



DAUGHERTY TEGARDEN + *Partners*
MARKETING DESIGN STRATEGIES



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OUR APPROACH

Who we are at any given moment is reflected in the work we are developing for our clients. Our approach is to think strategically, and then create. We immerse ourselves in a process that defines the essence of your brand. A voice is distilled and our task is to talk to your customers with a compelling and persuasive message.

We are what we do for you, and our goal is to do it very well.

CUSTOMER INFORMATION PAGE

Daugherty Tegarden Hanley is a full service marketing agency in Indianapolis, Indiana, with 16 years of experience in every facet of advertising, electronic media, media planning and placement, research, strategic counsel, broadcast, direct mail, and event management.

We provide our clients the following services:

Planning and Research

Marketing communication plans
Focus group planning
Survey Development
Research analysis and reporting
Identity and brand awareness

Print design and collateral

Print advertising
Identity/logo development
Newsletters
Outdoor advertising/media
Recruitment tools
Magazine design and production
Brochures and catalogs
Informational folders and inserts
Print negotiation and management

Direct mail

Direct mail design and production
Mailing logistics and follow-up
Specialty and premium items

Broadcast media

Radio advertising
Television

Public relations

Press release
Promotion/media plans
Event planning
Employee promotions
Targeted invitations
Consumer relations
Media opportunities/briefs
Media relations
Press kits
Editorial

Electronic media

Website development
Integrated email campaigns
Data base development

Media

Media planning
Media measurement and analysis
Media negotiation and placement

1a)
SIN 541-1 Advertising Services

1b)

Labor Categories	Government Rate
VP/Marketing	\$175 per hour
Director of Research and Planning	\$125 per hour
Account Manager	\$100 per hour
Account Executive I	\$70 per hour
Account Executive II	\$85 per hour
Account Coordinator	\$50 per hour
Media Coordinator	\$65 per hour
Creative Director	\$175 per hour
Asst. Creative Director	\$165 per hour
Writer/Producer	\$125 per hour
Art Director	\$90 per hour
Production Artist	\$70 per hour
VP/Operations	\$120 per hour
Production Manager	\$70 per hour
Administration Assistant I	\$40 per hour
Administration Assistant II	\$50 per hour

2)
Maximum Order: \$3,000,000

3)
Minimum Order: \$100

4)
Geographic Coverage: Domestic U.S. Only

5)
Points of Production: Indianapolis, Indiana

6)
Statement of Net Prices: Prices shown are net, all discounts deducted, and inclusive of the IFF

7)

Quantity Discounts: None

8)

Prompt Payment Terms: 1% discount/15 days, 30 days net

9a)

Government Purchase Cards: Government Purchase Cards are accepted for orders above the micro-purchase threshold

9b)

Government Purchase Cards: yes

10)

Foreign items: N/A

11a)

Time of delivery: Contractor will adhere to the delivery schedule as specified by the agency's purchase order

11b)

Expedited Delivery: Contact the contractor for Expedited Delivery

11c)

Overnight and 2-day Delivery: Contact the contractor for Overnight and 2-day Delivery

11d)

Urgent Requirements: Contact the contractor to obtain Urgent Delivery

12)

F.O.B. Points: Destination

13a)

Ordering address: Don Daugherty

Daugherty Tegarden + Partners
5420 N College Ave. Suite 200
Indianapolis, Indiana 46220

13b)

Ordering procedures: For supplies and services, the ordering procedures, information on a blanket purchase agreement's (BPA's) and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).

14)

Payment address: Accounts Payable

Daugherty Tegarden + Partners
5420 N College Ave. Suite 200
Indianapolis, Indiana 46220

15)

Warranty Provision: N/A

16)

Export packing charges: N/A

17)

Terms and conditions of Government Purchase Card acceptance
(any threshold above the micro-purchase limit): N/A

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 of for any other service: N/A

21)

List of service and distribution points: N/A

22)

List of participating dealers: N/A

23)

Preventative maintenance: N/A

20a)

Terms and conditions of for any other service: N/A

21)

List of service and distribution points: N/A



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