Schedule Title: Multiple Award Schedule

Federal Supply Service
Authorized Federal Supply Price List

Arch Street Communications
Arch Street Communications, Inc.
160 Wildey Street
Tarrytown, NY 10591
Telephone: 914.821.5100

PURCHASING CONTACT
Nora Madonick
Direct Dial: 914.393.4276
nmadonick@asc-pr.com

Website: https://www.asc-pr.com
https://www.asc-remote.com

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, 2036

Price list current as of Modification #PA-0024 effective May 21, 2021.
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):

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

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 7

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage: Continental United States

5. Point of production: Tarrytown, 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., 160 Wildey Street, Tarrytown, NY 10591**

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., 160 Wildey Street, Tarrytown, NY 10591**

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**

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**

18b. 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. **Not Applicable**

23. Unique entity Identifier (UEI) 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)

<table>
<thead>
<tr>
<th>Services Name / All SINs</th>
<th>Year 6 through Year 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal / Strategist</td>
<td>$232.91</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$184.26</td>
</tr>
<tr>
<td>Art Director</td>
<td>$166.58</td>
</tr>
<tr>
<td>Deputy/Project Manager / Strategic</td>
<td>$146.99</td>
</tr>
<tr>
<td>Media Relations Strategist</td>
<td>$146.99</td>
</tr>
<tr>
<td>Public Engagement Specialist</td>
<td>$164.59</td>
</tr>
<tr>
<td>Senior Project Manager / Task Manager</td>
<td>$146.99</td>
</tr>
<tr>
<td>Communications Specialist</td>
<td>$142.85</td>
</tr>
<tr>
<td>Senior Writer</td>
<td>$95.24</td>
</tr>
<tr>
<td>Graphic Artist</td>
<td>$144.02</td>
</tr>
<tr>
<td>Website Developer / Technology Specialist</td>
<td>$85.23</td>
</tr>
<tr>
<td>Media Buyer</td>
<td>$129.40</td>
</tr>
<tr>
<td>Events Coordinator</td>
<td>$142.85</td>
</tr>
<tr>
<td>Editor / Writer</td>
<td>$95.24</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>$129.40</td>
</tr>
</tbody>
</table>
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 of Arts or Bachelor of Science 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 of Arts or Bachelor of Science 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 of Arts or Bachelor of Science 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 or equivalent.

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 of Arts or Bachelor of Science 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.