



at live shows, or events. Examples of services include:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

**541-4C Exhibit Design and Implementation Services**

Under this SIN, you will find assistance conceptualizing, designing and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.). Media & Exhibit Illumination services are also available. Support services may include:

- Set-up and dismantling of exhibit property
- Shipping and storage of exhibit property

**541-4D Conference, Events and Tradeshow Planning Services\***

Industry experts can make arrangements for conferences, events, seminars and trade shows by providing:

- Project management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Liaison support with venue
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservations of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre/post meeting mailings, travel support and computer data-base creation

**541-4E Commercial Photography Services\***

If you need black and white, color or digital photographs for use in commercial advertisements or illustrations that will appear in books, magazines or other media, AIMS can help. Available photographers have expertise in:

- Aerial photography
- Architectural photography
- Digital photography
- Still/field photography
- Studio photography
- Related services such as photo editing and high-resolution scans

**541-4F Commercial Art and Graphic Design Services\***

Get the design help you need to catch your target market's eye and educate them about your product or service. The experts under this SIN can help you update, rewrite, edit and even create new printed materials. Contractors will:

- Develop conceptual designs and layouts for publications
- Provide copywriting and technical writing services
- Create sketches, drawings, publication designs, and typographic layouts
- Furnish custom or stock artwork (including electronic artwork)

**541-5 Integrated Marketing Services**

This SIN enables you to obtain a complete solution that integrates various services found under other SINs. Contractors have the capabilities to provide comprehensive solutions including services available separately under 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 for you to receive all aspects necessary to implement a seamless marketing campaign.

When your requirement encompasses multiple SINs, don't try to piece together your own solution. Let the experts under this SIN pull it together for you.

**541-1000 Other Direct Costs (ODCs)**

Other Direct Costs consist of those services & products (other than labor hours) needed to complete a project under the schedule. Also known as "incidental items," these items were previously listed under each of the SINs, but are now broken out to make it easier for both companies and customers to determine price reasonableness for ODCs.

\*denotes that this SIN is set-aside for small businesses.

# Advertising & Integrated Marketing Solutions (AIMS)

Greater Southwest Acquisition Center  
U.S. General Services Administration  
Centralized Mail List Service  
Warehouse 9, Section F  
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Ft. Worth, TX 76115

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Spring 2007  
5-7-00234



Make Certain Your Message Is Heard

Schedule 541  
Your guide to creative solutions

# Getting the right message to your target audience has never been this easy!

With the emphasis on downsizing government, agencies are now required to do more work with fewer resources, while still keeping the public informed. GSA's Advertising & Integrated Marketing Solutions (AIMS) schedule is designed to help you get better results through quality contractors that specialize in communication and marketing services, allowing your agency to focus on critical missions. Take a look at the multitude of services available under the following Special Item Numbers (SINs):

## **541-1 Advertising Services**

Contractors are available to help you promote public awareness of your agency's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information to industry and consumer advocacy groups. Some examples of the services included:

- Advertising objective determination
- Message decision/creation
- Media development and selection
  - Direct mail services
  - Outdoor marketing and media services
  - Broadcast media
- Advertising evaluation
- Activities related to advertising services

## **541-2 Public Relations Services**

Receive the latest in customized public and media

relations services from contractors who will:

- Develop media messages and strategies
- Offer recommendations of media sources for placement of campaigns
- Prepare media materials such as background materials, press releases, speeches and presentations, and press kits
- Execute media programs such as press conferences, distribution of press materials, scheduling broadcast and print interviews
- Provide press, public relations and crisis communications
- Conduct media training: consists of training agency personnel to deal with media & media-responses
- Monitor media alerts
- Perform press clipping services
- Provide additional activities related to public relation services

## **541-3 Web Based Marketing Services\***

You can use schedule contractors to develop strategies to maximize the use of your Internet capabilities. Media will be provided in a format that is compatible with your agency's software requirements. Continual website updates and maintenance are also available. Typical tasks may involve consultation, development and implementation for:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Online media management
- Web based training
- Web casting
- Web video conferencing
- Section 508 compliance: including captioning services
- Activities related to electronic marketing services

## **Series 541-4 Specialized Marketing Services**

The services offered under this series enable you to selectively choose specialized marketing and media services on an as needed basis. To find exactly what you need, take a look at the following SINs:

## **541-4A Market Research and Analysis Services**

Take advantage of experts who can:

- Develop or enhance customized strategic marketing plans
- Create branding initiatives
- Create public awareness of products, services, and issues
- Identify and analyze target markets
- Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies
- Conduct focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results
- Manage call centers (in relation to services provided under this schedule)

## **541-4B Video/Film Production Services**

With these services you will be able to inform the public and government agencies about the latest products, services or issues in various outputs such as: standard formats, CD-ROM, DVD and video streaming. Filming may be in studios, on location,

*continued on reverse*

# The GSA Multiple Award Schedules (MAS)

**offer incredible contracting benefits to the federal government including:**

- Selection based on "Best Value"
- An unimpeded relationship between the agency and the contractor
- Competition requirements have been met [FAR 6.102(d)(3)] when at least three schedule contractors are contacted
- Authorized price lists reflect ceiling pricing – ask for additional discounts
- Requirements to synopsise on FedBizOpps have been met
- Schedule orders count towards small business goals
- Blanket Purchase Agreements can be used to customize your solution
- Contractor teaming arrangements allow a total solution approach to meet your needs

**When you need resources, turn to the GSA AIMS schedule – specifically developed to save you time and money.**

### **How to reach us:**

For additional information, visit our website at:

[www.gsa.gov/marketing-services](http://www.gsa.gov/marketing-services)

Or call us at: (817) 574-2330

\* denotes that this SIN is set-aside for small businesses.

