Federal Supply Service

Authorized Federal Supply Schedule 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.

Multiple Award Schedule

FSC Group: Professional Services

FCBNEW YORK

Contract Number: 47QRAA20D0016

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract Period: November 7, 2019 – November 6, 2024

True North Communications Inc.
100 W 33rd St 5th Floor
New York, NY 10001
212-885-2875
www.fcbny.com

Contract Administration Source:
Jennifer Iuorio
jennifer.iuorio@fcb.com

Business Size: Other than Small

Price list current as of Modification #PA-0005 effective 04/02/2020

Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION

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

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLM’s)</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.

<table>
<thead>
<tr>
<th>SINs</th>
<th>Labor Category</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Media Planner</td>
<td>$86.00</td>
</tr>
</tbody>
</table>

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 refer to True North Communications, Inc.’s attached labor category descriptions.

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage (delivery area). Domestic

5. Point(s) of production (city, county, and State or foreign country):

   True North Communications Inc.
   100 W 33rd St 5th Floor
   New York, NY 10001

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

7. Quantity discounts. None

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days. 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. (Contractor insert number of days.) **Contact Contractor**

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. **Contact Contractor**

10c. Overnight and 2-day delivery. **Not Applicable**

10d. Urgent Requirements. **Not Applicable**

11. F.O.B. point(s). **Origin**

12a. Ordering address(es):

   True North Communications Inc.
   100 W 33rd St 5th Floor
   New York, NY 10001

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(es):

   True North Communications Inc.
   100 W 33rd St 5th Floor
   New York, NY 10001

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 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.

Not Applicable

23. Data Universal Number System (DUNS) number. 602458721

24. Notification regarding registration in System for Award Management (SAM) database. True North Communications, Inc. is registered and active in SAM.
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 CRF 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.

RATES AND ESCALATION CHART
The rates listed below contain a 2% escalation per year including IFF.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Account Director</td>
<td>$238.32</td>
<td>$243.09</td>
<td>$247.95</td>
<td>$252.91</td>
<td>$257.97</td>
</tr>
<tr>
<td>Associate Creative Director</td>
<td>$264.80</td>
<td>$270.10</td>
<td>$275.50</td>
<td>$281.01</td>
<td>$286.63</td>
</tr>
<tr>
<td>Creative Manager</td>
<td>$175.00</td>
<td>$178.50</td>
<td>$182.07</td>
<td>$185.71</td>
<td>$189.43</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$307.00</td>
<td>$313.14</td>
<td>$319.40</td>
<td>$325.79</td>
<td>$332.31</td>
</tr>
<tr>
<td>Digital Account Professional</td>
<td>$247.00</td>
<td>$251.94</td>
<td>$256.98</td>
<td>$262.12</td>
<td>$267.36</td>
</tr>
<tr>
<td>Interactive &amp; Social Media Director</td>
<td>$344.00</td>
<td>$350.88</td>
<td>$357.90</td>
<td>$365.06</td>
<td>$372.36</td>
</tr>
<tr>
<td>Media Planner</td>
<td>$86.00</td>
<td>$87.72</td>
<td>$89.47</td>
<td>$91.26</td>
<td>$93.09</td>
</tr>
</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

**Account Director**
*Education*: Bachelor’s Degree  
*Years of Experience*: 10  
*Functional Responsibilities*: Provides strategic leadership and serves as director of overall contract management, including overseeing team and budgets, and will be the day-to-day point of contact with FDA. Typically, has at least 10 years of experience in the strategic planning and management of comprehensive national public education programs designed to educate large and diverse audiences; and a bachelor’s or advanced degree in marketing, advertising, communication or another relevant field.

**Associate Creative Director**
*Education*: Bachelor’s Degree  
*Years of Experience*: 7  
*Functional Responsibilities*: Implements creative direction and develops creative materials, including television, radio, print, and digital advertising, that resonate with audiences.

**Contract Manager**
*Education*: Bachelor’s Degree  
*Years of Experience*: 5  
*Functional Responsibilities*: Provides oversight to contract execution, maintains communication with the contractor, and ensures that timelines, budgets, and deliverables are met according to the contract and federal guidelines.

**Creative Director**
*Education*: Bachelor’s Degree  
*Years of Experience*: 10  
*Functional Responsibilities*: Provides overall vision and direction needed to design and develop a range of compelling creative materials, including video, print, OOH and digital advertising, and associated products, that resonate with large and diverse audiences.

**Digital Account Professional**
*Education*: Bachelor’s Degree  
*Years of Experience*: 5  
*Functional Responsibilities*: Provides hands-on management in support of the development and execution of digital strategies to reach target audiences with relevant and engaging content that creates attitudinal and behavioral change as directed by senior staff.

**Interactive & Social Media Director**
*Education*: Bachelor’s Degree  
*Years of Experience*: 5  
*Functional Responsibilities*: Provides strategic, creative, and technical expertise and direction in the development and execution of digital strategies to reach target audiences with relevant and engaging content that creates attitudinal and behavioral change.

**Media Planner**
Education: Bachelor’s Degree
Years of Experience: 5
Functional Responsibilities: Provides oversight to all media planning efforts, including researching and recommending placement for earned and paid media. Ensures that all media is placed in target-relevant media outlets, and evaluates and analyzes audience responses and adjusts strategies accordingly.