



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

**MULTIPLE AWARD SCHEDULE
FSC GROUP: PROFESSIONAL SERVICES**



**CONTRACT NUMBER:
47QRAA22D0048**

**HispaniSpace, LLC DBA ThinkNow Research
2100 W Magnolia Blvd, Suite A/B
Burbank, California 91506
Phone: 818-843-0220
www.thinknowresearch.com
Contract Administrator: Roy Kokoyachuk
Email: contracts@thinknow.com**

**PERIOD COVERED BY CONTRACT:
January 4, 2022 – January 3, 2027**
Price List is current through Mod PA-0002, Effective January 7, 2022

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: GSAAdvantage.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:

SIN	Recovery	SIN Description
541810	541810 RC	Advertising Services
541613	541613 RC	Marketing Consulting Services
541910	541910 RC	Marketing Research and Analysis

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: ***SINs 541810, 541613, and 541910: \$1,000,000***

3. Minimum Order: ***\$100.00***

4. Geographic Coverage (delivery Area): ***Domestic and Overseas***

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: ***3.00% on task orders at or above \$100,000***

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:
2100 W. Magnolia Blvd, Suite A/B
Burbank, California 91506
Phone: 818-843-0220
Email: contracts@thinknow.com
- 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:
2100 W. Magnolia Blvd, Suite A/B
Burbank, California 91506
Phone: 818-843-0220
Email: ar@thinknowresearch.com
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. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. *N/A*

23. Unique Entity Identifier (UEI) number: *LRN3KJ3C61V9*

24. Notification regarding registration in System of Award (SAM) database: *Contractor registered and active in SAM (CAGE: 66XB3)*

GSA PRICING

SIN	Labor Category	GSA Rates Year 1	GSA Rates Year 2	GSA Rates Year 3	GSA Rates Year 4	GSA Rates Year 5
541910, 541810, 541613	Managing Partner	\$119.50	\$122.25	\$125.06	\$127.93	\$130.88
541910, 541810, 541613	Research Director	\$96.76	\$98.98	\$101.26	\$103.59	\$105.97
541910, 541810, 541613	Project Director	\$71.82	\$73.47	\$75.16	\$76.89	\$78.66
541910, 541810, 541613	Project Manager	\$61.69	\$63.11	\$64.56	\$66.05	\$67.57
541910, 541810, 541613	Field Director	\$50.95	\$52.12	\$53.32	\$54.55	\$55.80
541910, 541810, 541613	Field Manager	\$45.96	\$47.02	\$48.10	\$49.21	\$50.34
541910, 541810, 541613	Sample Coordinator	\$37.93	\$38.81	\$39.70	\$40.61	\$41.55
541910, 541810, 541613	Coder	\$29.39	\$30.06	\$30.75	\$31.46	\$32.18
541910, 541810, 541613	Sr. Statistician	\$199.50	\$204.08	\$208.78	\$213.58	\$218.49
541910, 541810, 541613	Program Manager	\$179.55	\$183.68	\$187.90	\$192.22	\$196.64
541910, 541810, 541613	Analyst 2	\$74.81	\$76.53	\$78.29	\$80.09	\$81.93



SIN	Labor Category	GSA Rates Year 1	GSA Rates Year 2	GSA Rates Year 3	GSA Rates Year 4	GSA Rates Year 5
541910, 541810, 541613	Analyst	\$39.90	\$40.82	\$41.76	\$42.72	\$43.70
541910, 541810, 541613	Focus Group Moderator	\$72.85	\$74.52	\$76.24	\$77.99	\$79.78
541910, 541810, 541613	Marketing Director	\$72.82	\$74.49	\$76.20	\$77.96	\$79.75

Labor Category Descriptions

ACCEPTABLE EQUIVALENCIES

4 years of related experience can be substituted for a Bachelor's Degree. 6 years additional relevant experience may be substituted for a Master's degree. 8 years additional relevant experience may be substituted for a PhD.

Managing Partner

Functional Responsibilities: Provides overall expertise and vision for project engagement. Provides guidance and expertise related to Research Design, Questionnaire Development, Sampling, and Analysis & Reporting. Responsible for organizational oversight. Develops project engagement strategy. Manages client and acts as liaison between client and ThinkNow Research. Responsible for planning, supervision and completion of engagements. Responsible for overall client satisfaction.

Education: Masters

Experience: 15 Years

Research Director

Functional Responsibilities: Provides subject matter expertise on project. Executes Research Design and provides overall management of questionnaire development, sampling, fieldwork monitoring, and analysis & reporting. Develops and oversees research and planning efforts. Responsible for management of fact, research studies, and information gathering efforts. Manages analysis of research and application of findings to project plan.

Education: Bachelors

Experience: 10 Years

Project Director

Functional Responsibilities: Provides day-to-day assistance and direction during project engagement. Responsible for implementation of strategy. Monitors daily execution of project plan and tracks progress. Responsible for project guidance on questionnaire development, sampling, fieldwork monitoring & direction, data processing & tabulation monitoring & direction, and analysis & reporting.

Education: Bachelors

Experience: 5

Project Manager

Functional Responsibilities: Provides support to Project Director. Responsible for planning, organization and management of project. Manages project timeline and coordinates all internal departments to work together in order to meet project deadlines. Responsible for management of project staff and support resources during project engagement. Ensures project performance aligns with project objectives and statement of work.

Education: Bachelors

Experience: 3

Field Director

Functional Responsibilities: Provides day-to-day management of research Fieldwork. The Field Director supervises day-to-day operations and interacts with both the project client and project team members to ensure timely and efficient execution of studies. Specific responsibilities include:

- Provides project management support to ensure data collection meets studies objectives.
- Oversee and coordinate all timelines.
- Schedule meetings for all assigned studies to ensure project staff understands timelines, responsibilities and study specifications.
- Involved in quota management and monitor field (progress, incidence, timeline, response rates).
- Troubleshoot issues with appropriate urgency and negotiate necessary changes.
- Communicate fielding progress and discuss issues with researchers.
- Develop relationships with researchers with minimal help from Project Director to best understand their needs.
- Estimate costs and time to achieve data collection. Monitor progress, costs and develop recommendations accordingly.

Education: Bachelor's

Experience: 5

Field Manager

Functional Responsibilities: Ensures respondents are taking the surveys in a timely manner through the disbursement of incentives and engagement techniques. The Field Manager/s oversees the day-to-day fielding of quantitative research studies. Specific responsibilities include:

- Ensure data collection meets research objectives.
- Help develop quality control and best practices processes.
- Monitor quotas and make adjustments to the fielding as needed
- Schedule meetings for all assigned studies to ensure researchers/client service understand timelines, responsibilities and study specifications.
- Troubleshoot issues with appropriate urgency and negotiate necessary changes.
- Develop relationships with researchers and clients to best understand their needs.
- Estimate costs and time to achieve data collection. Monitor progress, costs and develop recommendations accordingly.

Education: Bachelor's

Experience: 2

Sample Coordinator

Functional Responsibilities: Pulls sample specifications using survey sampling software. Determines targets and amount of emails that must be sent in order to complete the required base size. The Sampling Coordinator is responsible for managing sampling subject members for online studies and ensuring sample is achieved in accordance with the client's requirements and expectations. The Sampling Coordinator is also responsible for working closely with Project Managers to create a sampling strategy for projects. In addition, the Sample Coordinator supports sampling members on the best custom recruitment methodologies to minimize panel attrition and fatigue.

Education: Bachelor's

Experience: 1

Coder

Functional Responsibilities: Transcribes recorded responses into conceptual Tabulation code points. Position demands a professional who has been trained to understand survey responses and how they fit into a client's research issues. Coders transcribe recorded responses to "open-ended" questions which allows respondents to express their thoughts and opinions through their own words, into conceptual tabulation code points. Position demands a professional who has been trained to understand survey responses and how they fit into a client's research issues.

Education: Bachelor's

Experience: 1

Sr. Statistician

Functional Responsibilities: Works directly with client to identify models, goals, and expected management outcomes; designs and tests statistical models and statistical analysis plan; performs data validation, tests for bias, evaluates data and makes judgments for addressing missing data and outliers; conducts data analyses and prepares data summaries, identifying assumptions made, all possible interpretations, and limitations of the results. Performs analyses using various statistical models under the direction of senior statisticians; cleans data; run basic, simple analyses such as frequencies and two-by-two tables; conducts univariate analyses for preliminary reports.

Education: PhD

Experience: 7

Program Manager

Functional Responsibilities: Responsible for management and supervision of several marketing and research teams in an area of expertise and/or manages multiple projects within a single program. Directs and approves overall approaches and plans for projects and resolves elevated client issues. Creates synergies among teams and subcontractors by synthesizing information from multiple projects and reallocating resources optimally. Delivers presentations and leads client deadlines of proposals and contracts, leads collaboration with outside organizations, and serves as technical expert in area of specialty.

Education: Bachelors

Experience: 10



Analyst 2

Functional Responsibilities: Leads team(s) of analysts in performing analytical tasks that are required to provide information necessary to successfully implement projects. Is responsible for analyzing data, business processes and structures, cataloging and abstracting documents, developing recommendations and reports, using other analytical skills as required. Is able to work under pressure and has the capacity to handle numerous projects at once.

Education: Bachelors

Experience: 6

Analyst

Functional Responsibilities: Performs varied analytical functions, as needed, including research and analysis of business processes and structures and cataloging and abstracting documents. Has excellent research, presentation preparation and writing skills. Works in a fast-paced environment and performs independently and as a team player. Accomplishes analysis for a project in a timely fashion.

Education: Bachelors

Experience: 2

Focus Group Moderator

Functional Responsibilities: Facilitates discussion following research plan and guidelines, keeps time, delivers the script, and establishes a trusting relationship with focus group participants. Moderates sessions with groups of diverse backgrounds lifestyles, occupations, and educational levels eliciting necessary information and organizes findings to present a written report of findings, conclusions and recommendations.

Education: Bachelors

Experience: 3

Marketing Director

Functional Responsibilities: Works on all marketing activities, including design, concept, creative and production. Works with teams internally and with client to guide the materials and or recommendations. Prepares new product marketing plans for product introductions in cooperation with senior management colleagues.

Education: Bachelors

Experience: 3