GENERAL SERVICES ADMINISTRATION

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

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT# GS-00F-032CA

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

| CONTRACTOR: DOUGHERTY & ASSOCIATES, INC | DOUGHERTY & ASSOCIATES, INC
| 12150 MONUMENT DR STE 615 | 12150 MONUMENT DR STE 615
| FAIRFAX, VA 22033-4064 | FAIRFAX, VA 22033-4064 |
| CONTACT: Sheri Dougherty, CEO | Sheri Dougherty, CEO |
| TELEPHONE (703) 838-0093 ex 201 | (703) 838-0093 ex 201 |
| EMAIL: info@dai-solutions.com | info@dai-solutions.com |
| BUSINESS SIZE: WOSB, SB | WOSB, SB |

Price list current as of Modification #PA-0034 effective March 24th 2022
CUSTOMER INFORMATION

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

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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 page 25
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.

LABOR CATEGORY DESCRIPTIONS

Advertising & Marketing

❖ Analyst 1:

Functional Responsibilities: Performs varied analytical functions, as needed, under the supervision and direction of an Analyst 3. Works as a team player and supports the completion of analysis projects in a timely manner.

• Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
• Minimum Years of Experience (with degree): 2 years
• Substitution: High School Diploma and 4 years of experience

❖ Analyst 2:

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: Bachelor’s Degree (or 4 years of experience in lieu of degree)
• Minimum Years of Experience (with degree): 4 years
• Substitution: High School Diploma and 4 years of experience
❖ Analyst 3:

Functional Responsibilities: Leads teams 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: Bachelor’s Degree (or 4 years of experience in lieu of degree)
• Minimum Years of Experience (with degree): 6 years
• Substitution: High School Diploma and 4 years of experience

❖ Art Director:

Functional Responsibilities: Directs the creative production of graphic and artistic materials for projects. Designs and produces products using a variety of digital and traditional mediums including video, print, broadcast, teleconferencing and electronic means. Develops animation and sound in multimedia presentations and training materials. Ensures consistent theme and overall design of products. Develops and reviews products for Section 508 compliance. Works with project teams to assure quality products delivered on time and within budget.

• Education: Associate’s Degree (or 2 years of experience in lieu of degree)
• Minimum Years of Experience (with degree): 4 years
• Substitution: High School Diploma and 2 years of experience

❖ Copywriter:

Functional Responsibilities: Determines requirements and creates copy for internal and external communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Website content.

• Education: Associate’s Degree (or 2 years of experience in lieu of degree)
• Minimum Years of Experience (with degree): 1 year
• Substitution: High School Diploma and 2 years of experience
❖ **Creative Director:**

Functional Responsibilities: Directs the concept and development of graphic and artistic materials for projects. Sets and manages creative project budgets and timelines, supervises staff of creative professionals through execution of digital and traditional products. Keeps current with new and emerging graphic capabilities and concepts and advises on their use when appropriate.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 8 years
- Substitution: High School Diploma and 2 years of experience

❖ **Editor 1:**

Functional Responsibilities: Based on guidance, supports editing assignments, for both digital and traditional communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content. Develops and maintains style guides in accordance with customer and industry standards.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience

❖ **Editor 2:**

Functional Responsibilities: Edits digital and traditional communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Website content. Develops and maintains style guides in accordance with customer and industry standards.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience
❖ **Graphic Designer:**

Functional Responsibilities: Designs and creates graphic and artistic materials for projects. Is able to follow time restraints and budgets in the development of products for video, print, broadcast, teleconferencing and electronic media. Develops animation and sound in multimedia presentations and training materials. Works closely with Art Director to maintain theme and overall design. Keeps current with new and emerging graphic capabilities. Develops products for Section 508 compliance and participates in quality control processes.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience

❖ **Learning Consultant 1:**

Functional Responsibilities: Works to assess an organization’s readiness for learning and works to define the scope of learning strategies. Identifies the learning requirements needed, develops a training plan, and translates requirements into potential training interventions. Participates in the development of training and communications plans and associated strategies that identify target audiences, appropriate messages, channels, activities and products. Conducts research to include collateral reviews, cost benefit and ROI analysis and preparation for stakeholder interviews and focus groups. Presents strategies and products to small and large groups. With direction, develops written content that incorporates established program goals and key messages in a clear voice that supports the communications strategy. Identifies and recommends new communication channels and methods. Conducts quality assurance reviews of client communications materials prior to distribution.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience
❖ **Learning Consultant 2:**

Functional Responsibilities: Leads organization assessment activities to determine an organizations readiness for learning. Leads the effort to identify the learning requirements needed, manages the development of a training plan, and helps to translates requirements into potential training interventions. Develops training and communications plans and associated strategies that identify target audiences, appropriate messages, channels, activities and products. Develops learning strategy definitions and policies in concert with stakeholders. Calculates ROI and cost benefit of learning strategies. Presents strategies and products to small and large groups. Suggests change management approaches, best practice adoption and implementation and process adoption and implementation. Develops communications plans for all learning initiatives. Develops or edits written content that incorporates established program goals and key messages in a clear voice that supports the learning strategy. Identifies and establishes new communications channels and methods. Builds relationships with client communications staff and gatekeepers, and leverages those relationships to ensure smooth delivery of communications products. Works within or leads a multi-disciplinary team where content is shared and used for a variety of communications materials.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 2 years of experience

❖ **Learning Consultant 3:**

Functional Responsibilities: Leads the effort to identify the learning requirements needed, manages the development of a training plan, and helps to translates requirements into potential training interventions. Develops training and communications plans and associated strategies that identify target audiences, appropriate messages, channels, activities and products. Develops learning strategy definitions and policies in concert with stakeholders. Calculates ROI and cost benefit of learning strategies. Presents strategies and products to small and large groups. Suggests change management approaches, best practice adoption and implementation and process adoption and implementation. Develops communications plans for all learning initiatives. Leads the development or edits of written content that incorporates established program goals and key messages in a clear voice that supports the learning strategy. Identifies and establishes new communications channels and methods. Builds relationships with client communications staff and gatekeepers, and leverages those relationships to ensure smooth delivery of communications products. Leads a multi-disciplinary team where content is shared and used for a variety of communications materials.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience
❖ **Media Buyer / Planner 1:**

Functional Responsibilities: Identifies the best mix of media channels to deliver advertising messages to target audiences. Conducts or leverages research to analyze and recommend digital and traditional media tactics. Negotiates, purchases and reports on media buys. Maintains relationships with representatives from media outlets. Coordinates copy, art and production for media placements.

- Education: Bachelor’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience

❖ **Media Buyer / Planner 2:**

Functional Responsibilities: Independently identifies the best mix of media channels to deliver advertising messages to target audiences. Conducts primary or secondary research to analyze and recommend digital and traditional media tactics. Negotiates, purchases and reports on media buys. Initiates and maintains relationships with representatives from media outlets. Coordinates copy, art and production for media placements. Stays current on media trends.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 2 years of experience

❖ **Media Director:**

Functional Responsibilities: Manages the media department. Responsible for media research, strategies, planning, buying and execution of media plans. Plans, negotiates, places and reports on global, multi-channel media buys. Stays abreast of media trends and technology for placements and reporting. Builds and maintains relationships with media companies.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience
❖ **Multimedia Producer:**

Functional Responsibilities: Using leading edge technologies manages all multimedia products to include: computer-based and Web-based solutions, Web TV, kiosks, videos, distance learning applications and other related projects. Responsible for managing the production of various projects and team members. Develops and reviews products for Section 508 compliance. Participates in quality control processes.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 2 years of experience

❖ **Project Manager 1:**

Functional Responsibilities: Is responsible for successful delivery of projects through detailed project planning, scheduling and costing. Leads and guides teams of specialists, analysts and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule and reports progress of project to the program manager on an ongoing basis. Addresses immediate and long-term solutions to project related issues.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

❖ **Project Manager 2:**

Functional Responsibilities: Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience
❖ **Project Manager 3:**

Functional Responsibilities: Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 8 years
- Substitution: High School Diploma and 4 years of experience

❖ **Program Manager 1:**

Functional Responsibilities: Has overall responsibility for multiple projects within a designated program area and reports directly to senior corporate staff. Oversees the responsibilities of the various Project Managers and has profit and loss authority on all projects within a specified program area.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 10 years
- Substitution: High School Diploma and 4 years of experience

❖ **Program Manager 2:**

Functional Responsibilities: Oversees all program activities and works directly with Project Managers in their responsibilities to ensure the accurate and successful implementation of multiple projects within the Program Area. Reports directly to senior corporate staff and has profit and loss responsibility for all projects implemented within their designated Program area.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 12 years
- Substitution: High School Diploma and 4 years of experience
❖ **Programmer / Web Developer 1:**

Functional Responsibilities: Develops, programs and maintains front end and/or back end of websites and applications. Architects high performance and scalable solutions across all platforms and coding languages. Knowledge of multiple programming languages, software programs and Web applications.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 2 years of experience

❖ **Programmer / Web Developer 2:**

Functional Responsibilities: Serves as team lead and develops, programs and maintains front end and/or back end of websites and applications. Architects high performance and scalable solutions across all platforms and coding languages. Knowledge of multiple programming languages, software programs and Web applications.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 2 years of experience

❖ **Technical Writer 1:**

Functional Responsibilities: Creates copy for internal and external technical communications based on guidance from Technical Writer 2 and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for digital and traditional products such as newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience
❖ **Technical Writer 2:**

Functional Responsibilities: Determines requirements and creates copy for internal and external technical communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for digital and traditional products including newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content. Manages the team’s execution of their tasks.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

❖ **Writer 1:**

Functional Responsibilities: Creates copy for digital and traditional communications. Develops concepts and writes copy for products such as newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience

❖ **Writer 2:**

Functional Responsibilities: Creates copy for digital and traditional communications. Develops concepts and writes copy for products such as newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience
❖ **Writer 3:**

Functional Responsibilities: Determines requirements and creates copy for digital and traditional communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for products such as newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads and online delivery including web site content. Manages other writers in the execution of their tasks.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

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**Management Consulting/Training/Program Management**

❖ **Analyst 1:**

Functional Responsibilities: Performs varied analytical functions, as needed, including 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 the analysis of projects in a timely fashion.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience

❖ **Analyst 2:**

Functional Responsibilities: Performs varied analyst functions, as needed, including analysis of business processes and survey data. Accomplishes survey tasks in a timely fashion.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience
❖ **Consultant 1:**

Functional Responsibilities: Performs varied analytical and consulting functions. Works as a team player and supports the completion of analysis projects in a timely manner.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience

❖ **Consultant 2:**

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

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

❖ **Consultant 3:**

Functional Responsibilities: Is responsible for successful delivery of projects through detailed project planning, scheduling, and costing. Leads and guides teams of specialists, analysts, and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule, and reports progress of project to the Project Director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 10 years
- Substitution: High School Diploma and 4 years of experience
❖ **Copywriter 1:**

Functional Responsibilities: Develops copy for both internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience

❖ **Creative Director:**

Functional Responsibilities: Directs the conception and development of graphic and artistic materials for projects. Sets and manages creative project budgets and timelines, supervises staff of creative professionals through execution of digital and traditional products. Keeps current with new and emerging graphic capabilities and concepts and advises on their use when appropriate.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 8 years

❖ **Editor 1:**

Functional Responsibilities: Supports all editing assignments, for both internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience
❖ Editor 2:

Functional Responsibilities: Edits internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Website content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

❖ Editor 3:

Functional Responsibilities: Determines requirements and edits internal and external communications produced by a variety of staff members to include proposal writers. Coordinates editing activities for all on-staff editors for publications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other editors in the execution of their tasks.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

❖ Graphic Artist:

Functional Responsibilities: Designs and creates graphic and artistic materials for projects. Is able to follow time restraints and budgets in the development of products for video, print, broadcast, teleconferencing and electronic media. Works closely with project team to maintain theme and overall design. Keeps current with new and emerging graphic capabilities and concepts and advises on their use when appropriate.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
❖ **Instructional Systems Designer 1:**

Functional Responsibilities: Designs, develops, implements, and evaluates training solutions. Contributes to and/or conducts a Needs analysis and front-end analysis. Creates plans of instruction, storyboards and design documents for projects. Develops job aids, instructor-led course materials, web-based training, virtual instructor-led training, videos, and other forms of training and distance learning. Creates Kirkpatrick Level I and Level II training evaluations. Prepares for and participates in focus groups or any other type of requirement gathering sessions with a client. Participates in every facet of the ISD process.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience

❖ **Instructional Systems Designer 2:**

Functional Responsibilities: Designs, develops, plans and organizes complex training solutions, leads needs analysis, job/task analysis and front-end analysis. Leads or creates plans of instruction, storyboards, and, design documents for projects. Leads or creates job aids, instructor-led course materials, web-based training, virtual instructor-led training, videos, and other forms of training and distance learning. Reviews all training related deliverables created by others. Creates Kirkpatrick Level I and Level II training evaluations and evaluates materials developed by others. Leads focus groups or any other type of requirement gathering sessions with a client. Participates or leads in every facet of the ISD process. Ensures compliance with SCORM, 508 and other regulations and standards for all electronic components. Reviews products throughout analysis, design and development for adherence to style guidelines, writing standards and course/task flow. Provides guidance to Instructional Systems Designer 1.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience
❖ **Instructor 1:**

Functional Responsibilities: Responsible for conducting individual, small group and full class exercises. Runs games and simulations, develops relationships among learners, and conducts informal and formal evaluations of learner success. Trains personnel by conducting and supporting formal classroom courses, workshops, seminars, desktop-to-desktop sessions, individual or group on-the-job training and virtual training activities.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

❖ **Instructor 2:**

Functional Responsibilities: Responsible for delivering instructional content for client organizations in a classroom or alternative learning environment, such as virtual learning environment. Employs multiple training delivery methodologies to meet project-specific requirements, such as lecture, case study, gaming, simulation and facilitated discussion. Leverages considerable instructional skills training and implements adult learning theories into interactive, participant-centered methodologies.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

❖ **Project Director:**

Functional Responsibilities: Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners, and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 15 years
- Substitution: High School Diploma and 4 years of experience
❖ **Project Manager 1:**

Functional Responsibilities: Is responsible for successful delivery of projects through detailed project planning, scheduling and costing. Leads and guides teams of specialists, analysts and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule and reports progress of project to the program manager on an ongoing basis. Addresses immediate and long-term solutions to project related issues.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

❖ **Project Manager 2:**

Functional Responsibilities: Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

❖ **Quality Assurance Specialist:**

Functional Responsibilities: Ensures that deliverables meet the quality requirements that are defined and agreed upon in collaboration with the client. Conducts comprehensive and efficient testing of learning and performance support solutions against predefined requirements and guidelines, including testing material for compliance with Section 508 of the Federal Rehabilitation Act and client-specific requirements, such as reduced reading level, or style or language standards. Coordinates with cross-functional teams throughout the project life cycle to establish and implement quality standards and effectively and efficiently resolve issues while ensuring the highest quality work. Ensures the comprehensive integration of client feedback into courseware and other products. Performs technical review and editing of paper-based materials and presentations.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience
❖ **Subject Matter Expert 1:**

Functional Responsibilities: Has extensive experience with a specific field and in depth knowledge of concepts, practices and procedures. Helps to implement and support initiatives, policies, strategies, practices and projects. Acts as a recognized expert in their field and utilizes expertise to support the development of solutions. Utilizes expertise to develop technical and/or business solutions to client problems. High level of industry experience related to a specific skill set.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 10 years
- Substitution: High School Diploma and 4 years of experience

❖ **Subject Matter Expert 2:**

Functional Responsibilities: Has extensive experience with a specific field and in depth knowledge of concepts, practices and procedures. Helps to implement and support initiatives, policies, strategies, practices and projects. Acts as a recognized expert in their field and utilizes expertise to support the development of solutions. Utilizes expertise to develop technical and/or business solutions to client problems. High level of industry experience related to a specific skill set.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 15 years
- Substitution: High School Diploma and 4 years of experience

❖ **Technical Writer 1:**

Functional Responsibilities: Creates copy for internal and external technical communications based on guidance from Technical Writer 2 and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience
❖ Technical Writer 2:

Functional Responsibilities: Determines requirements and creates copy for internal and external technical communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other Writers in the execution of their tasks.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

❖ Training Planner / Coordinator:

Functional Responsibilities: Plans and coordinates training and management projects to include; documentation planning, program management support, meeting and event planning and administration, records administration, and data management. Plans and coordinates training schedule activities, manages enrollment for instructor led and web-based training, and ensures participants are notified of the correct room location, date and time; and ensures that materials are delivered and properly set up, equipment is available and operational, and rosters are prepared.

- Education: Associate’s Degree (or 2 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 2 years of experience

❖ Writer 1:

Functional Responsibilities: Creates copy for internal and external communications based on guidance from other writers. Based on guidance, develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 2 years
- Substitution: High School Diploma and 4 years of experience
_writer2

Functional Responsibilities: Creates copy for internal and external communications based on guidance from Senior Writer and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 4 years
- Substitution: High School Diploma and 4 years of experience

_writer3

Functional Responsibilities: Determines requirements and creates copy for internal and external communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including Web site content. Manages other Writers in the execution of their tasks.

- Education: Bachelor’s Degree (or 4 years of experience in lieu of degree)
- Minimum Years of Experience (with degree): 6 years
- Substitution: High School Diploma and 4 years of experience

Equivalent Experience Requirement for Labor Categories:

<table>
<thead>
<tr>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two years of relevant work experience can be substituted in lieu of an Associate’s degree.</td>
</tr>
<tr>
<td>Four years of relevant work experience can be substituted in lieu of a Bachelor’s degree.</td>
</tr>
</tbody>
</table>
2. **Maximum Order:** $1,000,000.00
3. **Minimum Order:** $100.00
4. **Geographic Coverage (delivery Area):** Worldwide
5. **Point(s) of production (city, county, and state or foreign country):** Same as company address
6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted).
7. **Quantity discounts:** None
8. **Prompt payment terms. Information for Ordering Offices:** Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30.
9. **Foreign items (list items by country of origin):** Not Applicable
10a. **Time of Delivery (Contractor insert number of days):** To Be Determined at the Task Order level
10b. **Expedited Delivery:** To Be Determined at the Task Order level
10c. **Overnight and 2-day delivery:** To Be Determined at the Task Order level
10d. **Urgent Requirements:** To Be Determined at the Task Order level
11. **F.O.B Points(s):** Destination
12a. **Ordering Address(es):** Same as company address
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):** Same as company address
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. 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/. Not Applicable

23. Unique Entity Identifier (UEI) number: G67VVNETUD25

24. Notification regarding registration in SYSTEM FOR AWARD MANAGEMENT (SAM) database: Registered and Active in SAM
## AWARDED PRICELIST

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Analyst 1</td>
<td>$102.52</td>
<td>$105.34</td>
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<td>$149.67</td>
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<td>$177.71</td>
<td>$182.59</td>
<td>$187.61</td>
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<td>Graphic Artist</td>
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<td>$93.61</td>
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<tr>
<td>Instructional Systems Designer 1</td>
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<td>$152.13</td>
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<td>Quality Assurance Specialist</td>
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<td>Subject Matter Expert 1</td>
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<td>Technical Writer 2</td>
<td>$170.86</td>
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<td>Training Planner / Coordinator</td>
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<td>Writer 1</td>
<td>$119.96</td>
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<td>$171.36</td>
<td>$176.07</td>
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## AWARDED PRICELIST

<table>
<thead>
<tr>
<th>POSITION</th>
<th>HOURLY RATE</th>
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</thead>
<tbody>
<tr>
<td>Analyst 1</td>
<td>$66.60</td>
</tr>
<tr>
<td>Analyst 2</td>
<td>$87.09</td>
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<td>Analyst 3</td>
<td>$102.45</td>
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<tr>
<td>Art Director</td>
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</tr>
<tr>
<td>Copywriter</td>
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<tr>
<td>Creative Director</td>
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<tr>
<td>Editor 1</td>
<td>$71.00</td>
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<tr>
<td>Editor 2</td>
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<tr>
<td>Graphic Designer</td>
<td>$76.85</td>
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<tr>
<td>Learning Consultant 1</td>
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<tr>
<td>Learning Consultant 2</td>
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</tr>
<tr>
<td>Learning Consultant 3</td>
<td>$102.45</td>
</tr>
<tr>
<td>Media Buy/Planner 1</td>
<td>$76.07</td>
</tr>
<tr>
<td>Media Buy/Planner 2</td>
<td>$97.35</td>
</tr>
<tr>
<td>Media Director</td>
<td>$121.92</td>
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<tr>
<td>Multimedia Producer</td>
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<tr>
<td>Program Manager 1</td>
<td>$179.31</td>
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<td>Program Manager 2</td>
<td>$204.93</td>
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<tr>
<td>Programmer/Web Developer 1</td>
<td>$92.22</td>
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<tr>
<td>Programmer/Web Developer 2</td>
<td>$128.07</td>
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<tr>
<td>Project Manager 1</td>
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<td>Project Manager 2</td>
<td>$153.68</td>
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<tr>
<td>Project Manager 3</td>
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<tr>
<td>Technical Writer 1</td>
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<tr>
<td>Technical Writer 2</td>
<td>$126.79</td>
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<tr>
<td>Writer 1</td>
<td>$76.07</td>
</tr>
<tr>
<td>Writer 2</td>
<td>$99.41</td>
</tr>
<tr>
<td>Writer 3</td>
<td>$111.58</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 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.
# AWARDED PRICELIST

Other Direct Costs for Marketing and Public Relations Services

<table>
<thead>
<tr>
<th>OTHER DIRECT COSTS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of research data</td>
<td>$36,652.64</td>
</tr>
<tr>
<td>Rental of focus group facility including audio, video, food</td>
<td>$11,637.50</td>
</tr>
<tr>
<td>Purchase of survey research software</td>
<td>$31,340.00</td>
</tr>
<tr>
<td>Purchase of Java scripting</td>
<td>$9,600.00</td>
</tr>
<tr>
<td>Location map usage with modifications</td>
<td>$8,308.75</td>
</tr>
<tr>
<td>Domain registration</td>
<td>$5,535.00</td>
</tr>
<tr>
<td>Conference planning services</td>
<td>$95,001.38</td>
</tr>
<tr>
<td>Conference products</td>
<td>$9,168.00</td>
</tr>
<tr>
<td>Planning exhibit space</td>
<td>$10,056.00</td>
</tr>
<tr>
<td>Printing output</td>
<td>$16,525.00</td>
</tr>
<tr>
<td>Slides scanning</td>
<td>$4,775.00</td>
</tr>
<tr>
<td>Media placement</td>
<td>$12,160.00</td>
</tr>
<tr>
<td>Mailing support</td>
<td>$1,188.10</td>
</tr>
<tr>
<td>Purchase of ad space</td>
<td>$13,242.10</td>
</tr>
<tr>
<td>Development of folder, newspaper and magazine ads</td>
<td>$4,650.00</td>
</tr>
<tr>
<td>Development of website</td>
<td>$19,220.71</td>
</tr>
<tr>
<td>Development of folder</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Purchase ad space</td>
<td>$8,229.64</td>
</tr>
<tr>
<td>Purchase of Arbitron data</td>
<td>$6,728.00</td>
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<tr>
<td>CD-ROM production</td>
<td>$97,500.00</td>
</tr>
<tr>
<td>Fabrication/printing</td>
<td>$13,793.00</td>
</tr>
<tr>
<td>Express delivery/mailing</td>
<td>$149.00</td>
</tr>
<tr>
<td>Printing and installation</td>
<td>$5,104.68</td>
</tr>
</tbody>
</table>