On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: http://www.GSAAdvantage.gov.

Schedule for - Professional Services Schedule (PSS)
Federal Supply Group: PSS  Class:
Contract Number: 47QRAA19D006D
For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering

Contract Period: March 27, 2019 through March 26, 2024

Contractor: PUBLICA PARTNERS, LLC
1401 H ST NW, SUITE 875
WASHINGTON, DC 20005-2033

Business Size: Small, Woman Owned Business

Telephone: 601-946-4529
FAX Number: (601) 946-4529
E-mail: msanderson@cardinalgroupllc.com
Contract Administration: VICTORIA SANDERSON

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-2</td>
<td>541-2RC</td>
<td>Public Relations Services</td>
</tr>
</tbody>
</table>

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, or any other concession affecting price. Those 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.

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.
2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Worldwide

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).

7. Quantity discounts: A discount of 0.50% will be given on orders of $200,000 or greater. The discount will be applied on a per order per customer basis, and will be applied to the monthly invoices.

8. Prompt payment terms: 1.00% 15 days, NET 30

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

12. F.O.B Points(s): Destination

13a. Ordering Address(es): Same as Contractor

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address(es): Same as company address

15. Warranty provision.: Contractor’s standard commercial warranty.

16. Export Packing Charges (if applicable): N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

20a. Terms and conditions for any other services (if applicable): N/A

21. List of service and distribution points (if applicable): N/A

22. List of participating dealers (if applicable): N/A

23. Preventive maintenance (if applicable): N/A

24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contactor’s website or other location.) The EIT standards can be found at: www.Section508.gov/

25. Data Universal Numbering System (DUNS) number: 080937664

26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered

27. Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.
### LABOR CATEGORY PRICING TABLE

<table>
<thead>
<tr>
<th>SIN(s) Proposed</th>
<th>Service Proposed (e.g. Labor Category or Job Title/Task)</th>
<th>Minimum Years of Experience (cannot be a range)</th>
<th>Security Clearance Required</th>
<th>Contractor or Customer Facility or Both</th>
<th>Domestic or Overseas</th>
<th>Unit of Issue (e.g. Hour, Task, Sq Ft)</th>
<th>Price Offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-2</td>
<td>Partner</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$192.93</td>
</tr>
<tr>
<td>541-2</td>
<td>Senior Consultant</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$192.98</td>
</tr>
<tr>
<td>541-2</td>
<td>Vice President</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$192.44</td>
</tr>
<tr>
<td>541-2</td>
<td>Director</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$185.39</td>
</tr>
<tr>
<td>541-2</td>
<td>Videographer</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$167.25</td>
</tr>
<tr>
<td>541-2</td>
<td>Senior Manager</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$140.05</td>
</tr>
<tr>
<td>541-2</td>
<td>Web Developer/Programmer</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$125.94</td>
</tr>
<tr>
<td>541-2</td>
<td>Graphic Designer</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$129.97</td>
</tr>
<tr>
<td>541-2</td>
<td>Manager</td>
<td>Bachelors</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$114.86</td>
</tr>
<tr>
<td>541-2</td>
<td>Intern</td>
<td>High School</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$89.67</td>
</tr>
<tr>
<td>541-2</td>
<td>Intern</td>
<td>High School</td>
<td>No</td>
<td>Both</td>
<td>Worldwide</td>
<td>Hour</td>
<td>$88.25</td>
</tr>
</tbody>
</table>
LABOR CATEGORY JOB DESCRIPTIONS

PARTNER

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 10 years experience
- **Responsibilities/Duties:** Equity-holder. Expert in communications. Advise c-suite executives on complex communications challenges. Significantly contribute to the firm’s overall performance and revenues and consistently identify and develop strategic new business opportunities. Responsible for all work product of the company, professional development of staff, and company operations. Exemplify and manage achievement of the firm’s vision, values, and management philosophies across all facets of communications, including traditional and digital/social media. The partner provides subject matter expertise and creative and strategic thought leadership in their respective disciplines, add depth to client service capabilities, leverage the full resources of the firm for clients, and provide leadership to senior vice presidents and other team members.

SENIOR CONSULTANT

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 10 years experience
- **Responsibilities/Duties:** Expert in communications and project management. Advise executives on complex communications challenges. Responsible for supporting company executives and clients in work product of the company, professional development of staff, and company operations. Provides expert support in developing and implementing strategic efforts. Stays abreast of changes in the industry environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops policies and recommends appropriate communications channels. Specialized experience utilizing a variety of communications concepts, practices, and procedures.

VICE PRESIDENT

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 7 years experience
- **Responsibilities/Duties:** Seasoned professionals with broad-based skills in communications, data architecture, and advanced project management. Build strong client relationships, set complex strategy, set standard for execution, and oversee high profile accounts. Manage internal process development, reinforce company culture and values, and lead staff professional development. Provide counsel at senior levels, analyze and solve problems, and understand how to integrate all phases of communications plans. Vice Presidents oversee program and budget management to ensure that results are maximized for the client.

DIRECTOR

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 5 years experience
- **Responsibilities/Duties:** Directors are experienced professionals who oversee comprehensive account management and strategy development for key clients. In addition to client oversight, they manage staff and staff professional development, develop processes, manage platforms, and participate in company-wide administrative support. They have a broad skill set, operate autonomously, exemplify the company culture, and are leaders within the company. Directors provide creative thought leadership, develop concepts, and plan strategically and globally. They manage key accounts with little supervision and communicate daily with staff regarding clients’ business. They provide ideas, concepts and designs proactively to maximize results and anticipate issues while ensuring that client objectives are met. Directors have a proven track record of developing and maintaining strong client relationships.
VIDEOPHOTER

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 7 years experience
- **Responsibilities/Duties:** Videographers are creative experts specializing in pre and post-production video offerings. Operates high-definition camera system during production. Responsible for the overall direction and creative development of video productions. Responsible for camera movements, media storage, and proper appearance of the scene on-camera. Expertise includes: scriptwriting, interview planning, location scouting, onsite filming, post-production editing (titles, motion graphics, animation, color grading, audio mastering), and final file preparation for digital, TV, event broadcast.

SENIOR MANAGER

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 4 years experience
- **Responsibilities/Duties:** Senior managers manage holistic digital communications projects, while also specializing in 1-2 industry areas. Senior managers work directly with clients, manage key accounts, and oversee internal project task management. Senior Managers exemplify the company culture and have a track record of client success. They maximize results and think creatively to achieve client goals. Senior managers play a primary, independent implementation role in client work by writing releases and communications for digital platforms, and developing creative communication plans and planning documents for client review. Senior managers are capable of managing discrete projects and analyzing results, as well as demonstrating tactical excellence in executing plans.

WEB DEVELOPER/PROGRAMMER

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 5 years relevant experience
- **Responsibilities/Duties:** Web Developers/Programmers are integral members of the development team. Supports successful development, implementation, and day-to-day management of all the web services programs for accounts as assigned. Uses advanced technologies including but not limited to Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code, and other applicable technologies. They own the development life cycle of large scale projects from participating in initial planning meetings to collaborating with key stakeholders to building and delivering the project in a staging environment to final QA testing and launch. Developers and Programmers are experts in the full web stack - frontend (html/css/js), backend (PHO/Node/Python), and database (SQL/NoSQL/architecture/relationships). Developers work collaboratively and have direct contact with clients.

GRAPHIC DESIGNER

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 4 years relevant experience
- **Responsibilities/Duties:** Graphic Designers are creative specialists who support design needs across multiple mediums. Defines and determines style, technique and medium best suited to produce desired effects of client. Designers are skilled experts in all software programs, Adobe Creative Cloud suite, proto-typing platforms, and numerous other creative resources. More senior members of the team have experience with animation and motion graphics. Designers work collaboratively and have direct contact with clients. Creates and produces graphic designs and development of posters, exhibits, publications, photos, graphic art, web pages, multimedia, 3-D modeling, animation, brochures, reports and other outreach materials as assigned. Designs and
develops presentations, templates, and fact sheets. Coordinates production process of all printed and interactive pieces.

**MANAGER**

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 3 years experience
- **Responsibilities/Duties:** Managers have direct contact with clients, develop strategic approaches to meeting goals, initiate ideas, execute tactical strategy, and work independently. Managers typically have diverse digital experience, and specialize in 1-2 industry areas. They provide concept to completion project support, develop and track key performance indicators, and present to clients. Managers demonstrate solid thinking regarding research options and sources of information and have solid writing, traditional and social media, organizational, and production skills. They are able to review and summarize information and provide analysis of news and trends to clients.

**STRATEGIST**

- **Minimum Education:** Bachelor’s
- **Minimum Experience:** 2 years relevant experience
- **Responsibilities/Duties:** Strategists are responsible for providing strategic direction, vision, leadership, and program management to the team. Contributes to organizational direction through regular involvement with senior-level client leadership and team members. Strategists are critical members of specialty teams and provide niche service offerings to clients/customers, provide specific technical or operational support, guidance, and direction. Supports internal and external clients. Strategists have extensive knowledge in a designated field or discipline. Provides insight and advice concerning task or project strategic direction and outcomes. May contribute to the evaluation, analysis, and development of recommended solutions. Applies principles and methods of the subject matter to specialized solutions. Directs the activities of other staff as necessary on activities related to the specified field or discipline.

**INTERN**

- **Minimum Education:** High School Diploma
- **Minimum Experience:** No prior relevant experience required
- **Responsibilities/Duties:** Interns work with our client teams in a research and administrative support capacity; support the work of the account group and the company in both administrative and clerical capacity while learning new skills in traditional and digital communications. Interns possess basic clerical, media and communications understandings, and go through digital trainings geared specifically to laying strong foundational digital communication skills. No experience or degree is necessary, the majority of interns are completing an undergraduate degree.

**Service Contract Act (SCA) Matrix**

<table>
<thead>
<tr>
<th>SCA Eligible Contract Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intern</td>
<td>Media Specialist I 13061</td>
<td>15-4282</td>
</tr>
</tbody>
</table>

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).