



KOGAN_{CO}

A Government Solutions Provider

A Woman-Owned Small Business Providing Advertising & Integrated Marketing and Graphic Design Services

*Our abilities are only surpassed by our work ethic.
No challenge is too big for us. No opportunity too small.*

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CAGE Code: 5CSNO

DUNS No.: 829853824

GSA Schedule: GS-07F-0064W &

GS-07F-0065W

Certifications

Kogan has been certified
by the State of Maryland as a

Woman-Owned Minority/
Disadvantaged Business Enterprise
(MBE/DBE)

Certification No.

DOT MBE 08-345

Small Business by Maryland's
Small Business
Reserve Program (SB10-4141)

Kogan is currently pursuing
federal certification
by the Small Business
Administration (SBA)
as an Economically
Disadvantaged Woman-Owned
Small Business (EDWOSB)

*Major Credit Cards and
Government Purchase Cards Accepted*

Capabilities

Kogan, LLC is a certified Woman-Owned, Small Business providing a full complement of marketing communication services to its clients. A small, but full-service advertising agency, Kogan, LLC works closely with its clients to develop effective, informative marketing communication materials and campaigns.

Services provided include:

- Account Planning and Management
- Advertising Creation and Placement
- Brand Assessment and Positioning
- Creative Services such as Copywriting and Graphic Design
- Direct Mail Campaign Coordination
- Event Support and Coordination
- Media Traffic and Production
- Pre-press Services such as Document Preparation, Editing and Typesetting
- Printing: Digital and Offset
- Promotional Products and Screen Printing
- Video Production
- Website Design

Expertise

Kogan, LLC was founded in 2005 by Laura Kozak and Christine Hagan whose names combine to create the firm's name. Together, the firm's owners have more than 40 years of combined professional and leadership experience in the areas of publication and graphic design, marketing communication and public relations, several design awards, and two master's degrees to their credit. Supported by talented and experienced professionals with complementary expertise and professional experience, Kogan, LLC offers a first rate team of communicators whose abilities are only surpassed by their work ethic.



Contract Holder
Contract GS-07F-0064W
GS-07F-0065W

Kogan is based out of Perry Hall, Maryland, in Baltimore County. Its staff utilizes modern personal computers, black and white and color laser printers, scanning capabilities, data and fax communications, and high speed Internet connections. The staff has expertise in all major graphics software programs including Quark Xpress, and all of the Adobe Creative Suite programs—In Design, Illustrator and Photo Shop among them. The staff is experienced with a variety of website building software and e-newsletter packages, and is proficient with Microsoft Power Point, Word and Excel programs. All play a role in various communications initiatives in one way or another. Kogan staff utilizes both Macintosh and PC computers.

Industry Experience

Government | Nonprofit | Healthcare | Historic Preservation | Education | Entertainment

Customers/Employers/State Contracts Awarded

Maryland Department of the Environment: Kogan is currently editing and designing MDE’s Climate Change Report, a document expected to be about 300 pages.

Maryland State Department of Education, Division of Early Childhood Development: Kogan designed and printed Healthy Beginnings: Supporting Development and Learning from Birth Through Three Years of Age, a manual detailing the developmental stages of infants and toddlers.

Baltimore City Community College: Kogan has been chosen to produce a brochure and video promoting the community college’s Workforce Pipeline Solutions program.

Maryland Department of Health & Mental Hygiene, Division of Vital Records: Kogan’s design staff provides calligraphy services for the commemorative birth certificates.

Private Sector Clients

Johns Hopkins Bayview Medical Center: Kogan assists with planning, writing, editing and designing multiple publications for the medical center.

IMPAQ International: Kogan has helped this government subcontractor produce a series of reports in fulfillment of their own federal contracts by providing editing and graphic design support.

Trust for Architectural Easements: A favorite past client of Kogan’s, for period spanning 2005 to 2008 Kogan was the advertising agency for the nation’s largest preservation easement holding historic trust dedicated to the preservation of historic architecture, handing all of the multi-state nonprofit’s marketing communications, advertising, design and printing.

NAICS Codes

541430 Graphic Design Services	323110 Commercial Printing
541613 Marketing Consulting Services	323112 Prepress Services
541810 Advertising Agency Services	323113 Commercial Screen Printing
541820 Public Relations Agency Services	323115 Digital Printing
541840 Media Representatives	323119 Other Commercial Printing
541860 Direct Mail Advertising	561410 Document Preparation Services
541890 Services Related to Advertising	561990 Printing Support Services