CONTRACTOR
Charles Ryan Associates
601 Morris St., Ste. 301
Charleston, WV 25301

BUSINESS SIZE
Women-Owned Small Business

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CONTRACT ADMINISTRATION
Susan Lavenski

EFFECTIVE AS OF
01/27/2021

FEDERAL SUPPLY GROUP
Professional Services
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For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov. 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: www.GSAAdvantage.gov.
Charles Ryan Associates, or CRA, is a full-service brand communications firm. We’ve been in this business for 47 years — creating strategies and implementing solutions for hundreds of brands across dozens of industries. CRA has the capacity and capability to handle all your strategic, creative, media, film production and digital needs in-house.

Our decades of experience have refined our approach to preparing communications plans, giving us a keen perspective on crafting brands, messaging and innovative solutions that we know drive results. When the right plan is combined with proven experience it is more than just marketing, it is smart brand communications.

**SMART IS FOCUSED** — on your messages, on your audience and on your goals. We immerse ourselves in your business. We research your consumers, study your competition and collaborate to bring a constructive, new perspective to your brand.

**SMART IS PROVEN** — through expertise and through a process that garners results. We blend the latest communications trends with a tradition of excellence built upon experience. We analyze. We optimize. We commit to delivering the right message to the right audience at the right time.

**SMART IS BOLD** — bold ideas, bold leadership and an inherent tenacity that drives everything we do. In short, we’re driven to learn what makes your audience care as much as we do. We are invested in and dedicated to your success.

We are our experience. We are our partnerships that tend to be long and successful. We are experts and we look forward to working with you.
WHAT WE DO

STRATEGY
Messaging
Crisis Communications
Advertising Strategy & Implementation

CREATIVE
Video Production
Graphic Design
Branding

DIGITAL
Website Development
User Experience
SEO/SEM

MEDIA
Buying & Placement
Media Relations Training
Analytics
WHO WE WORK WITH

WE ARE STEWARDS. We treat your brand as if it is our own. Here are just some of the organizations we have been proud to work with:
CUSTOMER INFORMATION

1A. Table of Awarded Special Item Numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>512110 RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>541430 RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>541511 RC</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541613</td>
<td>541613 RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>541810 RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820 RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>541910 RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>611430</td>
<td>611430 RC</td>
<td>Professional and Management Development Training</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order Level Materials</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. See below.

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. See below.

02. Maximum Order: $1,000,000.00

03. Minimum Order: $100.00

04. Geographic Coverage (delivery Area): Domestic

05. Point of production (city, county, and state or foreign country):

- 601 Morris Street, Suite 301 Charleston, Wv 25301
- 471 East Broad Street, Suite 1105 Columbus, Oh 43215
- 1900-A East Franklin Street Richmond, Va 23223

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

07. Quantity discounts: None

08. 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.

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

10A. Time of Delivery (Contractor insert number of days): Contact Contractor

10B. 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

10C. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery is available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10D. 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 affect a faster delivery: Contact Contractor
CUSTOMER INFORMATION CONTINUED

11. F.O.B Points: Destination

12a. Ordering Address:
   601 Morris Street, Suite 301
   Charleston, WV 25301

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: Same as Contractor

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

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

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

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

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

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

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

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

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

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. contactor’s website or other location.) The EIT standards can be found at: www.Section508.gov/: N/A

23. Data Universal Numbering System (DUNS) number: 080009969

24. Notification regarding registration in System of Award (SAM) database: Registered (7JLM6)
ACCOUNT SERVICES
(SINS 512110, 541430, 541511, 541613, 541810, 541820, 541910)

Description: CRA has an integrated approach to communications and client service. Though we have full-service media, digital and creative departments, the account services team – those who manage our clients and oversee all aspects of their accounts and projects/campaigns – provides the connection between the client and other departments and are the building blocks for successful, award-winning campaigns and quality client service.

Strategy is what sets Charles Ryan Associates apart from the pack. We go beyond simply executing for our clients to truly understanding your industry, audience and goals—and then we do what it takes to help you achieve those goals. From message development all the way to reporting, our approach keeps us hyper focused on delivering the results you need. As the segue between the client and all other CRA departments, the staff on the account services team writes creative briefs, manages schedules, and works with the client on feedback and recommendations.

We offer our clients 24-7 access to account leaders, when needed, and a strategic communications team that goes after your goals aggressively and consistently. Our account services team consists of account coordinators, account executives, managers, directors, even the CEO. We build teams based on client need – staffing appropriately with necessary skill and experience to meet client goals.

Key responsibilities include developing and managing research, advertising, public relations, social media and digital strategies; overseeing sales, marketing and client communications; managing staff and assisting teams; making decisions and finding solutions; and all communications and media training.

Minimum Education: Bachelor’s Degree in Advertising, Marketing, PR or related field preferred
Minimum Experience: 0 years’ experience
GSA Rate: $100.76 per hour

CREATIVE SERVICES
(SINS 512110, 541430, 541511, 541613, 541810, 541820, 541910)

Description: CRA develops creative for our clients keeping their core messaging, key differentiators, target audiences and communications channels in mind – all to develop creative that drives results.

CRA’s award-winning creative team takes on every task with enthusiasm and a drive to create well-researched, convincing, audience-focused materials with a real wow factor. We strive to understand each piece – whether it’s newspapers and magazines, social feeds, digital publications, Google video, streaming sites, radio, tv or beyond – we work to build assets to inspire, spur action, educate, persuade, engage, stir emotions and more. This is true for single tasks like building a logo all the way to comprehensive campaigns running for years on a multitude of mediums. We provide strategy, creativity and innovation, and manage the entire creative process from initial concepts to final delivery. No matter the creative asset, we work with our interactive and media teams when needed for placement and distribution.

This is true for video and film as well – our services range from short web videos to commercial broadcast advertising to long-format educational videos. We have photographers, graphic and UI designers, art and creative directors, and executive film producers on staff who are talented and proficient in a number of creative software programs and delivery formats.

Key responsibilities include overseeing creative operations; generating copy; developing visual aspects; designing and producing art, layouts, and branding materials; managing filming and photography needs; and directing and coordinating video production from planning to final delivery.

Minimum Education: Bachelor’s Degree
Minimum Experience: 0 years’ experience
GSA Rate: $100.76 per hour
INTERACTIVE SERVICES
(SINS 512110, 541430, 541511, 541613, 541810, 541820)

Description: CRA has a full-service digital team that can assist with interactive projects of any size, from single landing pages or marketing campaign microsites to versioned, personalized URLs and dynamic, data-driven websites. We can manage domain registration, SSL certificates and hosting. We also can build databases and file processors and provide our very own, custom-built content management system that can be personalized to give clients the tools they need.

Every interactive project is led by a member of the account services team, giving clients one point of contact to help them throughout the entire project – making sure they understand the options to make informed decisions for their organization – balancing what target audiences want with goals and available budget.

We can manage both back-end and front-end development to oversee a project from start to finish – and beyond with maintenance, reporting and optimization. And our other teams can work concurrently with development to create messaging, graphics and video to populate the project with content.

Key responsibilities include overseeing digital strategies and implementation; developing digital designs including sitemaps, wireframes, mockups and style guides; designing, launching and maintaining digital products; and custom reporting.

Minimum Education: Bachelor’s Degree
Minimum Experience: 2 years’ experience
GSA Rate: $100.76 per hour

MEDIA SERVICES
(SINS 541430, 541613, 541810, 541820, 541910)

Description: CRA’s media team buys media. Lots of it. Regardless of whether the budget is in the thousands or millions, we can develop a plan and placement strategy that takes the client’s message to designated targets with success.

Our diverse client base has allowed us to negotiate and place comprehensive advertising schedules at all levels – including traditional advertising (broadcast and cable television, radio, out-of-home, regional and national newspaper, consumer and business magazines) and digital advertising (social media, Google AdWords, and native video, just to name a few). And because our media team is located in-house, team members work daily with all other departments to provide an integrated approach to meet goals and objectives.

Today’s media landscape is changing swiftly, as does the planning, buying and optimization strategy for it. We embrace the challenge of staying on top of emerging trends to determine what would work best for each client.

Key responsibilities include overseeing all aspects of department; guiding/facilitating teams on paid media plans, insights, strategies, content development, SEO & SEM, and reports; designing and detailing digital strategy and plans; implementing paid marketing plans (traditional and digital) from conception to completion; and managing and reporting on campaigns across multiple verticals.

Minimum Education: Bachelor’s Degree in Marketing, Communications, Business or related field, industry certifications recommended
Minimum Experience: 2 years’ experience
GSA Rate: $100.76 per hour
COMMUNICATIONS TRAINING

Charles Ryan Associates is equipped with a Communications & Media Training Practice Group, which includes former journalists, offering preparation and informational sessions. Our Practice Group members tailor training sessions to fit a client’s needs and expectations – all to help your company communicate effectively and accordingly with audiences. Our communication trainings help participants gain perspective on speaking with co-workers and other internal audiences. This course is also offered as a 16-hour course, with the same per person rate. Custom materials including templates, tip sheets, participant videos and reports are not included and available separately. Audits of existing communication plans and development of plans, as well as development of specialized videos, also are available separately.

Course Format
Instructor & Team-led Training /Interactive

Prerequisites
General knowledge of the employing agency, company or organization, along with knowledge of associated projects.

Minimum/Maximum Participants
Five (5) to sixteen (16) participants

Course Length
Eight (8) hours or sixteen (16) hours

GSA Price
$691.18 per person

PRESENTATION TRAINING

Charles Ryan Associates is equipped with a Communications & Media Training Practice Group, which includes former journalist, offering preparation and informational sessions. Our Practice Group members tailor training sessions to fit a client’s needs and expectations – all to help your company communicate effectively and accordingly with audiences. We help clients design a great presentation and ensure the message is effectively delivered. CRA can enhance this training by auditing current presentations and/or designing a new Keynote or PowerPoint template. This course is also offered as an 8-hour course, with the same per person rate. Custom materials including templates, tip sheets, participant videos and reports are not included and available separately. Audits of existing communication plans and development of plans, as well as development of specialized videos, also are available separately.

Course Format
Instructor & Team-led Training /Classroom

Prerequisites
General knowledge of the employing agency, company or organization. General understanding of operating PowerPoint or Keynote presentations.

Minimum/Maximum Participants
Four (4) to sixteen (16) participants

Course Length
Four (4) hours or eight (8) hours

GSA Price
$495.43 per person
CRISIS COMMUNICATIONS TRAINING

Charles Ryan Associates is equipped with a Communications & Media Training Practice Group, which includes former journalists, offering preparation and informational sessions. Our Practice Group members tailor training sessions to fit a client’s needs and expectations – all to help your company communicate effectively and accordingly with audiences. Our Crisis Communication program helps clients craft messages for unexpected issues and understand the best ways to communicate those messages to various audiences. CRA can enhance this service by auditing the current crisis communication plan and/or creating such a plan. This course is also offered as a 16-hour course, with the same per course rate. Custom materials including templates, tip sheets, participant videos and reports are not included and available separately. Audits of existing communication plans and development of plans, as well as development of specialized videos, also are available separately.

Course Format
Instructor & Team-led Training /Classroom

Prerequisites
General knowledge of the employing agency, company or organization. Understanding of any existing crisis communications plans for that agency, company or organization.

Minimum/Maximum Participants
Four (4) to sixteen (16) participants

Course Length
Eight (8) hours or sixteen (16) hours

GSA Price
$7,405.54 per eight (8) hour Course

SOCIAL MEDIA TRAINING

Charles Ryan Associates is equipped with a Communications & Media Training Practice Group, which includes former journalists, offering preparation and informational sessions. Our Practice Group members tailor training sessions to fit a client’s needs and expectations – all to help your company communicate effectively and accordingly with audiences. Participants can learn how to use the following social media platforms successfully and effectively in an organizational context: Facebook, LinkedIn, Twitter, Instagram, YouTube, Venmo and SnapChat. CRA can also audit current social media approaches and/or create a social media plan. This course is offered as 1, 2, 3 or 4-hour course, with the same per course rate. Custom materials including templates, tip sheets, participant videos and reports are not included and available separately. Audits of existing communication plans and development of plans, as well as development of specialized videos, also are available separately.

Course Format
Instructor & Team-led Training /Classroom

Prerequisites
N/A

Minimum/Maximum Participants
One (1) to fifty (50) participants

Course Length
One (1) hour, two (2) hour, three (3) hour, or four (4) hours

GSA Price
$987.41 per hourly Course
MESSAGE DEVELOPMENT

Charles Ryan Associates is equipped with a Communications & Media Training Practice Group, which consists of former journalists, offering preparation and informational sessions. Key messages are the cornerstone of all your branding and communications efforts and should be reflected in all written and spoken communications. Our Practice Group members tailor training sessions to fit a client’s needs and expectations – all to help your company communicate effectively and accordingly with audiences. This course is also offered as a 4-hour course, with the same per person rate. Through this process, our team will help you ensure your ideas and services are communicated properly allowing you to prioritize information, while ensuring consistency, continuity and accuracy across all platforms.

Course Format
Instructor & Team-led /Interactive

Prerequisites
General knowledge of the employing agency, company or organization, along with knowledge of associated projects.

Minimum/Maximum Participants
Two (2) to eight (8) participants

Course Length
Two (2) hours or four (4) hours

GSA Price
$493.70 per person
The Service Contract Labor Standards (SCLS), also referred to as the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories/services 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 SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.