



Schedule Title: Multiple Award Schedule

Federal Supply Service

Authorized Federal Supply Price List



Arch Street Communications, Inc.

31 Mamaroneck Avenue, Suite 400

White Plains, NY 10601

Telephone: 914.821.5100

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PURCHASING CONTACT

Nora Madonick

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CERTIFICATIONS

WOSB (Women-Owned Small Business)

EDWOSB (Economically Disadvantaged
Women-Owned Small Business)

WBE (Women's Business Enterprise)

DBE (Disadvantaged Business Enterprise)

Public Trust Security Clearance

FSC GROUP:

Professional Services

FSC CLASS:

T006, R499, D304, R701, R708, Y1PB, R422, T010

BUSINESS SIZE: Small

Contract Number: GS-00F-154DA

Contract Period: May 17, 2016, to May 16, 2021

Price list current as of Modification #PA-0012 effective February 5, 2020.

Online 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 found at www.GSAAdvantage.gov.

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

Customer Information

1a. Awarded Special Item Numbers (SINs):

SIN	RECOVERY	SIN TITLE
541810	541810RC	Advertising Services
541820	541820RC	Public Relations Services
541511	541511RC	Web-Based Marketing
541910	541910RC	Marketing Research and Analysis
512110	512110 RC	Video/Film Production
541850	541850RC	Exhibit Design and Advertising Services
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
541922	541922RC	Commercial Photography Services
541430	541430RC	Graphic Design Services
541613	541613RC	Marketing Consulting Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
OLM	OLMRC	Order Level Materials

1b. Identification of the lowest price model number and lowest unit price for that model for each special item number awarded in the contract: **Not applicable**

1c. Hourly Rates: **Please see Labor Category Rates and Descriptions, beginning on page 8**

2. Maximum order: **\$1,000,000**

3. Minimum order: **\$100**

4. Geographic coverage: **Continental United States**

5. Point of production: **White Plains, Westchester County, New York**

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

7. Quantity discounts: **None**

8. Prompt Payment terms: **None. 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: **All SIN as negotiated between Contractor and Ordering Agency**
- 10b. Expedited delivery: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency.**
- 10c. Overnight and 2-day delivery: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency.**
- 10d. Urgent requirements: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency.**
11. F.O.B. point(s): **Destination**
- 12a. Ordering address: **Arch Street Communications, Inc., 31 Mamaroneck Avenue, Suite 400, White Plains, NY 10601**
- 12b. Ordering procedures: **For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) is found in Federal Acquisition Regulation (FAR) 8.405-3**
13. Payment address: **Arch Street Communications, Inc., 31 Mamaroneck Avenue, Suite 400, White Plains, NY 10601**
14. Warranty provision: **Not Applicable**
15. Export packing charges: **Not Applicable**
16. Terms and conditions of rental, maintenance, and repair: **Not Applicable**
17. Terms and conditions of installation: **Not Applicable**
18. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**
- 18a. Terms and conditions for any other services: **Not Applicable**
19. List of service and distribution points: **Not Applicable**
20. List of participating dealers: **Not Applicable**

- 21. Preventive maintenance: **Not Applicable**
- 22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): **Not Applicable**
- 22b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services.
- 23. Data Universal Number System (DUNS) number: **125931159**
- 24. Notification regarding registration is in System for Award Management (SAM) database.

About ASC

ASC, a women-owned small business, has delivered strategic communications and public engagement to Federal and State agencies since 1992. We help our customers communicate about issues that affect Americans; through strategic communications and proven public engagement methods, ASC facilitates change that helps save and improve lives.

ASC's proven "inside out" approach converts technical information into dynamic messaging through a communications process that reaches every stakeholder and addresses all information needs.

We integrate a solid understanding of government procurement, regulatory requirements, and return-on-investment to reduce risk and deliver accountability in every proposed solution.

Every member of our team is selected for top-level capabilities, a dedication to advancing communication in the public interest, and a commitment to ASC's continual improvement program.

ASC has built an enviable reputation as a trusted, collaborative, and creative firm that public agencies turn to for smart solutions, executed with flexibility, sensitivity to agency needs, and an unsurpassed track record of on target, on time, and on budget delivery.

ASC delivers top-flight capabilities without layers. We staff projects with the best minds for the job—and they work shoulder-to-shoulder with our customers to keep our teams,

our creative acumen, and our focus, clearly on agency and program goals. We source the right people to work on our projects, not simply the people in the next office.

ASC has developed sought-after expertise in creating plain-language communication for public agencies that aligns with and supports technical programs. Our “inside-out” approach to engaging and informing gradually expanding tiers of audiences, beginning with Federal staff and State partners, has been used successfully by FHWA, FMCSA, FRA, and FTA, among others.

Areas of expertise include communications strategy, public relations, public engagement, outreach and event planning, market research, and creative services for public agencies in energy, transportation, safety, air quality, and the environment.

ASC services include:

- Communications, partnership building, and outreach strategies
- Public Involvement Plans, NEPA/SEQR/VII and Article 10
- Market research, focus groups, surveys
- Branding, brochures, newsletters, videos, commercial photography
- Print, broadcast, social media campaigns
- Websites, web marketing, digital media
- Events, press conferences, exhibit design, facilitation
- Media relations, media training press kits
- Stakeholder engagement and partnership building

Negotiated GSA Rates

(Escalation Rate: 2% Annually)

SIN	SERVICES NAME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ALL	Principal / Strategist	\$210.96	\$215.17	\$219.48	\$223.87	\$228.34
ALL	Creative Director	\$166.89	\$170.23	\$173.63	\$177.10	\$180.65
ALL	Art Director	\$150.87	\$153.89	\$156.97	\$160.11	\$163.31
ALL	Deputy Project Manager / Strategist	\$149.08	\$152.06	\$155.10	\$158.20	\$161.36
ALL	Media Relations Strategist	\$133.14	\$135.80	\$138.51	\$141.29	\$144.11
ALL	Public Engagement Specialist	\$133.14	\$135.80	\$138.51	\$141.29	\$144.11
ALL	Senior Project Manager / Task Manager	\$149.08	\$152.06	\$155.10	\$158.20	\$161.36
ALL	Communications Specialist	\$133.14	\$135.80	\$138.51	\$141.29	\$144.11
ALL	Graphic Artist	\$86.26	\$87.98	\$89.74	\$91.54	\$93.37
ALL	Senior Writer	\$129.39	\$131.87	\$134.61	\$137.31	\$140.06
ALL	Website Developer / Technology Specialist	\$130.45	\$133.06	\$135.72	\$138.43	\$141.20
ALL	Media Buyer	\$129.39	\$131.87	\$134.61	\$137.31	\$140.05
ALL	Events Coordinator	\$86.26	\$87.98	\$89.74	\$91.54	\$93.37
ALL	Editor / Writer	\$117.20	\$119.54	\$121.93	\$124.37	\$126.86
ALL	Production Assistant	\$70.32	\$71.72	\$73.16	\$74.62	\$76.11
ALL	Administrative	\$84.38	\$86.07	\$87.79	\$89.55	\$91.34

Labor Category Descriptions

Principal Strategist

Directs strategic plans and programs for agency contracts; develops methods, strategies and techniques for public relations, advertising and integrated marketing solutions. Oversees contracts and coordinates multiple projects and work teams. Extensive knowledge of the government services business sector, best practices related to integrated marketing solutions, and government procurement. Works directly with agency customers. Title holder carries a minimum of 20 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Deputy Project Manager/Strategist

Provides direct support to principal strategist/project supervisor. Coordinates strategic meetings of all senior task leaders; ensures integration with customer technical programs, policies, and regulatory requirements. Supervises subcontractors, as appropriate. Manages final quality check prior to product delivery. Works directly with agency customers. Title holder carries a minimum of 10 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Creative Director

Develops campaign concepts; establishes visual language; responsible for overall look and design of all communication material. Directs project and program branding, positioning, overarching campaign structure, and design of all communication materials. Supervises others. Title holder carries a minimum of 10 years of experience. Must carry minimum of Bachelor's Degree.

Art Director

Manages graphic design, including websites, for client projects with an attention to detail. Extensive knowledge of technology tools and design software. Project manages and provides accurate time and cost estimates for each task. Has mastery in composition and in producing polished pieces with an attention to detail optimizing

technology tools and programs. Title holder carries a minimum of 5 years of experience. Must carry minimum of Bachelor's Degree.

Web Site Developer/Technology Specialist

Responsible for strategic web-based communications, including websites and social media executions. Able to work across multiple technology platforms and optimize websites for search engines. Provides technical expertise on web-based marketing, including e-blasts, e-newsletters, social media platforms, and mobile apps, along with search engine optimization to improve online performance. Facilitates work with customer IT staff to ensure that deliverables meet technical requirements and limitations. Develops content management systems, integrates videos, animation, webcasts, video conferencing, etc., into site design. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor's Degree.

Media Relations Strategist

Recommends strategy for advancing information to media. Develops media lists and materials, including draft media advisories, talking points, fact sheets, infographics, and media pitches. May interface with media, as required; schedules interviews and editorial coverage; provides media training. Collects metrics on media coverage in print, broadcast, and social media. May work directly with agency customers, as directed. Title holder carries a minimum of 5 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Public Engagement Specialist

Develops public involvement plans for studies, projects, and programs, with particular focus on supporting environmental reviews. Has knowledge of SEQRA, NEPA, and Article 7 and Article 10 processes, as well as Environmental Justice and Section 508 requirements. Manages and facilitates public meetings, interagency meetings, and hearing processes. Ensures accessibility to information, meeting locations, and materials. Maintains logbooks, documenting public engagement to ensure adherence to adopted public involvement plans. May work directly with agency customers, as

directed. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Senior Project Manager / Task Manager

Creates and executes project work plans; manages operations and budgets to a project. Administers all aspects of the project scope, including managing staff and subcontractors to meet deadlines. Reviews deliverables and invoicing prior to submission to the client. Facilitates broad team meetings and holds regular status meetings to maintain schedule, deliverables and quality. Manages subcontractor scopes and contracts, as appropriate. May work directly with agency customers, as directed. Title holder carries a minimum of 5 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Communications Specialist

Implements specific communications under the direct supervision of the Senior Project Manager / Task Manager. May coordinate specific tasks and facilitate communication with agency customers, as directed. Reviews all communication materials for completeness and accuracy prior to review by Senior Project Manager / Task Manager. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Events Coordinator

Plans, coordinates and supervises meetings, events and press conferences including vendor and venue selection, ad negotiation, attendee management, travel coordination, audio visual, meals, presentations, booths, exhibits and event communication. Manages speaker services, online registration, event promotion, budgets, vendor payment and reconciliation. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Graphic Artist

Executes design layouts and concepts for print and online projects at the direction of

the art director. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor's Degree.

Production Assistant

Prepares files for print production; assists video and TV production, coordinates production requirements. Ensures layouts and support files are printer or studio ready, including images and fonts. Manages talent releases and required credits. Ensures Section 508 compliance. Prepares files for transfer to the client and online use.

Title holder carries a minimum of 2 years of experience. Must carry minimum of Bachelor's Degree.

Media Buyer

Executes strategic marketing plans through paid media programs and secures value-added, donated media space. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor of Arts or Bachelor of Science degree.

Senior Writer

Responsible for conceptualizing and writing compelling copy and web content for branded awareness campaigns and related communications products. Member of the creative team. Title holder carries a minimum of 5 years of experience. Must carry minimum of Bachelor of Arts degree.

Editor / Writer

Develops campaign concepts; writes compelling headline, body copy, newsletters, fact sheets, brochures, websites, and reports. Title holder carries a minimum of 3 years of experience. Must carry minimum of Bachelor of Arts degree.

Administrative

Coordinates and supervises all administrative tasks and day-to-day operations, including technology information management. Coordinates production of large projects involving word processing input, editing, copying and binding. Title holder carries a minimum of 2 years experience. Must carry minimum of Masters Degree.