GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

MULTIPLE AWARD SCHEDULE
FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER:
47QRAA22D0025

Pinkston Group, Inc.
3110 Fairview Park Dr Suite 1400
Falls Church, VA 22042
Phone: 703-997-8592
Fax: 571-418-2388
www.pinkston.co
Contract Administrator: Christian Pinkston
Email: operations@pinkston.co

PERIOD COVERED BY CONTRACT:
November 18, 2021 – November 17, 2026
Price List is current through Mod PA-0002, Effective December 7, 2021

Business Size:
Small Business

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: GSAA Advantage.gov. For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
CUSTOMER INFORMATION

1a. Table of Awarded Special Item Numbers 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>541611</td>
<td>541611 RC</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820 RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541613</td>
<td>541613 RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>OLM</td>
<td>OLM RC</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. 
Not Applicable.

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.

2. Maximum Order: $1,000,000

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic Only

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

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

7. Quantity discounts: None

8. 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.

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

10a. Time of Delivery (Contractor insert number of days): 30 Days ARO
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

11. F.O.B Points: Destination

12a. Ordering Address:
3110 Fairview Park Dr Suite 1400
Falls Church, VA 22042
Phone: 202-423-6611
Email: operations@pinkston.co

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:
3110 Fairview Park Dr Suite 1400
Falls Church, VA 22042
Phone: 703-348-8315
Email: operations@pinkston.co

14. Warranty provision: 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. Unique Entity Identifier (UEI) number: 931933498

24. Notification regarding registration in System of Award (SAM) database: Registered (8FJJ8)

### GSA PRICING

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>GSA Rates Year 1</th>
<th>GSA Rates Year 2</th>
<th>GSA Rates Year 3</th>
<th>GSA Rates Year 4</th>
<th>GSA Rates Year 5</th>
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<tbody>
<tr>
<td>541611, 541820, 541613</td>
<td>Managing Director</td>
<td>$453.10</td>
<td>$464.88</td>
<td>$476.97</td>
<td>$489.37</td>
<td>$502.09</td>
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<td>Senior Communications Strategist</td>
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<td>$277.03</td>
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<td>Account Director</td>
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<td>$191.48</td>
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<td>Account Supervisor</td>
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<td>$139.95</td>
<td>$143.59</td>
<td>$147.32</td>
<td>$151.15</td>
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<tr>
<td>541611, 541820, 541613</td>
<td>Senior Account Executive</td>
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<td>$120.05</td>
<td>$123.17</td>
<td>$126.37</td>
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<td>Account Executive</td>
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<td>$97.84</td>
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<td>541611, 541820, 541613</td>
<td>Senior Content Director</td>
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<td>$218.95</td>
<td>$224.64</td>
<td>$230.48</td>
<td>$236.47</td>
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<tr>
<td>541611, 541820, 541613</td>
<td>Sr Staff Writer</td>
<td>$89.31</td>
<td>$91.63</td>
<td>$94.02</td>
<td>$96.46</td>
<td>$98.97</td>
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<td>541611, 541820, 541613</td>
<td>Digital Project Analyst</td>
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<td>$151.96</td>
<td>$155.91</td>
<td>$159.97</td>
<td>$164.13</td>
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</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

Acceptable Equivalencies: 4 years of additional relevant experience may be substituted for a Bachelor’s Degree. 3 years additional relevant experience may be substituted for a Master's Degree. A Master’s Degree may be substituted for 3 years of experience.

Managing Director
Functional Responsibilities: Oversee the strategic and creative direction of client services across a business unit or division. Establish and maintain contact with senior level client leadership and industry experts. Advise CEOs, Officers, and other client leadership on communications and business strategies and issues. Manage client expectations and guide account teams to deliver services that meet or exceed expectations. Leverage to full resource of the firm to identify key capabilities, resources, and project teams to meet the specific business objectives of a client. Provide high level leadership in developing and refining ideas, strategies and programs that achieve desired outcomes for clients. Lead client evaluations to determine the effectiveness of services to meet client goals. Provide input and feedback on key content and client deliverables to ensure quality and strategic alignment.
Minimum Education/Experience: Masters/16

Senior Communications Strategist
Functional Responsibilities: Develop and execute overarching strategies and business solutions tailored to client goals. Provide creative and strategic guidance to clients and account teams throughout the life of a project. Provide expertise and strategic counsel in their respective discipline to assist clients in meeting their business objectives. Understand key client industry trends and issues. Interface with senior level client personnel and serve as the liaison among client and firm leadership. Provide senior level account management, planning and supervision for several accounts including media relations, campaign strategy, and day-to-day account activity. Leverage firm resource and capabilities to align delivery team and services with client goals and expectations. Manage and provide counsel on all press materials. Supervise and edit content and writing to ensure quality of all materials and deliverables.
Minimum Education/Experience: Masters/8

Account Director
Functional Responsibilities: Maintain regular and consistent contact with client counterparts, provide strategic guidance and participate in regular client meetings. Understand client business strategy, communication goals, industry trends, audiences and competitors. Lead project team in addressing client requests, concerns and issues. Oversee the planning of communications projects and programs and lead the day-to-day execution of media campaigns. Effectively identify and utilize firm resources/expertise to advance client goals. Provide direction and coaching to junior account team members to promote excellent delivery. Serve as a liaison between account team and senior firm leadership. Direct and review all media and client materials including press releases, articles, speeches, pitches and other internal or public communications. Maintain key media contacts.
Minimum Education/Experience: Bachelors/6
Account Supervisor

**Functional Responsibilities:** Build strong relationships with client points of contact, manage day-to-day interaction between client and account team and provide guidance on an ongoing basis. Understand key client information including business strategy, products, customers/audience, and competitors in the marketplace. Anticipate and thoughtfully address client needs, engaging firm leadership and expertise as appropriate. Lead the development and execution of media outreach strategies. Develop news releases, articles, speeches and other communications to support campaign goals. Evaluate campaign results against goals and refine strategy as needed to achieve target outcomes. Effective manage the execution of campaigns and supervise account team to promote and achieve client goals. Establish and maintain key media contacts to leverage for client media coverage.

**Minimum Education/Experience:** Bachelors/4

Senior Account Executive

**Functional Responsibilities:** Interface regularly with client team and participate in regular client meetings. Create and implement media strategies and manage media relations for client accounts. Oversee execution of media campaigns and account strategies in collaboration with other senior staff. Direct and support research efforts to analyze media coverage of key topics and of media identify relevant media targets. Conduct media outreach/pitching and respond to media inquiries generate positive media coverage for clients. Monitor the results of campaigns to refine strategy as needed to achieve established goals. Research, write and edit full range of written materials including key messaging documents, press releases, articles, speeches, white papers, memos, op eds, and media advisories. Develop an understanding of key client information including business strategy, products, customers/audience, and competitors in the marketplace. Develop and maintain media contacts.

**Minimum Education/Experience:** Bachelors/2

Account Executive

**Functional Responsibilities:** Support the development and execution of campaign strategies to generate positive media coverage for clients and achieve campaign goals. Serve as the day-to-day client point of contact for specific projects. Support the development and execution of accounts strategies and campaign plans. Develop full range of written materials including press releases, articles, speeches, white papers, memos, client correspondence and reports. Conduct market research and analysis of industry and news trends. Research and develop media lists and compile relevant media coverage. Develop and maintain media contacts.

**Minimum Education/Experience:** Bachelors/1

Senior Content Director

**Functional Responsibilities:** Provide leadership to multiple account teams in all aspects of content development including top line creative strategy and style. Understand client goals, industry trends, competitors, audiences and key issues. Develop and direct the overarching content strategy for a client or specific campaign to maximize the realization of intended goals and outcomes. Provide subject matter expertise on a particular topic, industry or channel. Monitor the execution of multiple projects to ensure quality of writing, content, and style. Support the development of content, especially for highly sensitive or complex client issues.

**Minimum Education/Experience:** Masters/6
Sr Staff Writer

**Functional Responsibilities:** Research, outline, write and edit full range of written content materials for both traditional and digital media projects. Collaborate with client account teams to produce a wide range of written materials, including messaging, strategic plans, project memos, white papers, op-eds, press releases, media advisories, press statements and speeches. Tailor content and style to align with client messaging and brand and to effectively engage target audience.

**Minimum Education/Experience:** Bachelors/2

Digital Project Analyst

**Functional Responsibilities:** Understand and apply broad concepts and overarching best practices relating to a range of digital services including multimedia, social, video, audio, websites, and other digital marketing campaign and communication tools. Identify and coordinate the appropriate delivery team based on skillsets required to accomplish project and deliverable goals. Manage project timeline, budget, and quality reviews in close coordination with agency management and leadership. Provide day-to-day interaction with client points of contact to advise on progress, facilitate review and feedback sessions for works in progress, and support periodic client meetings.

**Minimum Education/Experience:** Bachelors/2

**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.