



General Services Administration Federal Acquisition Service

Authorized Federal Supply Schedule FSS Price List

Online access to contract ordering information, terms and conditions, pricing, and the option to create an electronic delivery order are available through GSA Advantage! ®. The website for GSA Advantage! ® is: <https://www.GSAAdvantage.gov>.

Multiple Award Schedule (MAS)

FSC Group: Professional Services Category

FSC Class: R499, DD01, R701, R708, Y1PB, R422, R408

Contract Number: 47QRAA23D0052

Contract Period: March 24, 2023 – March 23, 2028

Ketchum Incorporated

3001 Washington Blvd

Arlington, VA 22201-2247

Telephone: (202) 835-8800

<http://www.ketchum.com/>

Contract Administrator: Erin Davis

erin.davis@ketchum.com

Business Size/Status: Other than Small Business

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>.

Pricelist current as of modification #PS-0006 effective July 08, 2024

Prices shown herein are NET (discount deducted).



Contract Holder



Customer Information

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

SINs	Recovery	SIN Title
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541613	541613RC	Marketing Consulting Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
541820	541820RC	Public Relations Services
541850	541850RC	Exhibit Design and Advertising Services
541910	541910RC	Marketing Research and Analysis
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
541810	541810RC	Advertising Services
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
OLM	OLMRC	Order-Level Materials

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. 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. Please refer to our rates on page #22

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 page #10

2. Maximum Order:

SINs	Maximum Order	SINs	Maximum Order
541430	\$1,000,000	541910	\$1,000,000
541511	\$1,000,000	561920	\$1,000,000
541613	\$1,000,000	541810	\$1,000,000
541810ODC	\$1,000,000	541611	\$1,000,000
541820	\$1,000,000	OLM	\$250,000
541850	\$1,000,000		

3. Minimum Order: \$100

4. Geographic coverage (delivery area): Domestic

5. Point(s) of Production: Not Applicable

- 6. Discount from List 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:** Not Applicable
- 10a. Time of Delivery:** Contact Contractor
- 10b. Expedited Delivery:** Contact Contractor (*Items available for expedited delivery are noted in this price list.*)
- 10c. Overnight and 2-Day Delivery:** Contact Contractor
- 10d. Urgent Requirement:** Contact Contractor
- 11. F.O.B. Point(s):** Destination
- 12a. Ordering Address:** Ketchum Incorporated/Attn: GSA Orders, 3001 Washington Blvd, Arlington, VA 22201-2247
- 12b. Ordering Procedures:** See Federal Acquisition Regulation (FAR) 8.405-3.
- 13. Payment Address:** Ketchum Incorporated/Attn: Accounts Receivable, 3001 Washington Blvd, Arlington, VA 22201-2247
- 14. Warranty Provision:** Standard Commercial Warranty Terms & Conditions
- 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. Preventative 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 for the information and communications technology (ICT) products and services offered and show**

where full details can be found (e.g., Contractor's website or other location). ICT accessibility standards can be found at <https://www.section508.gov/>: Not Applicable

23. Unique Entity Identifier (UEI) Number: CZJKHV86FSB2

24. Ketchum Incorporated *is* registered and active in the System for Award Management (SAM).

Contract Overview

GSA awarded Ketchum Incorporated a GSA Federal Supply Schedule contract for Multiple Award Schedule (MAS), Contract No. 47QRAA23D0052. The contract was awarded on March 24, 2023. The current contract period is March 24, 2023 – March 23, 2028. GSA may exercise a total of up to three additional 5-year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

Contract Administrator/Marketing and Technical Point of Contact

Erin Davis
Ketchum Incorporated
3001 Washington Blvd
Arlington, VA 22201-2247
Telephone: (202) 835-8800
Email: Erin.davis@ketchum.com

Brief Company Overview

Ketchum Incorporated is a global communications consultancy fueled by empathy and intelligence – progress at work for innovation, our employees and our clients since 1923. For more information, visit our website at <http://www.ketchum.com>

Contract Use

This contract is available for use by all federal government agencies, as a source for the Multiple Award Schedule (MAS) for domestic use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

Contract Scope

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

Special Item Number (SIN) Descriptions

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Ketchum Incorporated has been awarded a contract by GSA to provide services under the following SINs:

541430 - Graphic Design Services

541511 - Web Based Marketing

541613 - Marketing Consulting Services

541810ODC - Other Direct Costs for Marketing and Public Relations Services

541820 - Public Relations Services

541850 - Exhibit Design and Advertising Services

541910 - Marketing Research and Analysis

561920 - Conference, Meeting, Event and Trade Show Planning Services

541810 - Advertising Services

541611 - Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

OLM - Order-Level Materials

Please refer to GSA eLibrary (www.gsaelibrary.gsa.gov) for detailed SIN descriptions.

Instructions for Placing Orders for Services Based on GSA Schedule Hourly Rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Ketchum Incorporated meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide MAS services, follow these simple steps:

Orders under the Micro-Purchase Threshold

- Select the contractor best suited for your needs and place the order.

Orders in-between the Micro-Purchase Threshold and the Simplified Acquisition Threshold

- Prepare a SOW or Performance Work Statement (PWS) in accordance with FAR 8.405-2(b).
- Prepare and send the RFQ (including SOW and evaluation criteria) to at least **three** GSA Schedule contractors.
- Evaluate, then make a "Best Value" determination.

Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Orders over the Simplified Acquisition Threshold

- Prepare the RFQ (including the SOW and evaluation criteria) and post on e-Buy to afford all Schedule contractors the opportunity to respond or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least **three** contractors.
- Seek price reductions.
- Evaluate all responses and place the order or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).

Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Developing a Statement of Work (SOW)	Preparing a Request for Quote (RFQ)
<p>In the SOW, include the following information:</p> <ul style="list-style-type: none">• Work to be performed,• Location of work,• Period of performance,• Deliverable schedule, and• Special standards and any special requirements, where applicable.	<ul style="list-style-type: none">• Include the SOW and evaluation criteria;• Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;• If preferred, request a performance plan from contractors and information on past experience, and include information on the basis for selection.• May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to <https://www.gsa.gov/schedules>

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g., estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

Labor Category Descriptions

Experience Substitutions:

H.S. Diploma + 4 years additional experience Associates Degree + 2 years additional experience	Equals	Bachelor's Degree
Bachelor's Degree + 2 years additional experience	Equals	Master's Degree
Master's Degree + 3 years additional experience Bachelor's Degree + 5 years additional experience	Equals	Ph.D.

Education Substitutions:

A Ph.D. may be substituted for three (3) years of required experience for positions requiring a Master's Degree or five (5) years with positions requiring a Bachelor's Degree
A Master's Degree may be substituted for two (2) years of required experience with positions requiring a Bachelor's Degree
A Bachelor's Degree may be substituted for four (4) years of required experience with positions requiring a High School Diploma
An Associate's Degree may be substituted for two (2) years of required experience with positions requiring a High School Diploma
A Bachelor's Degree may be substituted for specialized software certifications and two (2) years of required experience with a High School Diploma
Specialized software certifications may be substituted for two (2) years of experience
Project Management Professional (PMP) certification may be substituted for two (2) years of experience

CORE ROLES

Leader	
Functional Description	The Leader provides executive client management, talent management, business development, operations, and financial management. The Leader has a broad, thorough understanding of federal clients' industry and has led multiple large, complex, multi-million-dollar contracts. The Leader maintains relationships with key clients, oversees large portfolios, and drives collaboration across multi-disciplined client-facing teams, ensuring business objectives and excellence standards are met. Responsibilities include leading and motivating client teams, creating a collaborative and respectful culture, and setting performance standards to support business objectives. Skills include experience in public relations and/or related fields (e.g., research, management consulting, media, advertising, publishing).
Minimum Education	Bachelor's degree
Minimum Experience	20 years

Executive Vice President	
Functional Description	The Executive Vice President (EVP) oversees and provides counsel for multiple clients, motivating account teams to deliver high-quality results and meet client business objectives. They provide staff leadership, strategic counsel, direction for client engagements, and cross-agency collaboration. The EVP also participates in business growth and the strategic direction of the portfolio. Responsibilities include establishing and retaining client relationships, providing strategic counsel, building cohesive account teams, and managing budgets. They mentor employees to support professional growth and employee retention. Skills required include experience in PR, communications, and/or related fields; project management; team management; mentoring; and new business.
Minimum Education	Bachelor's degree
Minimum Experience	15 years

Senior Vice President

Functional Description The Senior Vice President (SVP) is a strategic trusted client adviser who delivers meaningful business results, provides end-to-end client experience, and leads others to do the same. An SVP raises successes and challenges with client leaders, designs and implements strategic programs and solutions, and anticipates and alerts teams and clients to trends. They lead, build, and manage a team to deliver on client scope. They ensure client satisfaction relative to the quality of product and service and bring a value-added approach to all projects and initiatives that fall within their practice area. SVPs stay on top of news/PR trends and bring them to the attention of clients and associates, as appropriate. They also lead regular client evaluations – internally with the account team and externally with the client – to determine effectiveness of agency services.

Minimum Education Bachelor's degree

Minimum Experience 12 years

Vice President/ Group Manager

Functional Description The Vice President/Group Manager (VP/GM) is a senior liaison for a group of accounts with responsibility for senior-level project management, account planning, financials, budgets, and supervision of the account teams in a specific practice area. A VP/GM is responsible for staff utilization and development, and administrative functions related to executing the annual business plan for their group. They are a senior agency contact to the accounts that fall within their group and direct all program efforts to ensure client satisfaction.

Minimum Education Bachelor's degree

Minimum Experience 10 years

Vice President

Functional Description The Vice President (VP) provides senior-level account planning and supervision for several accounts and/or provides specialized expertise in one or more service areas. VPs are responsible for helping set and achieve goals through participation in decision-making and problem-solving processes. They serve as the strategic liaison among the client, account team, and agency management. A VP is a senior contact for clients, demonstrating in-depth knowledge of clients' business and developing strategy for implementing successful client programs. They provide strategic guidance to clients on an ongoing basis and anticipate and address client needs. VPs also review account financials including budget allocation and control, time sheets, client billing, supplier invoicing, and purchase orders.

Minimum Education Bachelor's degree

Minimum Experience 9 years

Account Supervisor

Functional Description The Account Supervisor (AS) performs various duties including development of client programs, strategic planning, staff development, and financial management. They may be responsible for more than one client (depending on size). They also provide strategic guidance to clients on an ongoing basis and anticipate and address clients' needs. They troubleshoot client problems as they arise but seek senior management input whenever appropriate. The AS is responsible for managing all account financials, including budget allocation and control, time sheets, client billing, supplier invoicing, and purchase orders. They manage junior talent (interns to AEs) and projects to deliver the highest quality of work on time and on budget, and provide timely progress reports- anticipating issues.

Minimum Education Bachelor's degree

Minimum Experience 5 years

Senior Account Executive

Functional Description The Senior Account Executive (SAE) role is responsible for planning, coordinating, and implementing client programs and activities, and ensuring that all programs are strategically on target with clients' business objectives. The SAE plays a key role in account activities, including special events, earned media, and program implementation. SAEs coordinate team resources and fully use agency resources to support clients. They develop and monitor project plans and client reporting to client and oversee junior team members (e.g., monitoring and ad hoc reports).

Minimum Education Bachelor's degree

Minimum Experience 3 years

Account Executive

Functional Description The Account Executive (AE) role oversees client-related administrative tasks and monitoring. They understand clients' business and objectives and begin to connect them to Ketchum's capabilities, including specialty offerings. Responsibilities include writing, earned media, and project management. They oversee client-related administrative tasks and monitoring; maintain project plans; and maintain relationships with vendors, key stakeholders, media, and clients.

Minimum Education Bachelor's degree

Minimum Experience 2 years

Assistant Account Executive

Functional Description The Assistant Account Executive (AAE) supports multiple accounts under the direction of more senior team members. AAEs support their teams with account activities, including special events, media events, media relations, social media, desk-side briefings, program implementation, and other duties as assigned. They also support materials development (e.g., media materials, byline articles, speeches, client correspondences, and reports). AAEs also maintain various status files, including conference reports, contracts, production estimates, and job status reports. In addition, they monitor the internal status of jobs and due dates, and advise senior team members on developments.

Minimum Education Bachelor's degree

Minimum Experience 1 year

Account Coordinator

Functional Description The Account Coordinator (AC) is an entry-level position that supports multiple simultaneous assignments. Responsibilities include development and management of media lists, editorial calendars, and materials. They also deliver high-quality written content, contributing to first drafts of media releases, fact sheets, pitch notes, pitch emails, byline articles, client correspondence, media lists, blog posts, social media content, and reports. ACs assist with and coordinate administrative tasks, projects, monitoring, and task execution (e.g., client meeting set-up: scheduling, meeting room set-up, catering, and travel). They support their teams with account activities, including special events, media events, media relations, social media, desk-side briefings, program implementation, and other duties as assigned. They also support the compiling and updating of client status and monthly budget reports.

Minimum Education Bachelor's degree

Minimum Experience 0 years

Intern

Functional Description	Interns have a temporary, entry-level role that provides support across multiple accounts. Responsibilities include fundamental PR activities, such as media list development, media pitching, and media monitoring. They also support administrative tasks, research, and event planning. Interns must have strong attention to detail, organizational skills, and the ability to meet deadlines.
Minimum Education	High school diploma
Minimum Experience	0 years

FUNCTIONAL ROLES, ANALYTICS

Director, Analytics

Functional Description	The Director is the primary client contact for strategic research guidance, helping to anticipate and address clients' needs. Directors manage budgets and teams on sizable accounts with responsibility for the profitability and quality of account service. Skills include advanced research strategies, data manipulation, full team communication, writing, editing, and strategic advising of core account teams. They also must be able to spot trends and apply various measurement tools to the accounts managed. Directors must also be able to communicate account status to agency management regularly and participate in new business programming and presentations.
Minimum Education	Bachelor's degree
Minimum Experience	10 years

Senior Consultant, Analytics

Functional Description The Senior Consultant serves as a day-to-day contact for individual projects with the client. Responsibilities for this position include actively participating in the development of account research plans/ideas; providing appropriate instruction to junior staff on projects; and, under the strategic direction of senior management, acting as the primary implementer of account plans. These individuals effectively develop a full range of research strategies and support junior staff in developing various client deliverables.

Minimum Education Bachelor's degree

Minimum Experience 5 years

Consultant, Analytics

Functional Description The Consultant supports multiple accounts under the direction of more-senior team members. Responsibilities include materials development and management (e.g., small research requests, data organization, training of junior staff members, and reports). The Consultant supports and develops insights derived from data or research and maintains project timelines. In addition, they monitor the internal status of jobs and due dates, and advise senior team members on developments.

Minimum Education Bachelor's degree

Minimum Experience 3 years

Analyst, Analytics

Functional Description The Analyst coordinates research/analytics activities across multiple accounts. Responsibilities include developing research tactical skills, learning tools, and manipulating various forms of data. Analysts support account administrative tasks, project coordination, research, writing and/or distributing materials, and media monitoring. They also support updates compilation on various projects. Analysts must have strong organizational skills and the ability to support multiple simultaneous assignments.

Minimum Education Bachelor's degree

Minimum Experience 1 year

CREATIVE PRODUCTION

VP, Creative Director

Functional Description The VP, Creative Director leads key client relationships, oversees deliverables to help ensure quality of service and co-manages the resolution of client concerns along with account leads, where appropriate. They continually grow their understanding of client business and their environment and apply this information to prepare and present recommendations. They lead and deliver strategic, conceptual, and creative solutions to client challenges. The VP, Creative Director collaborates effectively and takes a leadership role on integrated teams. They design and implement creative and strategic solutions, anticipating and alerting teams and clients to trends.

Minimum Education Bachelor's degree

Minimum Experience 12 years

Art/Copy Director

Functional Description The Art/Copy Director understands client business needs, goals, and environments and has an ability to solve challenges conceptually with unique creative ideas. They lead individual projects and develop creative recommendations that drive smart, innovative experiences. The Art/Copy Director recommends, prioritizes, and deploys an appropriate mix of creative solutions and tactics in support of the overall digital and social media strategies. They ensure quality and consistency of all processes and protocols to achieve business goals. The Art/Copy Director can manage designers or coordinators. They have knowledge in using social media platforms to drive awareness and engagement.

Minimum Education Bachelor's degree

Minimum Experience 7 years

Designer

Functional Description	The Designer understands business objectives and how to develop clear business cases for creative engagement in social and digital media. They facilitate teamwork within creative teams. They identify and communicate creative trends, news on emerging technologies, and creative best practices in the digital and social space. The Designer serves as a creative counselor to clients and account teams, making recommendations and providing guidance on engaging and effective content. They conceptualize ideas and bring them to life as design at a high-level of quality and detail. They also produce content across digital, social, and print channels; brand/style guides; and production requirements.
Minimum Education	Associate's degree
Minimum Experience	3 years

VIDEO PRODUCTION

SVP, Executive Video Producer

Functional Description	The SVP, Executive Video Producer directs multiple production projects. They lead the development of robust remote and virtual recording procedures and protocols. They continually grow their understanding of clients' business and apply this information in preparing and presenting focused recommendations. They manage relationships with external production resources, integrate new technologies, stay abreast of new opportunities in motion graphic and video production communities, and suggest new ways to implement these trends and technologies. The SVP, Executive Video Producer leads post-production expansion of in-person and virtual editing systems. They collaborate directly and seamlessly with account leads and the Ketchum Studios team.
Minimum Education	Bachelor's degree
Minimum Experience	12 years

Senior Video Producer

Functional Description	The Senior Video Producer works with the Ketchum Studios production team to address client objectives and strategies. They oversee and manage relationships with external production resources and work with clients and internal account teams to produce web video, sizzle reels, b-roll, and other content. The Senior Video Producer integrates new technologies in motion graphic and video production communities and implements these trends and technologies. They lead projects through every phase of production, including creative development, budgeting, pre-production, production and shooting, post-production, and delivery. The Senior Video Producer collaborates across teams on creative development and post-production on projects to develop multi-platform visual content. They build and maintain relationships with vendors, key stakeholders and media.
Minimum Education	Bachelor's degree
Minimum Experience	7 years

DIGITAL – STRATEGY AND PLANNING

Director, Digital Strategy

Functional Description	The Director, Digital Strategy serves as a key day-to-day contact for clients, providing strategic guidance, demonstrating in-depth knowledge of their business, and developing innovative strategies for implementing successful client programs. They have knowledge of award-winning insights to resonate with target audiences. They build and apply a deep understanding of the client objectives and competitive environments to develop clear business cases around opportunities for engagement in social and digital media. The Director, Digital Strategy manages digital budgets and teams for sizable accounts. They communicate account status to client management regularly, sharing proactive ideas to team and management to drive client business forward. They support account teams in working effectively and in the best interest of their clients.
Minimum Education	Bachelor's degree
Minimum Experience	10 years

DIGITAL – PAID MEDIA

Manager, Paid Social

Functional Description The Manager, Paid Social assists leadership in driving the development and execution of paid social media strategies. They support the day-to-day management and optimization of ongoing paid social media campaigns. They assist senior digital strategy and account teams with the integration and measurement of paid social into client programs. The Manager, Paid Social fosters platform relationships with paid vendors including but not limited to Facebook, Instagram, Pinterest, Snapchat, Twitter, Taboola, TikTok, Outbrain, and LinkedIn. They perform media planning, media campaign execution, media budget management, monitoring, optimization, and measurement/reporting. They establish relationships across the network to streamline paid social efforts and facilitate network-wide paid social trainings, capabilities, best practices, case studies, and more. They also demonstrate professional experience in emerging media, with a clear understanding of how to apply tools and technology to infuse innovative digital and social strategies.

Minimum Education Bachelor's degree

Minimum Experience 5 years

Paid Social Coordinator

Functional Description The Paid Social Coordinator participates in campaign planning and ideation (identifying KPIs, drafting media briefs, developing media plans, and pitching channel-specific strategies). They collaborate with creative, digital strategy, and analytics teams on overall strategy and campaign planning. They analyze paid channel performance alongside website or related online platform data to identify key trends and recommend optimizations. They monitor paid media best practices and industry trends to identify new campaign tactics and opportunities. The Paid Social Coordinator assists in the implementation and management of multi-channel efforts through optimizations, reporting, and third-party vendor coordination.

Minimum Education Bachelor's degree

Minimum Experience 1 year

Hourly Rates for Services

SINs: 541430, 541511, 541613, 541820, 541850, 541910, 561920, 541810, 541611

Labor Category	Year 1 3/24/23- 3/23/24	Year 2 3/24/24- 3/23/25	Year 3 3/24/25- 3/23/26	Year 4 3/24/26- 3/23/27	Year 5 3/24/27- 3/23/28
Core Roles - SINs: 541430, 541511, 541613, 541820, 541850, 541910, 561920, 541810, 541611					
Leader	\$327.82	\$338.29	\$348.43	\$358.54	\$368.57
Executive Vice President	\$314.50	\$324.56	\$334.30	\$343.99	\$353.62
Senior Vice President	\$288.20	\$297.42	\$306.35	\$315.23	\$324.06
Vice President/ Group Manager	\$267.30	\$275.86	\$284.13	\$292.37	\$300.56
Vice President	\$242.25	\$249.99	\$257.49	\$264.96	\$272.37
Account Supervisor	\$204.00	\$210.53	\$216.85	\$223.13	\$229.38
Senior Account Executive	\$173.80	\$179.37	\$184.75	\$190.11	\$195.43
Account Executive	\$157.25	\$162.28	\$167.14	\$171.99	\$176.81
Assistant Account Executive	\$121.00	\$124.87	\$128.61	\$132.34	\$136.05
Account Coordinator	\$108.90	\$112.38	\$115.76	\$119.11	\$122.45
Intern	\$42.90	\$44.27	\$45.60	\$46.92	\$48.23
Functional Roles, Analytics - SINs: 541511, 541613, 541820, 541910, 541810, 541611					
Director, Analytics	\$221.00	\$228.07	\$234.91	\$241.72	\$248.49
Senior Consultant, Analytics	\$174.25	\$179.82	\$185.21	\$190.58	\$195.92
Consultant, Analytics	\$157.25	\$162.28	\$167.14	\$171.99	\$176.81
Analyst, Analytics	\$136.00	\$140.35	\$144.56	\$148.76	\$152.92
Creative Production - SINs: 541430, 541511, 541613, 541820, 541850, 561920, 541810, 541611					
VP, Creative Director	\$242.25	\$249.99	\$257.49	\$264.96	\$272.37
Art/Copy Director	\$201.30	\$207.74	\$213.97	\$220.18	\$226.35
Designer	\$173.80	\$179.37	\$184.75	\$190.11	\$195.43
Video Production – SINs: 541430, 541613, 541820, 541810, 541611					
SVP, Executive Video Producer	\$289.00	\$298.25	\$307.19	\$316.10	\$324.95
Senior Video Producer	\$201.30	\$207.74	\$213.97	\$220.18	\$226.35
Digital – Strategy and Planning – SINs: 541511, 541613, 541820, 541810, 541611					
Director, Digital Strategy	\$221.00	\$228.07	\$234.91	\$241.72	\$248.49
Digital – Paid Media – SINs: 541511, 541613, 541820, 541810, 541611					
Manager, Paid Social	\$201.30	\$207.74	\$213.97	\$220.18	\$226.35
Paid Social Coordinator	\$119.00	\$122.81	\$126.50	\$130.17	\$133.81

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 CFR 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 FOR OTHER DIRECT COSTS (ODCS)

SIN 541810DC

Support Product/Labor (ODCs)	ODC Description	GSA Rate
508 Compliance Remediation	508 Compliance Remediation per page	\$4.89
Audio News Release	100 NewsGen audio bite placement	\$6,045.34
Bulletin Board Focus Group	1, 4-day bulletin board focus group, including recruitment of 50 consumers, incentives for 36 consumers and platform fees	\$14,256.93
Exhibit Booth Production	Per booth cost, 30x50 size	\$203,095.16
Exhibit Space	Exhibit Hall, Booth 801 (30 x 50, 1500 sq ft)	\$59,269.52
External Data Storage	1 terabyte	\$53.39
Focus Groups	6 virtual focus groups with 6-9 participants each and 45 participants total	\$52,730.48
Illustrations	15 custom illustrations of people, using 2-3 colors from style guide	\$30,226.70
MAT Release	1 article in 180 markets and approximately 970 placements	\$8,463.48
Media Buy: Digital	Banner ad targeting national and 1 market garnering about 4.7 million impressions; \$4.75 per thousand impressions (CPM)	\$22,516.99
Media Buy: Google Search Engine Marketing	825 clicks	\$3,215.30
Media Buy: Google YouTube Ads	More than 180,000 clicks	\$5,372.45
Media Buy: Instagram	400,000 Impressions/\$5 per thousand impression (CPM), Minimum purchase of \$2,000	\$2,015.11
Media Buy: LinkedIn	2,434,040 impressions/\$1,000 per thousand impressions (CPM)	\$2,448.81

Support Product/Labor (ODCs)	ODC Description	GSA Rate
Media Buy: Radio	30 spots distributed to about 80 states in one market (Charlotte) in one month	\$1,471.03
Media Buy: Television	26x :30 spots total in Raleigh, NC (DMA Rank 24) on one station for one month	\$16,528.97
Media Buy: Twitter	About 914,000 impressions/\$3.50 per thousand impressions (CPM)	\$3,223.92
Multicultural Research	Global Consumer Science Study Q1 2021, includes 17 countries	\$402,821.16
Online survey	12-minute online survey for approximately 1,500 consumers, includes consumer recruitment in 5 U.S. markets, data cleansing and replenishment, incentive management, and cross tabs	\$12,644.84
Operator-Led Webinar	Per webinar cost for up to 10,000 participants	\$3,677.42
Photography Full-Day Shoot in D.C. area	Photography shoot, post-production, and photo expenses	\$5,138.54
Photography Full-Day Shoot, not in DC-area (travel)	Photography shoot, post-production, photo expenses, and photographer travel rate	\$6,549.12
Photography Half- Day Shoot, not in DC-area (travel)	Photography shoot, post-production, photo expenses, and photographer travel rate	\$5,340.05
Photography Half-Day Shoot in D.C. Area	Photography shoot, post-production, and photo expenses	\$3,929.47
Podcast Sponsorships	14 shows with approximately 20 episodes	\$20,751.64
Podcast Studio Recording	Daily podcast studio recording fee	\$176.32
Press Conference	3-hour room rental fee at the National Press Club with classroom style seating for 80 attendees. 1,825 square feet	\$1,662.47
Press Release Distribution	Online, local, and national distribution	\$543.07
Public Service Announcement (PSA) Distribution: Broadcast	Digital distribution for up to 10 PSAs; 2 dedicated PSA campaign landing pages (English and Spanish); 6-month media relations campaign, including material translation, and media pitching in English and Spanish	\$32,241.81
Radio Media Tour	2-hour (no radio news release) in approximately 15-20 markets	\$8,060.45
Satellite Media Tour	Booking and producing a satellite media tour from a studio or virtually	\$25,692.70

Support Product/Labor (ODCs)	ODC Description	GSA Rate
Social Media Distribution Management Platform	Monthly subscription	\$75.57
Social Media Monitoring/Listening	Annual subscription with approximately 100,000 mentions per month	\$12,191.44
Stock Illustrations	Stock, royalty free, high-res digital, per use	\$226.70
Stock Photography	Stock, royalty free, high-res digital, per use	\$50.38
Television and Radio Monitoring Service	Monthly	\$503.78
Transcription Services	Hourly cost	\$251.89
Translation (from English) to Arabic, Chinese Simplified, Chinese Traditional, French (Canada), French (France), Indonesian, Korean, Polish, Russian, Spanish (Spain), Spanish (U.S.), Tagalog, Thai, and Vietnamese	Hourly cost. Linguistic hourly rate includes client feedback implementation, editing, proofreading, glossary creation, and other linguistic related tasks. 10% of the overall project is project management fee. 15% rush fee.	\$60.45
Video Production: 2-4 minute videos	10, 2-4 minute interview-style, headshot videos with graphics	\$23,032.75
Video Production: 5-6 minute video	5-6 minute video with previously-shot and virtually-shot footage, voiceover, graphics, and teaser	\$62,720.40
Video Production: Selfie videos	Editing 10 selfie videos	\$5,239.29
Webinar Hosting	Monthly cost, up to 1,000 participants	\$6,539.04