

CAPABILITY STATEMENT | PUBLISHING

CORPORATE DATA

Designated, certified woman-owned small business (W.O.S.B.)

NAICS codes: 519130; 541613; 541810; 541820; 541830

CAGE Code: 3K2R1

DUNS: 10-842-9143

Brogan & Partners is a certified Woman Owned Small Business (W.O.S.B.) employing approximately 40 full-time employees in two offices—our Michigan headquarters serving national and regional accounts, and our North Carolina office serving clients in the Southeast as well as our federal government clients. Brogan & Partners maintains a GSA Professional Services Schedule under 541 Advertising and Integrated Marketing Solutions (AIMS).

CORE COMPETENCIES/CAPABILITIES

We offer scholarly publishing services from manuscript submission, through all stages of production, to publication:

- Publication Composition and Design (Adobe Creative Cloud including InDesign, Photoshop, and Illustrator)
- News Writing and Journalism
- Photography, Graphic Design, Technical and Conceptual Illustration
- Technical Copywriting, Copyediting, and Proofing
- Digital Workflow Management
- Manuscript Peer Review and Referring Support (Editorial Manager, ScholarOne Manuscripts)
- Content Management Systems (WordPress, Drupal)
- Web and Document Accessibility (Section 508, WCAG)

As a firm specializing in strategic marketing communications we provide an array of services to support the marketing of publication content (e.g. building readership, attracting submissions, etc.) including:

- Branding
- Advertising
- Inbound Marketing
- Media (traditional, interactive, and non-traditional planning and placement)
- Digital (website design and development)
- Mobile (responsive site/application design and development)
- Social Media

DIFFERENTIATORS

Brogan has been woman owned and operated for more than 30 years. Because we have provided more than 12 years of service to federal government clients, and more than 27 years of service to state agencies, we understand and deliver the professionalism and work quality expected by the Government.

Our publishing team has more than 152 collective years publishing scholarly content for the Federal Government in print and online formats. We are a proven partner in achieving conformance with the White House mandate on machine readability and on other federal accessibility standards (e.g. Section 508 compliance, etc.). In addition, we offer:

- **Flexibility to Meet Any Publishing Format or Schedule:** Open Access, accessible, weekly, monthly or continuous, online only or print plus online, ebooks, etc.
- **Personal Approach and Care:** As a small business with a small roster, Brogan offers unparalleled service and attention to specific publication requirements
- **Tailored Solutions:** Working in partnership with Clients, Brogan develops custom approaches and workflows to suit individual publication needs

PAST PERFORMANCE:

Current Client List:

National Institute of Environmental Health Sciences; *EHP*
National Toxicology Program
U.S. Geological Survey
U.S. Army TACOM
U.S. Peace Corps
Michigan Department of Health and Human Services
North Carolina Department of Health and Human Services

Past Client List:

National Institute of Allergy and Infectious Disease
U.S. Department of Homeland Security
Travel Michigan
Michigan Office of Highway Safety Planning
Michigan Department of Commerce
Michigan Jobs Commission
Michigan Department of Transportation
Michigan Economic Development Corporation
STEM Alliance of Michigan (funded by TARDEC)

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RECENT RELEVANT WORK

**National Institute of Environmental Health Sciences (NIEHS)
Environmental Health Perspectives Journal (EHP)
<http://ehp.niehs.nih.gov/>**

EHP is an online, open-access journal publishing environmental health news and peer-reviewed research articles. *EHP* is published monthly by NIEHS. Brogan has handled every aspect of design, layout, marketing and readership promotion since 2002. Through two readership studies, Brogan has worked with the Government to deploy strategies to raise the impact factor and market the journal to a broader audience—supporting the Government’s mission of placing important environmental public health information in the hands of scientists, policy makers, and the general public.

Brogan & Partners performs all layout functions for the research articles published in *EHP*. On a monthly basis, publication volume is approximately 18–25 articles with an average page count of 120 pages. Brogan prepares all figures for publication and develops style sheets used to format text, tables, and equations conforming to *EHP* style standards. Brogan manages the entire production process, transforming author-submitted manuscripts and supporting materials into publication-ready 508 accessible and machine readable documents. Brogan also handles the development, maintenance, and security of the *EHP* website.

**National Toxicology Program (part of the NIEHS)
Non-Neoplastic Lesions Atlas Project (NTP)
<http://ntp.niehs.nih.gov/nnl/>**

Brogan & Partners was selected as a subcontractor to work for EPL, Inc. to establish an atlas website for thousands of lesion images that are held in the NTP Archives. Brogan developed the site architecture, design, and functionality used to display the lesion images in a format that was accessible and intuitive for scientists to use during research. EPL processed and cataloged the image library. This project won an internal NIEHS award and has received many accolades from NTP and NIEHS leadership.

U.S. Geological Survey Transitioning to a Machine Readable End Product

In 2015 Brogan & Partners was awarded a contract to provide consultative services to the U.S. Geological Survey’s Science Publishing Network as they transition all of their series publications into machine readable documents (per Executive Order *Making Open and Machine Readable the New Default for Government Information*). Performance of this contract included :

- Development of briefing papers concerning the current state of electronic, scientific, and Government publishing.
- Conducting market research among scientists, policy makers, Federal, State, and local government resource managers, academia, industry and the public.
- Reviewing USGS publishing policy, staffing, workflow, and more.
- Making recommendations for the workflow transition.

The final deliverable was an in-depth report, including:

- Review of available technologies that would support the new workflow, including an analysis of the advantages and disadvantages of each approach.
- Financial analysis of each approach, detailing the impact on staff positions under the new recommendations.
- Analysis of requisite training for each recommendation.
- Description of skills required by each staff position.