

GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICES  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST  
PROFESSIONAL SERVICES SCHEDULE (PSS)

Online access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through the GSA Advantage! menu-driven system.

The Internet address for GSA Advantage! is [www.gsaadvantage.gov](http://www.gsaadvantage.gov).

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

STRATEGIC MARKETING &  
**ADVERTISING**  
BUSINESS DEVELOPMENT  
PROMOTIONS CREATIVE  
THAT  
**DELIVER** MEASURABLE  
MEDIA RESULTS  
DIGITAL & SOCIAL MEDIA  
**MARKETING**

**Contract Number**

47QRAA18D00GJ

**Contract Period**

September 25, 2018 – September 24, 2023

**Business Size**

Small

**Point of Contact**

**FRAN YANITY**

President/COO

[fran.yanity@thepmgrp.com](mailto:fran.yanity@thepmgrp.com)

(210) 490-2554

7550 IH-10 West, Ste. 510

San Antonio, TX 78229

**Additional Point of Contact**

**APRIL POWELL**

Senior Project Manager

[april.powell@thepmgrp.com](mailto:april.powell@thepmgrp.com)

## CUSTOMER INFORMATION

### 1a | Table of Awarded SINs

SIN	Description
541-1/541-IRC	Advertising Services
541-3/541-3RC	Web Based Marketing Solutions
541-4F/540-4FRC	Commercial Art & Graphic Design Services
541-2/541-2RC	Public Relations Services
541- 4B/541-4BRC	Video/Film Production
541-1000/541-1000RC	Other Direct Costs (ODCs)

SIN	Description	Ceiling Price
541-1000/RC	Digital/Internet Media Buying	\$32,115.06
541-1000/RC	Broadcast TV Media Buying	\$289,562.28
541-1000/RC	Broadcast Radio Media Buying	\$90,823.12
541-1000/RC	Magazine Media Buying	\$14,105.79
541-1000/RC	Newspaper Media Buying	\$11,617.13
541-1000/RC	Out of Home Media Buying	\$18,577.83
541-1000/RC	Theatre Advertising	\$2,448.80

### 1b | Lowest priced model number and price for each SIN: N/A

### 1c | Hourly rates

Category	Price
Public Relations Account Executive Level 4	\$85.64
Public Relations Account Executive Level 1	\$85.64
Account Manager Level 4	\$80.60
Vice President Account Service Level 5	\$80.60
Account Coordinator Level 1	\$60.45
Account Executive Level 2	\$75.57
Copywriter Level 4	\$55.42

Category	Price
Creative Director Level 5	\$110.83
Senior Art Director Level 5	\$90.68
Art Director Level 2	\$45.34
Broadcast Services Manager Level 2	\$110.83
Media Planner/Buyer Level 1	\$75.57
Web and Digital Developer Level 4	\$61.02

2 | **Maximum Order:** \$1,000,000

3 | **Minimum Order:** \$100

4 | **Geographic Coverage:** Domestic, 50 States, Washington D.C., Puerto Rico and U.S. Territories

## CUSTOMER INFORMATION

- 5 | **Point(s) of Production:** San Antonio, TX, USA
- 6 | **Discount from List Prices:** All Prices Herein Are Net
- 7 | **Quantity Discounts:** N/A
- 8 | **Prompt Payment Terms:** Net 30 Days
- 9a | **Government Purchase Cards are accepted at or below the micro-purchase threshold**
- 9b | **Government Purchase Cards are accepted above the micro-purchase threshold**
- 10 | **Foreign Items:** None
- 11a | **Time of Delivery:** To be negotiated with Ordering Agency
- 11b | **Expedited Delivery:** To be negotiated with Ordering Agency
- 11c | **Overnight and 2-Day Delivery:** To be negotiated with Ordering Agency
- 12 | **Foreign Items:** None
- 13a | **Ordering Address:** The PM Group  
7550 IH-10 West, Ste. 510  
San Antonio, TX 78229
- 13b | **Ordering Procedure:** Supplies and services, ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3
- 14 | **Payment Address:** The PM Group  
7550 IH-10 West, Ste. 510  
San Antonio, TX 78229
- 15 | **Warranty Provisions:** N/A
- 16 | **Export Packing Charges:** N/A

## CUSTOMER INFORMATION

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- 17 | **Terms and Conditions of Government Purchase Card:** Contact Contractor
- 18 | **Terms and Conditions of Rental, Maintenance and Repair (If Applicable):** N/A
- 19 | **Terms and Conditions of Installation (If Applicable):** N/A
- 20 | **Terms and Conditions of Repair Part Indicated Date of Parts Price Lists and Any Discounts from List Prices (If Available):** N/A
- 20a | **Terms and Conditions for Any Other Services (If Applicable):** N/A
- 21 | **List of Service and Distribution Points (If Applicable):** N/A
- 22 | **List of Participating Dealers (If Applicable):** N/A
- 23 | **Preventative Maintenance (If Applicable):** N/A
- 24a | **Special Attributes Such Ad Environmental Attributes (e.g. recycled content, energy efficiency and/or reduced pollutants):** N/A
- 24b | **Section 508 Compliance for EIT:** N/A
- 25 | **Duns Number:** 021053439
- 26 | **Contractor has an Active Registration in the SAM Database.**

## LABOR CATEGORY DESCRIPTIONS

Labor Category	Degree	Years of Experience	Job Description	Price
Public Relations Account Executive Level 4	B.A./B.S.	5+ Years	The Public Relations Senior Account Supervisor is the day-to-day senior account contact for the client and the team. This position is responsible for managing and executing all aspects of a PR program, supervising and managing the media relationships, and managing the account team.	\$85.64
Public Relations Account Executive Level 1	B.A./B.S.	2+ Years	The Public Relations Account Executive provides support to the Public Relations team in conducting integrated communications to promote a variety of agency clients. This position will support the development, implementation and monitoring of public relations and social media campaigns, write and gather content for PR and blogs while collaborating with the team on various projects.	\$85.64
Account Manager Level 4	B.A./B.S.	5+ Years	The Account Manager oversees projects and business relationships with assigned accounts, with the goal of exceptional service by meeting and/or exceeding customer's expectations.	\$80.60
Vice President Account Service Level 5	B.A./B.S.	10+ Years	The Vice President of Account Service is responsible for directing all of the administrative functions of the company in accordance with industry standards and company objectives and policies. Responsible for helping the Company to achieve financial goals and objectives and increase operating performance.	\$80.60
Account Coordinator Level 1	High School Diploma/ GED	1+ Years	The Account Coordinator is responsible for the administrative and customer service support to team members to include: account executives, account managers, and account directors and management team. The Account Coordinator assists in the day-to-day administration of marketing, public relations, and advertising initiatives to attract potential customers and retain existing clients.	\$60.45

## LABOR CATEGORY DESCRIPTIONS

Labor Category	Degree	Years of Experience	Job Description	Price
Account Executive Level 2	B.A./B.S.	3+ Years	The Account Executive is responsible for business development activities and customer relationship management. Meets with clients to get a thorough understanding of advertising, promotional needs, target audience, and critical demographics. This position will also manage and coordinate advertising and promotional campaigns, post client approval, track budgets and costs, and ensure that all projects run smoothly.	\$75.57
Copywriter Level 4	B.A./B.S.	5+ Years	Responsible for brainstorming, creating, and transforming ideas into words. Writes copy for television commercials, radio, Internet content, websites, press releases, flyers, direct mail literature and more.	\$55.42
Creative Director Level 5	B.A./B.S.	7+ Years	The Creative Director is responsible for the presentation of creative to internal management and clients, and works closely with Account Teams to ensure innovative approaches to client challenges. Directly responsible for managing creative professionals including Art Directors, Copywriters and Designers.	\$110.83
Senior Art Director Level 5	B.A./B.S.	5+ Years	The Senior Art Director is responsible for management and oversight of print and digital creative, as well as providing creative direction for TV, video and photography projects.	\$90.68
Art Director Level 2	A.D./B.A.	3+ Years	The Art Director works effectively with the Senior Art Director to create high quality, creative communication tools that solve specific marketing and advertising objectives.	\$45.34
Media Planner/Buyer Level 1	B.A./B.S.	2+ Years	The Media Buyer is responsible for acquiring desirable time slots and media space for advertising clients.	\$75.57

## LABOR CATEGORY DESCRIPTIONS

Labor Category	Degree	Years of Experience	Job Description	Price
Broadcast Services Manager Level 2	B.A./B.S.	3+ Years	The Broadcast Service Manager is responsible for writing, directing, shooting and editing of broadcast TV, video and radio spots. The Broadcast Services Manager is a creative position requiring creativity and innovation for a variety of client needs.	\$110.83
Web and Digital Designer Level 4	B.A./B.S.	5+ Years	The Web and Digital Designer is responsible for developing, managing and maintaining company's and clients' digital assets and designs. They have a strong user understanding and demonstrated expertise in web content, usability, development and design.	\$61.02

## SERVICE DESCRIPTIONS

Support Product/Labor (ODCs)	Description
Digital/Internet Media Buying	Digital media includes the purchase and placement of advertising in the digital space, such as display advertising, pre-roll video advertising, social media advertising, search (SEM) and more. Agency is responsible for negotiating rates where possible (some prices are fixed like Google, Facebook), placement, flight dates (how long the campaign runs and where), monitoring campaigns and final reporting.
Broadcast TV Media Buying	Broadcast TV media buying includes the placement and purchasing of TV and/or cable ads. Agency is responsible for negotiating with station partners, placement of spots, trafficking of spots from client to station, monitoring campaign and final audit of campaign.
Broadcast Radio Media Buying	Broadcast Radio media buying includes the placement and purchasing of radio ads. Agency is responsible for negotiating with station partners, placement of spots, trafficking of spots from client to station, monitoring campaign and final audit of campaign.
Magazine Media Buying	Magazine media buying includes the purchase and placement of advertising in magazines (local, regional, national). Agency is responsible for negotiating rates, placement, flight dates (how long the campaign runs and where), monitoring campaigns and final reporting.
Newspaper Media Buying	Newspaper media buying includes the purchase and placement of advertising in newspapers (local, regional, national). Agency is responsible for negotiating rates, placement, flight dates (how long the campaign runs and where), monitoring campaigns and final reporting.
Out of Home Media Buying	Out of Home media buying includes the purchase and placement of advertising outside (billboards, transit, experiential). Agency is responsible for negotiating rates, placement, flight dates (how long the campaign runs when and where), monitoring campaigns and final reporting.
Theatre Advertising	Theatre media buying includes the purchase and placement of advertising in movie theaters. Agency is responsible for negotiating rates, placement, flight dates (how long the campaign runs and where), monitoring campaigns and final reporting.



# CAPABILITIES

The PM Group is South Texas' premier full-service agency with a complete spectrum of marketing, creative, public relations, media capabilities and communications services all done in-house in San Antonio.

Since 1988, The PM Group has always been a full-service agency. In addition, we chose to fortify ourselves by launching complementary niche, specialty companies all with common management control and ownership to expand specialty services in an effort to minimize client costs in these areas.

## LIST OF SERVICES

- |   |  |   |  |
|---|--|---|--|
| <br>Advertising                        | <br>Brand Development | <br>Media Marketing         | <br>Copywriting                         |
| <br>Digital and Social Media Strategy | <br>Creative         | <br>Video/Film Production  | <br>Public Relations and Communication |
| <br>Website Design and Development   | <br>Illustration    | <br>Events and Promotions | <br>Commercial Art and Graphic Design |