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 for GSA Advantage™ is GSAAdvantage.gov.

Multiple Award Schedule

Category Attachment Code: H
Title: Professional Services
H08. Marketing and Public Relations Subcategory
FSC/PSC Code: R701; R708

Category Attachment Code: G
Title: Miscellaneous
G06. Complimentary SINs Subcategory
FSC/PSC Code: 0000

Widmeyer Communications, Inc.
1129 20th Street, NW, Suite 200
Washington, DC 20036
Phone Number: (202) 667-0901
Fax Number: (202)667-0902
Website: www.widmeyer.com

Contract Administrator: Alexander Borisov, alexander.borisov@finnpartners.com

Contract Number: 47QRAA19D008T
Contract Period: June 4, 2019 – June 3, 2024
Pricelist effective through: PS-A812 effective June 9, 2020

Business Size: LARGE

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.
Customer Information

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).
   541613/541613RC: Marketing Consulting Services
   541810ODC/541810ODCRC: Other Direct Costs for Marketing and Public Relations Services
   541820/541820RC: Public Relations Services
   OLM/OLMSTLOC/OLMRC: Order-Level Materials (OLM)

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.

   SIN 541820 and 541613: Executive Assistant $62.40/hr
   SIN 541810ODC: Betacam Stock Costs: Beta SP 20 mins $24.94

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.
   Please see “Labor Category Descriptions”.

2. Maximum order:
   $1,000,000.00 for SINs 541613, 541613RC, 541810ODC, 541810ODCRC, 541820, 541820RC
   $250,000.00 for SINs OLM, OLM STLOC, OLM RC

3. Minimum order: $100.00

4. Geographic Coverage: Domestic delivery only

5. Point(s) of production: Not Applicable

6. Discount: Pricing shown herein are net.

7. Quantity Discounts: None
8. **Prompt Payment Terms:** 0% 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:** Not Applicable

10a. **Time of Delivery:** To be negotiated at the Task Order level

10b. **Expedited Delivery:** Contact Widmeyer Communications, Inc

10c. **Overnight and 2-day Delivery:** Contact Widmeyer Communications, Inc

10d. **Urgent Delivery:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of any ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephone replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

11. **F.O.B Point:** Destination

12a. **Ordering Address:**  
Widmeyer Communications, Inc.  
1129 20th Street, NW, Suite 200  
Washington, DC 20036  
Phone Number: (202) 667-0901  
Fax Number: (202)667-0902

12b. **Ordering Procedures:** For Supplies and Services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address**  
Widmeyer Communications, Inc.  
1129 20th Street, NW, Suite 200  
Washington, DC 20036  
Phone Number: (202) 667-0901  
Fax Number: (202)667-0902

14. **Warranty Provisions:** Not Applicable
15. **Export Packing Charges:** Not Applicable

16. **Terms and conditions of rental, maintenance, and repair:** Not Applicable

17. **Terms and conditions of installation:** 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:** Not Applicable

19. **List of service and distribution points:** Not Applicable

20. **List of participating dealers:** Not Applicable

21. **Preventative maintenance:** 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 Electronic and Information Technology (EIT) 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/](http://www.Section508.gov/). Not Applicable.

23. **Data Universal Number System (DUNS) Number:** 196681498

24. **Widmeyer Communications, Inc is registered with the System for Award Management database. Registration is current through its expiration date on 03/03/2022.**
<table>
<thead>
<tr>
<th>Special Item Number</th>
<th>Proposed Labor Category and/or Service</th>
<th>Price Offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541820/541613</td>
<td>Management Personnel (Level 1)</td>
<td>$ 201.60</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Senior Personnel (Level 1)</td>
<td>$ 196.15</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Vice President (Level 1)</td>
<td>$ 185.24</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Assistant Vice President</td>
<td>$ 147.11</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Senior Associate</td>
<td>$ 125.14</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Senior Account Manager</td>
<td>$ 114.50</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Account Manager</td>
<td>$ 108.97</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Senior Account Executive</td>
<td>$ 103.53</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Account Executive</td>
<td>$ 98.07</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Executive Assistant</td>
<td>$ 62.40</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Senior Designer</td>
<td>$ 114.50</td>
</tr>
<tr>
<td>541820/541613</td>
<td>Graphic Designer</td>
<td>$ 83.82</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Brochures: Process color with a finished size of 9” X 12” and a printed quantity of 50,000</td>
<td>$ 26,183.88</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Two-colors with a finished size of 4” X 8” and a printed quantity of 5,000</td>
<td>$ 6,383.88</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Folders: Printed in three colors on a heavy paper stock with an emboss and two pockets. Final size 9” X 12” and a printed quantity of 10,000</td>
<td>$ 11,933.86</td>
</tr>
<tr>
<td>5418100DC</td>
<td>18 pages self-cover printed, 4 color process, 80LB Birch Text, stock, trimmed folded and saddle stitched and a quantity of 1,000.</td>
<td>$ 4,862.72</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Publications: Newsletters Eight-page, process color publication, printed size of 9” X 12” Quantity: 50,000</td>
<td>$ 54,451.50</td>
</tr>
<tr>
<td>Code</td>
<td>Description</td>
<td>Quantity/Details</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Publications: Newsletters Three colors finished size 8 1/2 X 11 Quantity: 1,000</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Advertising: Radio- 30-second radio spots, placement multiple times two-day period</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Advertising: Metro Station Posters: 18 station dioramas, 1 one month</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Advertising: Print: 6 newspapers, 1/4 page B&amp;W ran 1 to 4 times each paper (OHIO)</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Audio Recording Studio: 4 Audio Studio Hours, cost + 1/2 hour rate after 6 PM</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Audio Recording Studio: 1 Audio Studio Hour</td>
<td></td>
</tr>
</tbody>
</table>

**Video Rate Card**

**Camera Package - location shoot/Full Day**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>2-person crew with full production package</td>
<td>$1,346.60</td>
</tr>
<tr>
<td>541810ODC</td>
<td>1-person with full production package</td>
<td>$1,047.36</td>
</tr>
<tr>
<td>541810ODC</td>
<td>ENG production package (1 person)</td>
<td>$797.98</td>
</tr>
</tbody>
</table>

*Full production package includes Betacam-SP camera, complete lighting and audio kits (incl. Wireless, shotgun mics), field monitor, etc. ** A production day is 8 hours portal to portal.

**Camera package - Location shoot/Half-day**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>2-person full package</td>
<td>$847.86</td>
</tr>
<tr>
<td>541810ODC</td>
<td>1-person full package</td>
<td>$598.49</td>
</tr>
<tr>
<td>541810ODC</td>
<td>ENG</td>
<td>$498.74</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Studio Shoot Packages</td>
<td><em>Call for Quote</em></td>
</tr>
</tbody>
</table>

**AVID Editing (in-house)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>With Widmeyer editor</td>
<td>$174.56</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Without editor (Business hours)</td>
<td>$129.67</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Without editor (after 6pm/weekends)</td>
<td>$94.76</td>
</tr>
</tbody>
</table>

**Duplication Services (including tape stock)**
<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>VHS to VHS copies - 30 minutes or less</td>
<td>$14.96</td>
</tr>
<tr>
<td>541810ODC</td>
<td>VHS to VHS copies - 30-60 minutes</td>
<td>$24.94</td>
</tr>
<tr>
<td>541810ODC</td>
<td>VHS to VHS copies - 60-120 minutes</td>
<td>$39.90</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Betacam to VHS - 30 minutes or less</td>
<td>$24.94</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Betacam to VHS - 30-60 minutes</td>
<td>$49.87</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Betacam to VHS - Over 60</td>
<td>$49.87</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Betacam 3/4 - 30 minutes or less</td>
<td>$34.91</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Betacam 3/4 - 30-60 minutes</td>
<td>$54.86</td>
</tr>
<tr>
<td></td>
<td>Betacam to Betacam (plus tape stock) $75 per hour with 1/2 hour minimum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Betacam Stock Costs</td>
<td></td>
</tr>
<tr>
<td>541810ODC</td>
<td>Beta SP 10 min</td>
<td>$19.95</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Beta SP 20 min</td>
<td>$24.94</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Beta SP 30 min</td>
<td>$29.92</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Beta SP 60 min</td>
<td>$49.87</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Beta SP 90 min</td>
<td>$69.82</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Producer/Director</td>
<td>$74.81</td>
</tr>
</tbody>
</table>

Audio Duplication
- Dubbing of audio tapes with be charged at $25 per hour plus $5 per tape

Music Rights
- $100 per needle drop. Buyout rates are available on some programs (i.e., unlimited needle drops per 10 minutes, etc.)

Narration recording and editing
- $175 per/hour

Stock Footage from our in-house library
- $30 per second / $15 per second, government rate

The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS 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 eligible labor categories. If and/or when the Contractor adds SCLS labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the
occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Labor Category Descriptions

Management Personnel (Level 1)
Minimum Years of Experience: Must have 30 or more years of experience
Functional Responsibility: Management Personnel has demonstrated experience in all aspects of public relations and a solid record in providing successful strategic counsel to decision makers in a variety of sectors. Primary responsibilities include, approving business objectives for the firm, including revenue goals and new business, strategic and crisis communication consulting, promoting the firm and its clients at industry functions and building the firm’s leadership team to meet business objectives and client needs.
Minimum Years of Education: Bachelors degree
Certifications required, if any: None

Senior Personnel (Level 1)
Minimum Years of Experience: Must have more than 15 years
Functional Responsibility: Senior Personnel has a comprehensive understanding of strategic business issues affecting clients and understanding of public relations. Ultimately, he/she is responsible for the work of multiple account teams. Primary responsibilities include advising on complex communications strategies and issues, communicating practice issues with executive management and setting performance standards for the firm's largest accounts.
Minimum Years of Education: Bachelors Degree
Certifications required, if any: None

Vice President
Minimum Years of Experience: Must have 12-15 years of experience
Functional Responsibility: A Vice President has a proven track record in strategic and crisis communications and has a high-level ability to think strategically and creatively. He/she serves in a leadership capacity and manages various aspects of client accounts. Primary responsibilities include maintaining daily contact with senior client counselors, assisting with the implementation of communication plans and writing proficiently on a number of industry topics.
Minimum Years of Education: Must have a Bachelors degree.
Certifications required, if any: None

Assistant Vice President
Minimum Years of Experience: Must have 10 or more years of experience
Functional Responsibility: An Assistant Vice President develops client relationships and provides ongoing strategic counsel. Primary responsibilities include understanding client’s business and managing the day-to-day implementation of client programs, developing long term plans and program recommendations, managing junior staff, creating and tracking budgets, developing sophisticated messages that align with client objectives, responding to and developing materials on complex issues, building complete communication plans and providing client updates demonstrating the account teams value add to overall strategy.
Minimum Years of Education: Bachelors Degree  
Certification required, if any: None  

**Senior Associate**  
*Minimum Years of Experience: Must have 8-10 years of experience*  
Functional Responsibility: A Senior Associate is responsible for managing and directing several client accounts at once. Primary responsibilities include advising clients on effective communications strategies, planning media events, writing comprehensive communication plans, organizing Capitol Hill briefings, launching national campaigns and building and retaining relationships with reporters.  
Minimum Years of Education Required: Bachelors Degree  
Certifications required, if any: None  

**Senior Account Manager**  
*Minimum Years of Experience: Must have 6-8 years of experience*  
Functional Responsibility: A Senior Account Manager is responsible for directing the daily activities of account supervisors to insure proper agency service on one or multiple client accounts. Primary responsibilities include developing and executing client strategy documents, acting as the direct client contact when the account lead is unavailable for internal or external communication, providing strategic counsel to clients and meeting with client representatives to ensure established strategies are being executed successfully.  
Minimum Years of Education Required: Bachelors Degree  
Certifications required, if any: None  

**Account Manager**  
*Minimum Years of Experience: Must have 5-7 years of experience*  
Functional Responsibility: An Account Manager manages certain account teams and the day-to-day activities of targeted client projects to ensure work meets the client objectives. Primary responsibilities include reviewing materials developed by junior staff, handling special media inquiries, approving pitches to reporters, maintaining clear and consistent communication between the client and account team.  
Minimum Years of Education Required: Bachelors Degree  
Certifications required, if any: None  

**Senior Account Executive**  
*Minimum Years of Experience: Must have 4-6 years of experience*  
Functional Responsibility: A Senior Account Executive partners with the Account Executives in carrying out client’s business and communication goals and maintains frequent contact with clients. Primary responsibilities include drafting advanced-level materials on complex issues, including strategic documents, press releases, reports, background memos and 3rd party correspondence, developing and implementing media pitches, managing media inquiries and reviewing materials prepared by junior staff.  
Minimum Years of Education: Bachelors Degree  
Certification Required, if any: None
Account Executive
Minimum Years of Experience: Must have 2-3 years of experience
Functional Responsibility: An Account Executive provides a variety of communication support to multiple client accounts. Primary responsibilities include writing and distributing basic communication materials, including pitch letters, news releases, and background documents, creating media lists, coordinating production and distribution of client material with internal service departments and conducting general outreach to reporters.
Minimum Years of Education: Bachelors degree
Certification required, if any: None

Executive Assistant
Minimum Years of Experience: Must have 4-5 years of experience
Functional Responsibility: The Executive Assistant must have excellent communication skills. Primary responsibilities include managing the day-to-day schedules of the Executive team. Must be able to multi task projects.
Minimum Years of Education: Bachelors Degree
Certifications required, if any: None

Creative Services

Illustrator
Minimum Years of Experience: Must have 5-7 years of experience
Functional Responsibility: The Illustrator must be able to use common media to illustrate media projects from simple to complex. Develops preliminary or final illustrations and/or drawings. Renders preliminary or final drawings.
Minimum Years of Education: Bachelors Degree
Certifications required, if any: None

Senior Designer
Minimum Years of Experience: Must have 4-6 years of experience
Functional Responsibility: The Senior Graphic and Web Designer oversees the development of graphics for web and print material, including collateral, websites, television ads and campaign launches. Primary responsibilities include meeting with clients and assessing their needs, creating logos, designing webpage layout, determining technical requirements, updating websites, creating back up files and solving code problems.
Minimum Years of Education: Bachelors Degree
Certifications required, if any: None

Graphic Designer
Minimum Years of Experience: Must have 4-6 years of experience
The Graphic Designer oversees the development of graphics for web and print material, including collateral, websites, television ads and campaign launches. Primary responsibilities include meeting with clients and assessing their needs, creating logos, designing webpage layout, determining technical requirements, updating websites, creating back up files and solving code problems.
Minimum Years of Education: Bachelors Degree
Certifications required, if any: None