



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Phone: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>

March 30, 2021

Ms. Rachel Morales
CEO & Chief Stretegist – rachel@rubiagroupagency.com
Rubia Group, LLC
5680 King Centre Drive, STE 600
Alexandria, VA 22315

SUBJECT: RFP GMU-1692-21, Creative & Marketing Services

Dear Ms. Morales:

We have reached the point in the evaluation process where we are ready to start negotiations/clarifications as provided for in Section XIII, B of the subject RFP. Therefore, we would appreciate your response to the following:

1. Mason is an educational institution and entity of the Commonwealth of Virginia. As such, we are obligated to ensure that all pricing and contractual elements meet our institution's needs. Can you provide reduced hourly rates for services?

Rubia Group Response:

We'd be happy to offer reduced rates per the following chart (please see next page):

Rubia Group FY 2021 Rates		
LABOR CATEGORY	HOURLY RATE	Revised Hourly Rates as of 3/31/21
Brand Strategist -Senior	190.00	171.00
Copywriter -Senior	135.00	
CRM Architect -Senior (Salesforce® Certified)	198.00	170.00
Creative Director- Mid	175.00	140.00
Creative Director- Senior	190.00	162.00
Data Scientist-Senior	150.00	
Digital and Social Media Strategist	140.00	
Direct Mail Services	100.00	90.00
Digital User Experience Specialist Senior	190.00	171.00
Digital User Experience Specialist Mid	175.00	157.00
Graphic Designer/Illustrator- Senior	190.00	155.00
Graphic Designer/Illustrator- Mid	175.00	135.00
Graphic Designer/Layout	125.00	105.00
Marketing Consultant-Mid	125.00	
Marketing Consultant-Senior	150.00	
Media Director	175.00	157.50
Project Coordinator	90.00	
Project Manager II	125.00	
Public Relations Specialist- Senior	150.00	
Systems Engineer/Systems Administrator II (Webmaster)	185.00	157.00
Technical Lead/User Interface/Experience (UI/UX)	200.00	170.00
Video Film Specialist III	280.00	185.00
Web Developer I	150.00	
Web Developer II	200.00	170.00

2. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project.

Rubia Group Response:

No, we do not require a minimum number of hours on jobs.

3. Can you provide any additional discounts based on total university spend?

Rubia Group Response:

We'd be happy to offer the following discounts on cumulative annual spends:

Discounts	
Amount of cumulative spend in a calendar year	Amount of Discount on Spend
\$0 - \$25,000	2.00%
\$25,001 - \$50,000	2.50%
\$50,001 - \$75,000	3.00%
\$75,001 - \$100,000	3.50%
\$100,001 - \$125,000	4.00%
\$125,001 - \$150,000	4.25%
\$150,001 - \$200,000	4.50%
\$200,001+	5%

4. Your proposed pricing has various hourly rates listed per labor category. Will Mason be able to specify who works on a particular project? For example, can we choose between "Creative Director - Senior" at \$190 and "Creative Director - Mid" at \$175 or will you choose what job title works on a particular project?

Rubia Group Response:

Our expectation is that we will assign appropriate Rubia Group team members to a GMU project based on the defined goals of the project, and the abilities and experience of the Rubia Group team member. While all of our proposed team members have excellent capabilities, Rubia Group team member Pete Buttecali in particular has 30+ years of experience creating branding and marketing solutions, including 10+ years of prior experience delivering various branding and marketing solutions to GMU. We would like to assign Pete to each GMU project Rubia Group is awarded that involves branding and graphic design, with Pete serving as the lead Creative Director and Graphic Designer under these labor categories listed below:

Creative Director- Senior	190.00	162.00
Graphic Designer/Illustrator- Senior	190.00	155.00

The following labor categories represent other Rubia Group members who may be used to support Pete Buttecali's project work when and if necessary, or on other types of projects (videography, still photography etc.):

Creative Director- Mid	175.00	140.00
Graphic Designer/Illustrator- Mid	175.00	135.00
Graphic Designer/Layout	125.00	105.00

5. If contracted for advertising and media buying, do you agree to the following?
- Mason will agree on a scope of work prior to any campaign that includes a description of services to be provided and outlines any fees.
 - Total projected spend is a maximum amount for advertising, fees, and services within the agreed scope of work. All spending and allocation of spending is at the direction of Mason.
 - Advertising/media buying will be done by Rubia Group. Rubia Group will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.
 - Invoices must separate advertising/media buy spend from any additional fees.
 - Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Rubia Group Response:

Agree to all of the items listed above

6. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?

Rubia Group Response:

Yes

7. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?

Rubia Group Response:

Yes

Please advise if you have any questions or need clarification before responding.

Regards,



Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
erauch@gmu.edu

Signed



3/31/2024
Rachel L. Morales
CEO & Chief Strategist – rachel@rubiaagency.com
Rubia Group, LLC
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Alexandria, VA 22315