to say about their organization and their communication needs.

Then, we ask an essential question: Is your communications strategy aligned with your agency objectives?

Why do we ask a question whose automatic answer should be, "Yes, our communications strategy is designed around our mission objectives"?

Because all too often, agencies invest precious marketing dollars to create an image and a message that fails to bolster their mission and objectives.

That's why we firmly believe that all communications plans must be fully aligned with the client's vision, culture, and future goals. Without this critical alignment, a communications plan — whether it is marketing, public relations, branding or interactive — is simply a tactical road map that may not lead you to the right destination.

Sage Communications is an experienced partner that has the wisdom and insight to take its clients in the right direction, with the right message, to the right audience at the right time.

Our sage approach helps to ensure results that can be measured within the context of your business strategies.

SAGE COMMUNICATIONS' SERVICES

- Strategic Services** Corporate Identity & Brand Creation
Market Research & Analysis
Message Development
Strategic Planning & Development
- Marketing Communications** Advertising
Collateral
Direct Response
Media Research, Planning & Placement
Product Marketing
- Interactive** Interactive Strategies & Solutions
Web Design
Web-based Marketing Programs
Database Design and Development
E-commerce Applications
- Public Relations** Strategic Planning
Message Development
Media Relations
Crisis Communications
Event Support
- Recruitment Advertising** Advertising
Giveaways
Diversity Enhancement
Retention and Employee Referral Programs
Trade Show Displays
Recruitment Collateral
Media Planning and Placement
- Graphic Arts** Video
Photography
Original Illustrations
- Event Planning & Marketing** Attendee Marketing
Event Branding & Launch
Exhibitor Marketing
Media Outreach
On-Site Support
Post-Show Analysis

THE SAGE APPROACH: A Methodology with Meaning

The communications professionals at Sage have built a unique methodology that has become central to our clients' success — and ours.

- Identify core business objectives and company culture**
- Analyze existing/new research and market data**
- Assess situation and market landscape**
- Identify and prioritize target audience**
- Develop correct messaging**
- Define strategy**
- Set campaign objectives**
- Allocate tactics**
- Implement tactical plan**
- Measure incremental progress**
- Measure post-campaign progress**
- Identify evolutionary marketing objectives and on-going plans**

SAGE COMMUNICATIONS: A Distinctively Different Agency

Like all businesses, it is important to ensure that your brand rises above the noise in the marketplace. So how do our prospective clients really know that Sage is different from most other agencies? Actually, it's quite simple. We focus on their company and its needs first before we talk about who we are and how we can help. That's part of our sage approach and our clients appreciate that we:

- Listen intently
- Ask intelligent questions
- Demonstrate our expertise & ingenuity
- Prove our business value immediately
- Convey our passion for what we do
- Deliver an honest assessment of your goals and objectives and explain how we can achieve them together

Choose the team that can make it all work for you. For more information about our services, please visit www.aboutsage.com

SAGE COMMUNICATIONS CUSTOMER CONTRACT INFORMATION PAGE

1a. Special Items Awarded:

Contract GS-07F-0273U, Small Business Set-Aside

- SIN 541-3 Web Marketing Services (Small Business Set-Aside)
- SIN 541-4 E Commercial Photography Services (Small Business Set-Aside)
- SIN 541-4 F Commercial Art and Graphic Design (Small Business Set-Aside)

Contract GS-07F-0274U

- SIN 541-1 Advertising Services
- SIN 541-2 Public Relations Services
- SIN 541-4 A Market Research and Analysis
- SIN 541-4 C Exhibit Design and Implementation Services
- SIN 541-5 Integrated Marketing Services
- SIN 541-1000 Other Direct Costs (ODCs)

1b. See attachment 1 for pricing of tasks

1c. See attachment 1

2. **Maximum order:** \$1,000,000

3. **Minimum order:** \$100.00

4. **Geographic coverage (delivery area):** Domestic

5. **Point(s) of production:** Vienna, Fairfax County, Virginia, USA 22182

6. **Discount from list prices or statement of net price:** 6.5% - 17.5% from the accepted pricelist (see Labor Rates for discounts by SIN) For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is .75%.

7. **Quantity discounts:** NONE

8. **Prompt payment terms:** 1% for payment within 20 days

9a. **Notification that Government Purchase Cards are accepted at or below the micro-purchase threshold:** Government Purchase Cards are accepted for orders under \$2,500.

9b. **Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold:** Government Purchase Cards are accepted ABOVE the micro-purchase threshold.

10. **Foreign items:** Not Applicable

11a. **Time of delivery:** To be negotiated at the task order level.

11b. Expedited delivery: Contact the contractor for expedited delivery.

11c. Overnight and 2-day delivery: Overnight delivery is available.

11d. Urgent requirements: Contact the contractor for faster delivery or rush requirements.

12. F.O.B. point(s): Destination

13a. Ordering address:

Sage Communications
8229 Boone Blvd, Suite #410
Vienna, VA 22182
Tel. 703-584.5631

13b. Ordering procedures: For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).

14. Payment address:

Sage Communications
ATTN: Accounts Payable
8229 Boone Blvd, Suite #410
Vienna, VA 22182
Tel. 703-584.5631
Fax. 703.564.0101

15. Warranty provisions: Standard Commercial Warranty

16. Export packing charges: Not applicable

17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the minimum purchase level): Not applicable

18-24. Not Applicable

25. Data Universal Number System (DUNS) number: # 18-036-3751

26. Sage Communications, LLC. is registered in the Central Contractor Registration (CCR) database.

SAGE COMMUNICATIONS:

For questions or any additional information, don't hesitate to contact:

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For more information on ordering from Federal Supplies Schedule, click on the FSS Schedules button at <http://www.fss.gsa.gov>