



General Services Administration Federal Acquisition Service

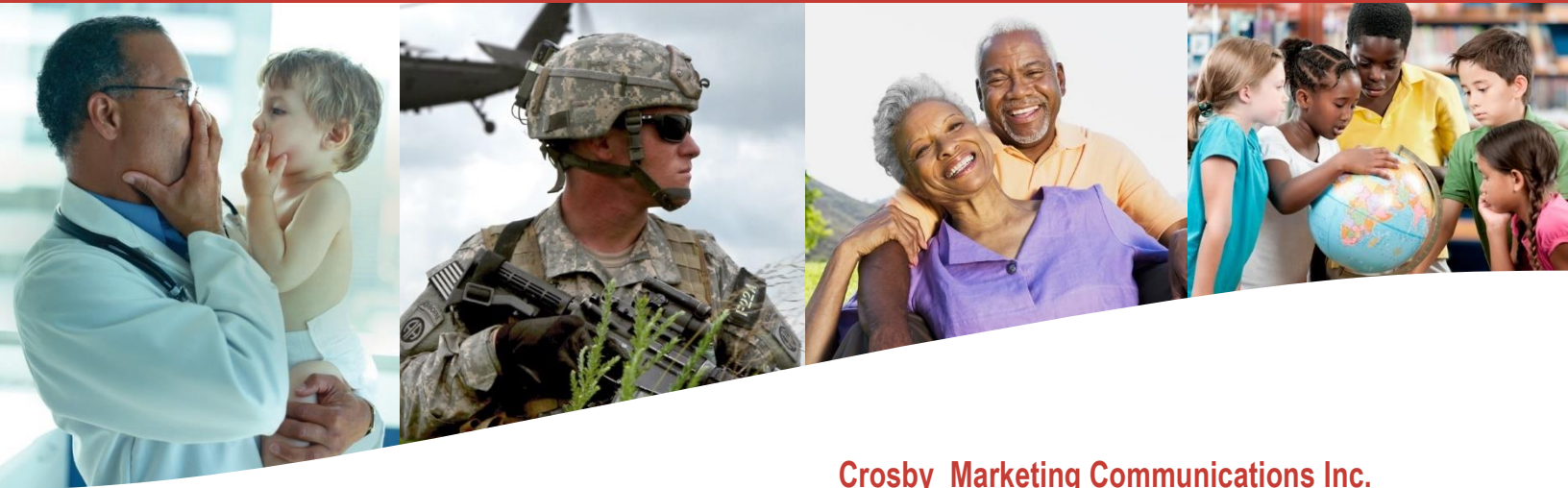
Authorized Federal Supply Schedule FSS Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: [GSAAdvantage.gov](https://www.gsa.gov/advantage).

MULTIPLE AWARD SCHEDULE (MAS)

FSC Group: Professional Services & Information Technology

FSC Class: DA01, R408, R701, R708, R422



CONTRACT NUMBER

47QRAA19D0010

CONTRACT PERIOD

Nov. 10, 2018–Nov. 9, 2028

BUSINESS SIZE/STATUS

Other than Small Business

Crosby Marketing Communications Inc.

705 Melvin Avenue, Suite 200

Annapolis, MD 21401

Phone: 410-626-0805

Fax: 410-269-6547

www.crosbymarketing.com

Contract Administration:

Sabrina Ostrowski

Email: govteam@crosbymarketing.com

Price list current through modification

PO-0021 effective March 06, 2024

Prices shown herein are NET (discount deducted)

For more information on ordering go to the following website:

<https://www.gsa.gov/schedules>.

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CONTRACT INFORMATION

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

SINs	Recovery	SIN Title
54151S	54151SRC / 54151S-STLOC	Information Technology Professional Services
541511	541511RC	Web Based Marketing
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541613	541613RC	Integrated Marketing Services
541810	541810RC	Advertising Services
541820	541820RC	Public Relations Services
541910	541910RC	Market Research and Analysis
541810ODC	541810ODC-RC	Other Direct Costs for Marketing and Public Relations (ODCs)
OLM	OLMSTLOC / OLMRC	Order-Level Materials (OLM's)

1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on page #[16](#)

1c. Labor Category Descriptions: Please refer to page #[10](#)

2. Maximum Order:

Note: Agencies may place, and Contractor may, but is not obligated to honor, orders exceeding this limit.

SINs	Maximum Order
54151S	\$500,000
541511	\$1,000,000
541611	\$1,000,000
541613	\$1,000,000
541810	\$1,000,000
541820	\$1,000,000
541910	\$1,000,000
541810ODC	\$1,000,000
OLM	\$250,000

3. Minimum Order: \$100

4. Geographic Coverage: Domestic

5. Point (s) of Production: Same as company address

6. Discount from List Price: Government net prices (discounts already deducted)

7. Quantity Discounts:

1.0% volume discount off of standard markup rates for definite delivery, definite quantity FFP and/or T&M task orders with a funded initial ODCs value greater than \$500,000.

2.0% volume discount off of standard markup rates for definite delivery, definite quantity FFP and/or T&M task orders with a funded initial ODCs value greater than \$1,000,000.00.

8. Prompt Payment Terms:	Net 30 days
<i>Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions</i>	
9. Foreign Items (list items by country of origin):	None
10a. Time of Delivery:	To Be Determined at the Task Order level
10b. Expedited Delivery:	Contact Contractor
10c. Overnight and 2-Day Delivery:	Contact Contractor
10d. Urgent Requirement:	Contact Contractor
11. F.O.B. Point(s):	Destination
12a. Ordering Address(es):	Same as Contractor
12b. Ordering Procedures:	See Federal Acquisition Regulation (FAR) 8.405-3
13. Payment Address(es):	Same as Contractor
14. Warranty Provision:	Standard Commercial Warranty Terms & Conditions
15. Export Packing Charges:	Not Applicable
16. Terms and conditions of rental, maintenance, and repair:	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:	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. Preventative 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. Section 508 compliance information is available for the information and communications technology (ICT) products and services offered and show where full details can be found (e.g., Contractor's website or other location). ICT accessibility standards can be found at:	
	www.Section508.gov

23. Unique Entity Identifier (UEI) number.

SUNNT37THW97

24. Crosby Marketing Communications, Inc. *is* registered and active in the System for Award Management (SAM).

CONTRACT OVERVIEW

GSA awarded Crosby Marketing Communications, Inc. a GSA Federal Supply Schedule contract for Multiple Award Schedule (MAS), Contract No. 47QRAA19D0010. The contract was awarded on November 10, 2018. The current contract period is November 10, 2023 – November 9, 2028. GSA may exercise a total of up to two additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT ADMINISTRATOR

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MARKETING AND TECHNICAL POINT OF CONTACT

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COMPANY OVERVIEW

Crosby Marketing Communications (Crosby) is one of the country's leading integrated marketing firms, with more than 50 years of experience providing innovative business solutions, advertising, digital marketing, social media, public relations, PSA campaigns, and community outreach programs. These programs generate widespread awareness, shape attitudes, inspire behavior change, and mobilize audiences to act. As evidence of its outstanding performance on large-scale federal contracts, 97% of Crosby's CPARS ratings have been "Exceptional" or "Very Good."

Crosby has created award-winning communications and diverse outreach initiatives for the Department of Health & Human Services (HHS); Centers for Disease Control & Prevention (CDC); Agency for Healthcare Research & Quality (AHRQ); National Institutes of Health (NIH), Substance Abuse & Mental Health Services Administration (SAMHSA); Department of Defense (DoD); Veterans Administration (VA); Environmental Protection Agency (EPA); U.S Department of Agriculture (USDA); Social Security Administration, Peace Corps, and more. The firm also serves leading commercial and nonprofit clients such as Kaiser Permanente, Shriners Hospitals for Children, Blue Cross Blue Shield, DAV (Disabled American Veterans), USAA Educational Foundation, and the Wallace Foundation.

The firm is a certified Premier Google Partner, a Top 30 firm on O'Dwyer's list of national communications agencies, and a member of the American Association of Advertising Agencies (4As), the PR Council, National Association of Government Communicators, and Diversity Action Alliance. Crosby has headquarters in Annapolis, Md., and offices in Bethesda, Md., just outside of Washington, DC. For more information and case studies, visit [CrosbyMarketing.com](https://www.crosbymarketing.com).

CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Professional Services, for worldwide use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

This GSA MAS contract can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act), Cooperative Purchasing Program (Section 211 of the E-Government Act of 2002) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act)

CONTRACT SCOPE

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Crosby Marketing Communications, Inc. has been awarded a contract by GSA to provide services under the following SINs:

• SIN 54151S / 54151SRC / 54151S-STLOC	Information Technology Professional Services
• SIN 541511/ 541511RC	Web Based Marketing
• SIN 541611/ 541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
• SIN 541613 / 541613RC	Marketing Consulting Services
• SIN 541810 / 541810RC	Advertising Services
• SIN 541820 / 541820RC	Public Relations Services
• SIN 541910 / 541910RC	Marketing Research and Analysis
• SIN 541810ODC / 541810ODC-RC	Other Direct Costs for Marketing and Public Relations Services (ODCs)
• SIN OLM / OLM-RC / OLM-STLOC	Order-Level Materials (OLMs)

Please refer to [GSA e-Library](#) for complete Special Item Number (SIN) descriptions.

TEAMING ARRANGEMENTS

Teaming Arrangements may be possible with any vendor holding Current GSA Multiple Award Schedule.

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Crosby Marketing Communications, Inc. meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide Professional Services, follow these simple steps:

Orders under the Micro-Purchase Threshold	
<ul style="list-style-type: none"> Select the contractor best suited for your needs and place the order. 	
Orders in-between the Micro-Purchase Threshold and the Simplified Acquisition Threshold	
<ul style="list-style-type: none"> Prepare a SOW or Performance Work Statement (PWS) in accordance with FAR 8.405-2(b). Prepare and send the RFQ (including SOW and evaluation criteria) to at least three GSA Schedule contractors. Evaluate, then make a "Best Value" determination. <p>Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>	
Orders over the Simplified Acquisition Threshold	
<ul style="list-style-type: none"> Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least three contractors. Seek price reductions. Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)). <p>Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>	
Developing a Statement of Work (SOW) In the SOW, include the following information: <ul style="list-style-type: none"> Work to be performed, Location of work, Period of performance; Deliverable schedule, and Special standards and any special requirements, where applicable. 	Preparing a Request for Quote (RFQ) <ul style="list-style-type: none"> Include the SOW and evaluation criteria; Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order; If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection. May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to go to <https://www.gsa.gov/schedules>.

BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

LABOR CATEGORY DESCRIPTIONS

Experience Substitutions:

<ul style="list-style-type: none"> High School Diploma + 2 years additional experience Trade/Vocational School or Technical Training or Military training in relevant field 	Equals	Associates Degree
<ul style="list-style-type: none"> Associates Degree + 2 years additional experience HS Diploma + 4 years additional experience HS Diploma + Professional or Industry Standard Technical Certification in a relevant field (e.g. Digital Video Engineering Professional, Microsoft Certified Solutions Expert, Certified Information Professional, Adobe Certified Associate, Certified Meeting Professional) 	Equals	Bachelors Degree
<ul style="list-style-type: none"> Bachelors Degree + 2 years additional experience HS Diploma + Professional License (e.g. Project Management Professional (PMP), Strategic Communication Management Professional) 	Equals	Masters Degree
<ul style="list-style-type: none"> Masters Degree + 3 years additional experience 	Equals	PhD

Education Substitutions:

<ul style="list-style-type: none"> A Ph.D. may be substituted for 3 years of required experience with a Masters Degree or 5 years with a Bachelors Degree.
<ul style="list-style-type: none"> A Masters Degree may be substituted for 2 years of required experience with a Bachelors Degree.
<ul style="list-style-type: none"> A Bachelors Degree may be substituted for 4 years of required experience with a HS Diploma.
<ul style="list-style-type: none"> An Associates Degree may be substituted for 2 years of required experience with a HS Diploma.
<ul style="list-style-type: none"> A Professional Certification in a relevant field may be substituted for 4 years of required experience with a HS Diploma.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Managing Partner	Masters	15	Managing Partners set the strategic vision for the firm and assure that its operations and activities are conducted in a positive, professional manner in accordance with the highest industry standards. Their extensive agency and corporate experience may include business planning and overall handling of corporate operations. Client programs supported may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Executive VP	Bachelors	13	Executive Vice Presidents lead the overall strategic development and guidance for client projects and programs at the highest level. They create short-term and long-range plans and business solutions based upon client goals and objectives. They serve as trusted advisors, and may provide high-level recommendations related to specific subject matter related to strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Senior VP	Bachelors	12	Senior Vice Presidents develop and execute high-level strategies and business solutions and advise senior level personnel in client organizations. They provide support to EVPs on client programs/projects and lead strategic planning and new business opportunities. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	VP	Bachelors	10	Vice Presidents maintain contact with and advise senior personnel in client organizations to establish the strategic direction and desired outcomes for campaigns and business solutions. They develop high-level strategies and plans, and determine key resources needed to carry out client programs/projects. Vice Presidents provide direction and guidance to all team members to ensure that desired outcomes are realized. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 3	Bachelors	9	Director 3 is a senior-level director who plays a lead role in creating programs/projects to meet client objectives. They work closely with senior-level client contacts and other technical and subject matter experts, and play a lead role in developing various elements of campaigns and business solutions. They help guide internal teams to deliver effective programs/projects on behalf of clients, while staying on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 2	Bachelors	8	Director 2 is a mid-level director who plays a lead role in creating programs/projects to meet client objectives. They work closely with senior-level client contacts and other technical and subject matter experts, and play a lead role in developing various elements of campaigns and business solutions. They help guide internal teams to deliver effective programs/projects on behalf of clients, while staying on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 1	Bachelors	7	Director 1 supports the development and administration of programs/projects to meet client objectives. They work closely with senior-level client contacts and other technical and subject matter experts, and help guide internal teams to deliver effective programs/projects and solutions on behalf of clients, while staying on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 3	Bachelors	5	Manager 3 plays a supervisory role in the ongoing management, design and implementation of programs/projects to meet the needs and strategic goals for one or more clients. They may maintain frequent contact with clients and assist in facilitating communication among different departments to keep programs/projects on target, on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 2	Bachelors	4	Manager 2 plays a senior role in the ongoing management, design and implementation of programs/projects to meet the needs and strategic goals for one or more clients. They may maintain frequent contact with clients and assist in facilitating communication among different departments to keep programs/projects on target, on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 1	Bachelors	3	Manager 1 plays a supporting role in the ongoing management, design and implementation of programs/projects to meet the needs and strategic goals for one or more clients. They may maintain frequent contact with clients and assist in facilitating communication among different departments to keep programs/projects on target, on schedule and on budget. Programs/projects may include strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 4	Bachelors	2	Associate 4 is responsible for ongoing client work on assigned accounts and has strong knowledge of the client's business, target audiences, communications and IT objectives. They interface with various internal team members to help create and manage programs and projects that may include functions such as strategy development and consulting; program/project management and budgeting; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning, design and management, technical programming, coding and testing, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 3	Bachelors	1	Associate 3 provides mid-level support of daily implementation of assigned client programs/projects. Under supervision, they interface with various departments within the firm to coordinate workflow and production work, and may help develop client reports. Functions they support may include strategy development and consulting; program/project management; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

SIN(s)	Title	Minimum Education Level	Minimum Years Of Experience	Functional Duties/ Responsibilities:
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 2	Bachelors	0	Associate 2 supports the daily implementation of assigned client programs/projects. Under supervision, they interface with various departments within the firm to coordinate workflow and program/project work. Functions they support may include strategy development and consulting; program/project management; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 1	Associates	0	Associate 1 provides day-to-day support in both administrative and clerical capacities to company staff for client programs/projects. Functions they support may include strategy development and consulting; program/project management; research surveys, studies and evaluations; marketing, advertising, public relations, digital, social media, PSA, paid media and other outreach activities; user-centered design, web/mobile application development, database planning and design, technical programming, systems/platforms analysis, systems integration, and analytics/reporting.

GSA LABOR RATES

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN(s)	GSA Title	GSA Rate
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Managing Partner	\$ 320.13
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Executive VP	\$ 270.88
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Senior VP	\$ 261.03
54151S, 541511, 541611, 541613, 541810, 541820, 541910	VP	\$ 246.25
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 3	\$ 221.63
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 2	\$ 197.00
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Director 1	\$ 182.23
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 3	\$ 172.38
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 2	\$ 162.53
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Manager 1	\$ 152.68
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 4	\$ 137.90
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 3	\$ 123.13
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 2	\$ 98.50
54151S, 541511, 541611, 541613, 541810, 541820, 541910	Associate 1	\$ 83.73

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

OTHER DIRECT COSTS

Other Direct Costs (ODCs) are not included in Crosby Marketing Communications, Inc.'s hourly rates. Awarded ODCs are comprised of the components as described below and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. Other Direct Cost line items may not exceed the awarded ODC ceilings as specified below without modification to this contract. ODCs are incorporated and made part of the contract.

SIN 541810ODC OTHER DIRECT COSTS

The rates shown below include the Industrial Funding Fee (IFF) and Markup.

ODC Category	Unit	Ceiling Rate
Casting/Talent	each	\$ 15,294.71
Color Output/Proof	each	\$ 118.77
Community Outreach	each	\$ 17,380.35
Digital Marketing/Media Tool	each	\$ 24,001.87
Direct Mail	each	\$ 5,452.14
Display/Exhibit/Sign	each	\$ 2,172.54
Email Marketing	each	\$ 7,822.22
Equipment/Facility Rental	each	\$ 31,600.78
Honoraria/Stipend	each	\$ 1,448.36
Matte Release	each	\$ 5,820.10
Media Campaign/Buy	each	\$ 3,745,509.68
Media Clipping Service	each	\$ 582.71
Music/Score	each	\$ 6,952.14
News Release Distribution/Wire Service	each	\$ 2,947.71
Photography/Footage	each	\$ 18,570.91
Printing	each	\$ 347,607.05
Promotional Item	item	\$ 3,400.87
PSA Production	each	\$ 199,968.09
PSA Distribution	each	\$ 355,114.21
Radio Production	each	\$ 9,906.80
Research (Survey, Focus Group)	each	\$ 7,276.57
Sponsorship	each	\$ 17,380.35
Subject Matter Expert (SME)	each	\$ 25,491.18
Translation/Transcription/508 Compliance	each	\$ 13,583.90
TV/Radio Satellite Media Tour	each	\$ 36,156.93
TV/Video/Multimedia Production	each	\$ 191,172.51
Web & Development Tool	each	\$ 4,055.42

ODC	ODC Description
Casting/Talent	Casting agency and talent fees for photography, multimedia, videography or audio-visual production.
Color Output/Proof	High-resolution output to review design and color specifications of materials.
Community Outreach	Outreach and communications programs to engage stakeholder groups and the public.
Digital Marketing/Media Tool	Software application or platform to manage and/or monitor digital marketing or media performance.
Direct Mail	Promotional material sent to a home, business or other setting.
Display/Exhibit/Sign	Printed or manufactured materials and hardware for displays, exhibits, and signs.
Email Marketing	Email programs to promote a product, service or behavior, including list purchase and distribution.
Equipment/Facility Rental	Facilities or equipment rental related to a meeting, event or other activity.
Honoraria/Stipend	Fees for a speaker, performer, research participant or expert for his/her services.
Matte Release	Article or content designed, distributed or syndicated to media outlets.
Media Campaign/Buy	Purchase of TV, radio, print, out-of-home, digital, social or other media.
Media Clipping Service	Service to monitor, report and evaluate media coverage.
Music/Score	Original or stock music to accompany a video, audio or other production.
News Release Distribution/ Wire Service	The distribution of news and other content via satellite or digital transmission.
Photography/Footage	Stock or original photography and video footage used in broadcast, print, multimedia, digital, social or other media and presentations.
Printing	Printing collateral, handouts, presentations and other materials.
Promotional Item	Branded product, merchandise, specialty item or giveaway.
PSA Production	Production, videography, recording, editing, mixing and related items for public service announcements.
PSA Distribution	Duplication and distribution of public service announcements to local, regional and national media outlets, and monitoring, measurement and reporting services.
Radio Production	Recording, editing and related production for a radio spot or show.
Research (Survey, Focus Group)	All services to plan, collect, analyze and report data and results via surveys, polls, focus groups, interviews and other research methodologies.
Sponsorship	Paid support of an event, project or program in exchange for recognition, promotion or public benefit.
Subject Matter Expert (SME)	Services by a person with deep knowledge, understanding or expertise on a particular subject or topic.
Translation/Transcription/ 508 Compliance	Translation of words or text from one language into another; transcription to convert speech into a written text document; and 508 Compliance to remediate documents, graphics, websites and audio/visual multimedia products so they are accessible to people with disabilities.
TV/Radio Satellite Media Tour	A series of TV, radio and online interviews conducted from a single location, allowing a spokesperson to be interviewed by multiple media outlets.
TV/Video/Multimedia Production	Production, videography, recording, animation, editing, and related items for developing TV spots/segments, audio, video or multimedia programs.
Web & Development Tool	Software application, platform or tool used in the design, development, management or testing process for website, web or mobile application, or other technology implementation.