GENERAL SERVICES ADMINISTRATION
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

FEDERAL SUPPLY GROUP: PROFESSIONAL SERVICES
(MARKETING & PUBLIC RELATIONS)

Class: R701

CONTRACT NUMBER: 47QRAA21D0077

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

CONTRACT PERIOD: JUNE 24, 2021 THROUGH JUNE 23, 2026

Effective as of PS-0001 dated 06/24/2021

<table>
<thead>
<tr>
<th>Contractor:</th>
<th>KDH RESEARCH &amp; COMMUNICATION, INC. 145 15th Street, NE, Suite 831 Atlanta, GA, 30309</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Size:</td>
<td>Woman Owned Small Business (WOSB)</td>
</tr>
<tr>
<td>Telephone:</td>
<td>404-395-8711</td>
</tr>
<tr>
<td>FAX Number:</td>
<td>404-897-3850</td>
</tr>
<tr>
<td>Web Site:</td>
<td>KDHRC.com</td>
</tr>
<tr>
<td>E-mail:</td>
<td>k <a href="mailto:Holtz@kdhrc.com">Holtz@kdhrc.com</a></td>
</tr>
<tr>
<td>Contract Administration:</td>
<td>Kristen Holtz</td>
</tr>
</tbody>
</table>

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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 SINs</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>541810RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLM)</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.

<table>
<thead>
<tr>
<th>SINs</th>
<th>Lowest Priced Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810, 541820 &amp; 541910</td>
<td>Research Assistant</td>
<td>$51.69</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. See Pricing Below

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic Only

5. Point(s) of production (city, county): Same as company address

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

7. Quantity discounts: 1.0% off for each task order or Blanket Purchase Agreement (BPA) with an awarded value that meets or exceeds $100,000.00. If a task order or BPA with the original awarded value of $99,999.99 or below has increased to meet or exceed $100,000.00 because of a modification awarded by the customer agency, then 1.0% off is applied to follow-on invoices for the respective task order or BPA.

8. Prompt payment terms: 1% - 20 Days. Information for Ordering Offices: 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): None

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

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 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
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 effect a faster delivery: Contact Contractor

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

12a. Ordering Address(es):  
*KDH Research and Communication Inc.*  
145 15th Street, NE, Suite 831  
Atlanta, GA, 30309

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):  
*KDH Research and Communication Inc.*  
145 15th Street, NE, Suite 831  
Atlanta, GA, 30309

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

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/](http://www.Section508.gov/)  
Not Applicable

23. Unique Entity Identifier (UEI) number: 788621527

24. Notification regarding registration in System for Award Management (SAM) database: Registered
Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

### Labor Categories Pricing

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>541810, 541820 &amp; 541910</td>
<td>Research Assistant</td>
<td>Both</td>
<td>$51.69</td>
<td>$52.98</td>
<td>$54.31</td>
<td>$55.67</td>
<td>$57.06</td>
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<tr>
<td>2</td>
<td>541810, 541820 &amp; 541910</td>
<td>Jr. Research Associate</td>
<td>Both</td>
<td>$65.72</td>
<td>$67.36</td>
<td>$69.05</td>
<td>$70.78</td>
<td>$72.54</td>
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<td>3</td>
<td>541810, 541820 &amp; 541910</td>
<td>Designer</td>
<td>Both</td>
<td>$83.68</td>
<td>$85.77</td>
<td>$87.92</td>
<td>$90.12</td>
<td>$92.37</td>
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<tr>
<td>4</td>
<td>541810, 541820 &amp; 541910</td>
<td>Research Associate</td>
<td>Both</td>
<td>$105.58</td>
<td>$108.22</td>
<td>$110.93</td>
<td>$113.70</td>
<td>$116.54</td>
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<tr>
<td>5</td>
<td>541810, 541820 &amp; 541910</td>
<td>Moderator</td>
<td>Both</td>
<td>$123.59</td>
<td>$126.68</td>
<td>$129.85</td>
<td>$133.10</td>
<td>$136.42</td>
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<td>6</td>
<td>541810, 541820 &amp; 541910</td>
<td>Project Director</td>
<td>Both</td>
<td>$141.52</td>
<td>$145.06</td>
<td>$148.69</td>
<td>$152.41</td>
<td>$156.22</td>
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<tr>
<td>7</td>
<td>541810, 541820 &amp; 541910</td>
<td>Senior Research Associate</td>
<td>Both</td>
<td>$161.62</td>
<td>$165.66</td>
<td>$169.80</td>
<td>$174.05</td>
<td>$178.40</td>
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<tr>
<td>8</td>
<td>541810, 541820 &amp; 541910</td>
<td>Operations Manager</td>
<td>Both</td>
<td>$179.45</td>
<td>$183.94</td>
<td>$188.54</td>
<td>$193.25</td>
<td>$198.08</td>
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<tr>
<td>9</td>
<td>541810, 541820 &amp; 541910</td>
<td>Analyst</td>
<td>Both</td>
<td>$192.54</td>
<td>$197.36</td>
<td>$202.29</td>
<td>$207.35</td>
<td>$212.53</td>
</tr>
<tr>
<td>10</td>
<td>541810, 541820 &amp; 541910</td>
<td>President</td>
<td>Both</td>
<td>$253.19</td>
<td>$259.52</td>
<td>$266.01</td>
<td>$272.66</td>
<td>$279.47</td>
</tr>
</tbody>
</table>

**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 Professional Services Schedule (PSS) Schedule 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.
KDHRC Job Descriptions

**Commercial Job Title:** Research Assistant  
**Minimum/General Experience:** One year  
**Functional Responsibility:** Support a more senior researcher by providing support with research administration tasks such as participant tracking and data entry  
**Minimum Education:** Bachelors’ Degree in related field

**Commercial Job Title:** Jr. Research Associate  
**Minimum/General Experience:** One year  
**Functional Responsibility:** Plans and executes KDHRC projects under direction form more senior researchers.  
**Minimum Education:** Bachelors’ Degree in related field and one year experience, or Masters’ degree and no experience

**Commercial Job Title:** Designer  
**Minimum/General Experience:** One year design experience  
**Functional Responsibility:** Create graphical representations of key messages, data, and brands  
**Minimum Education:** Bachelors’ degree in a related field

**Commercial Job Title:** Research Associate  
**Minimum/General Experience:** Three years  
**Functional Responsibility:** Supporting the development projects, and communication programs. Assisting with the conceptualization, creation, and documentation of evaluation approaches, methodologies, and data collection instruments. Collecting data and applying standard methods of statistical analysis. Reporting results in writing and verbally.  
**Minimum Education:** Master’s degree

**Commercial Job Title:** Moderator  
**Minimum/General Experience:** One year in a related field and/or professional training  
**Functional Responsibility:** Collects data from human subjects through interpersonal interaction (e.g. focus group, IDI, expert panel meeting)  
**Minimum Education:** Master’s degree or an equivalent combination of education and progressively more responsible relevant work experience

**Commercial Job Title:** Project Director  
**Minimum/General Experience:** Four years of professional experience
**Functional Responsibility:** Oversees and provides administrative, technical, and project support tasks including but not limited to: information management, logistics, HR, and graphic design and editing. Able to work independently and creatively.

**Minimum Education:** Master’s degree or an equivalent combination of education and progressively more responsible relevant work experience

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**Commercial Job Title:** Senior Research Associate  
**Minimum/General Experience:** Five years  
**Functional Responsibility:** Independently plan and execute projects with an emphasis on research design, methodology, data analysis, and report writing.  
**Minimum Education:** Master’s degree or an equivalent combination of education and progressively more responsible relevant work experience

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**Commercial Job Title:** Operations Manager  
**Minimum/General Experience:** Six years of experience and education  
**Functional Responsibility:** Plan and troubleshoot operations on a daily, short term, and long-term basis to anticipate the project needs; manage budgets, timelines, and reporting.  
**Minimum Education:** Master’s degree or an equivalent combination of education and progressively more responsible relevant work experience

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**Commercial Job Title:** Analyst  
**Minimum/General Experience:** Five years’ experience  
**Functional Responsibility:** Analyze, interpret, and present complex data using qualitative and quantitative methods  
**Minimum Education:** Doctorate

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**Commercial Job Title:** President  
**Minimum/General Experience:** 15 years  
**Functional Responsibility:** Strategic planning, conceptual design of programs and evaluations, subject matter expertise, corporate oversight  
**Minimum Education:** Doctorate or equivalent experience