

GENERAL SERVICES ADMINISTRATION
Federal Acquisition Service
Authorized Federal Supply Schedule FSS Price List

On-line access to contract ordering information, terms and conditions, pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*. The website for *GSA Advantage!* is: <https://www.GSAAdvantage.gov>.

Multiple Award Schedule (MAS)

FSC Group: Professional Services
Subcategory: Marketing and Public Relations
FSC Class: R701 Advertising Services, R708 Public Relations
Contract Number: 47QRAA18D00ER
Contract Period: August 22, 2023 through August 21, 2028



CONCEPTS
communications

Concepts, Inc.
10844 Symphony Park Dr
Rockville MD 20852-3487
301-807-4232
www.conceptscommunications.com

Contract administration source:
Karen Herson
kherson@conceptscommunications.com
301-807-4232

Business size: Small Business

List Socioeconomic status: Woman Owned Small Business (WOSB)

Price list current as of Modification #PA-0005, effective August 10, 2023

Prices Shown Herein are Net (discount deducted).

For more information on ordering go to the following website: www.gsa.gov/schedules

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CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item description and awarded price(s).

SINs	Recovery	SIN Title
541810	541810/RC	Advertising Services
541810ODC	541810ODC/RC	Other Direct Costs
OLM	OLM/RC	Order Level Materials

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment discounts, or any other concession affecting price. Contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

See item 1c – Labor Category Pricing.

SIN	MODEL	GSA PRICE
54180ODC 54180ODC/RC	Other Direct Costs for Marketing & Public Relations	
	Printing	\$823.95
	Half Day Photo Record	\$1,209.07
	Media Monitoring Services	\$9,521.41
	Display/Exhibit Development	\$836.27

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

Labor Category Pricing

SIN 54180 54180/RC	MODEL Advertising Services				
	GSA PRICE				
Labor Category	Year 6 08/22/23 - 08/21/24	Year 7 08/22/24 - 08/21/25	Year 8 08/22/25 - 08/21/26	Year 9 08/22/26 - 08/21/27	Year 10 08/22/27 - 08/21/28
Subject Matter Expert II	\$242.75	\$248.82	\$255.04	\$261.42	\$267.96
Photographer**	\$202.46	\$207.52	\$212.71	\$218.02	\$223.47
Project Director	\$163.12	\$167.19	\$171.37	\$175.66	\$180.05
Subject Matter Expert I	\$162.16	\$166.21	\$170.37	\$174.63	\$178.99
Web/Database Developer	\$152.17	\$155.98	\$159.88	\$163.88	\$167.97
Account Executive	\$132.66	\$135.97	\$139.37	\$142.86	\$146.43
Communications Coordinator	\$125.05	\$128.18	\$131.38	\$134.67	\$138.04
Graphic/Web Designer	\$133.04	\$136.37	\$139.78	\$143.27	\$146.85
Public Outreach Specialist	\$127.68	\$130.87	\$134.14	\$137.50	\$140.94
Outreach Project Manager	\$114.86	\$117.73	\$120.67	\$123.69	\$126.78
Communications Consultant	\$97.48	\$99.91	\$102.41	\$104.97	\$107.60
Research Analyst	\$93.94	\$96.29	\$98.70	\$101.17	\$103.70
Quality Assurance Specialist	\$101.27	\$103.80	\$106.40	\$109.06	\$111.79
Administrative Assistant**	\$43.88	\$44.98	\$46.10	\$47.25	\$48.44

See Page 7 for **LABOR CATEGORIES, EXPERIENCE, EDUCATION, RESPONSIBILITIES**

Prices are net, all discounts deducted, and valid for all domestic areas.

2. Maximum order: \$1,000,000

3. Minimum order: \$100

4. Geographic coverage: Domestic

5. Point(s) of production: Maryland

6. Discount from list prices or statement of net price: Prices shown are GSA Net.

7. Quantity discounts: None.

8. Prompt payment terms: Net 30 days.

Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin). Not Applicable

10a. Time of delivery: As specified on Agency Task Order and mutually agreed.

10b. Expedited Delivery: As specified on Agency Task Order and mutually agreed.

10c. Overnight and 2-day delivery: As specified on Agency Task Order and mutually agreed.

10d. Urgent Requirements: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

11. F.O.B. point: Destination

12a. Ordering address: Concepts, Inc.
10844 Symphony Park Dr
Rockville, MD 20852-3487

12b. Ordering procedures: See Federal Acquisition Regulation (FAR) 8.405-3

13. Payment address: Ordering Address

14. Warranty provision: Not Applicable

15. Export packing charges, if applicable: Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable): Not Applicable

17. Terms and conditions of installation (if applicable): Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not Applicable

18b. Terms and conditions for any other services (if applicable). Not Applicable

19. List of service and distribution points (if applicable): Not Applicable

20. List of participating dealers (if applicable): Not Applicable

21. Preventive maintenance (if applicable): Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not Applicable

22b. If applicable, indicate that Section 508 compliance information is available on Information and Communication Technology (ICT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov: Not Applicable

23. Unique Entity Identifier (UEI) number: SQ9JJKY8VXM3

24. Notification regarding registration in System for Award Management (SAM) database:
Contractor is registered and active in SAM

LABOR CATEGORIES, EXPERIENCE, EDUCATION, RESPONSIBILITIES
SIN: 541810 & 541810/RC

LABOR CATEGORY	EXPERIENCE	EDUCATION	RESPONSIBILITIES
Subject Matter Expert II	15 years of consulting experience	Bachelor's degree	Provide expert advice and guidance on project deliverables and implement best practices. Cultivate and maintain effective working relationships with a variety of stakeholders, including end-users, project managers, and client staff members. Ensure project goals are met or exceeded.
Photographer**	5 years of photography experience	Bachelor's degree	Provide photography services for client materials. Scout locations, provide props and lighting, shoot images, process and develop photos, and provide editing.
Project Director	10 years' experience in the field; demonstrated ability to develop speeches, establish relationships	Bachelor's degree	Develop and oversee work plan; manage all aspects of project activity.
Subject Matter Expert I	10 years of consulting experience	Bachelor's degree	Provide strategic guidance and subject matter expertise to client programs. Develop and maintain effective client relationships, oversee the development and implementation of communications plans for clients, and ensure necessary resources are provided to meet project goals. Set objectives and advise the client and project team on innovative communications strategy.
Web/Database Developer	3 years' experience in field	Bachelor's degree	Design and program Web-based applications and other database-related functionality.

LABOR CATEGORY	EXPERIENCE	EDUCATION	RESPONSIBILITIES
Account Executive	7 years' experience in field	Bachelor's degree	Oversees the design and development of products and materials.
Communications Coordinator	5 years' experience in the field of communications	Bachelor's degree	Assists in planning and organizing administrative and technical support activities.
Graphic/Web Designer	3 years of related experience	Associate's degree	Designs graphic illustrations for use in various media; formulate concepts and renders illustrations.
Public Outreach Specialist	7 years' experience conducting research Ability to analyze and interpret materials and write reports	Bachelor's degree	Serve as primary researcher responsible for gathering information, reviewing materials and assessing the information.
Outreach Project Manager	5 years' experience in field	Bachelor's degree	Serves as the primary manager of project including identifying project goals and provides overall direction and input.
Communications Consultant	5 years' experience in the field of communications	Associate's degree	Assists in organizing communications support activities.
Research Analyst	3 years of related experience	Bachelor's degree	Assists in research activities to identify and obtain relevant documents. Drafts abstracts.
Quality Assurance Specialist	5 years of related experience	Bachelor's degree	Reviews all deliverables, presentations, etc. Applies company's Quality Control Plan.
Administrative Assistant**	2 years of related experience	High School Diploma	Assist in all administrative duties.

**OTHER DIRECT COSTS FOR MARKETING & PUBLIC RELATIONS
SIN: 541810ODC & 541810ODC/RC**

OTHER DIRECT COSTS	DESCRIPTION
Printing	Printing activities may include paper, ink, printing company fees and other related materials.
Half Day Photo Record	Photographs of events.
Media Monitoring Services	Vendor services used to track outreach efforts and costs associated with using vendor data.
Display/Exhibit Development	Design and Production activities may include the creation, planning and development of any marketing-related products.

SCA Eligible Labor Category/Service**	SCA Equivalent Code & Title	Applicable Wage Determination
**Administrative Assistant	01020 – Administrative Assistant	2015-4269
**Photographer	13073 – Photographer III	2015-4269

Service Contract Labor Standards: The Service Contract Labor Standards, formerly the Service Contract Act (SCA) apply to this contract, and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a () in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the CLS/SCA matrix. The prices are in line with the geographic scope of the contract (i.e. nationwide).

COMPANY INFORMATION

Concepts, Inc. (conceptscommunications.com) is a woman-owned, small business that specializes in developing and executing targeted communications strategies, partnership programs and public outreach campaigns. Known for going above and beyond expectations, the firm has successfully managed diverse initiatives on behalf of federal government agencies, nonprofit organizations, and private companies. Concepts' team offers subject matter expertise on a variety of issues, including disability inclusion, workforce development, communications access, small business, and veterans/military engagement.

Our services include:

- Strategic Planning and Outreach Campaign Implementation
- Message Development and Audience Analyses
- Subject Matter Expertise in Disability Employment
- Document and Website Accessibility and Remediation
- Small Business Engagement Strategy
- Partnership Development
- Market Research
- Copywriting, Graphic Design and Materials Development
- Video and Photography Production and Distribution
- Social Media Strategy and Internet Marketing
- Website Information Architecture, Design and Content Management
- Presentation Development and Speechwriting
- Media Relations
- Media/Presentation Coaching
- Trade Show and Event Support
- Quality Assurance and Project Evaluation

When it comes to communications services, Concepts offers distinct advantages – a personalized approach, frequent communication, and a network of seasoned professionals with in-depth knowledge and expertise. Those differences enable Concepts to maintain a strong commitment to individualized, customer-centric service, saving clients from lengthy approval processes, breakdowns in communication and impersonal experiences.