



**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
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 for GSA Advantage! is <http://www.GSAAdvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

***ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)  
FSC GROUP 541***

**Contract Number: GS-07F-0043U**

**Period Covered by Contract: 15 October 2007 through 14 October 2012**

**Special Item #s:**      **541-1 Advertising Services**  
                              **541-2 Public Relations Services**  
                              **541-4A Market Research and Analysis**  
                              **541-5 Integrated Marketing Services**

**Lipman Hearne Inc.**  
**200 S. Michigan Avenue, Suite 1600**  
**Chicago, IL 60604**  
**Phone number: 312-356-8000**  
**Fax number: 312-356-4005**  
**Email: [glarkin@lipmanhearne.com](mailto:glarkin@lipmanhearne.com)**  
**[www.lipmanhearne.com](http://www.lipmanhearne.com)**

**Large Business**

**Administrative Point of Contact: Alvaro Levy**  
**Lipman Hearne, Inc.**  
**200 S. Michigan Ave. Suite 1600**  
**Chicago, IL 60601-2423**  
**Telephone: (312) 356-8000**  
**Facsimile: (312) 356-4005**  
**Email: [alevy@lipmanhearne.com](mailto:alevy@lipmanhearne.com)**

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<b>CUSTOMER INFORMATION</b>
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1a. Table of Awarded Special Item Numbers:

**541-1 Advertising Services**  
**541-2 Public Relations Services**  
**541-4A Market Research and Analysis**  
**541-5 Integrated Marketing Services**

1b. Lowest Priced Model Number and Price for Each SIN: Not applicable.

1c. Hourly Rates: Not applicable.

2. Maximum Order Level: \$1,000,000 per SIN and \$4,000,000 per year.

*Note: If the best value selection places your order over the Maximum Order identified in this price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may(1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.*

3. Minimum Order: \$100.00

4. Geographic Coverage – Domestic – 50 states, Washington DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Production Point: Lipman Hearne, Inc.  
200 S. Michigan Ave. Suite 1600  
Chicago, IL 60601-2423  
Telephone: (312) 356-8000  
Facsimile: (312) 356-4005

6. Discounts: GSA Prices attached are net.

7. Quantity Discounts: Not applicable.

8. Prompt Payment Terms: 2%/10 Days, Net 30 Days.

9. Government purchase cards are accepted at or below the micro-purchase threshold.

9a. Government purchase cards are accepted above the micro-purchase threshold.

10. Foreign Items: Not applicable

11a. Time of Delivery: Negotiated at the task order level.

- 11b. Expedited Delivery: Items negotiated at the task order level. Contact Contractor.
- 11c. Overnight and 2-day delivery: Items negotiated at the task order level. Contact Contractor.
- 11d. Urgent Requirements: Agencies can contact the Contractor's representative to affect a faster delivery. Urgent requirements are to be determined on a client or project basis. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. FOB Points: Not applicable to services.
- 13a. Ordering Address:                   ATTN: ORDER PROCESSING  
Lipman Hearne, Inc.  
200 S. Michigan Ave. Suite 1600  
Chicago, IL 60604-2423  
Telephone: (312) 356-8000  
Facsimile: (312) 356-4005
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket Purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)) and FAR 8.405-3.
14. Payment Addresses:               ATTN: ACCOUNTS RECEIVABLE  
Lipman Hearne, Inc.  
200 S. Michigan Ave. Suite 1600  
Chicago, IL 60604-2423  
Telephone: (312) 356-8000  
Facsimile: (312) 356-4005
15. Warranty Provision: Standard Commercial Warranty.
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance: Lipman Hearne, Inc. will accept the Government purchase card.
18. Terms and conditions of rental, maintenance and repair: Not applicable.
19. Terms and conditions of installation: Not applicable.
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not applicable.
- 20a. Terms and conditions for any other services: Not applicable.
21. List of service and distribution points: Not applicable.
22. List of participating dealers: Not applicable.

- 23. Preventative maintenance: Not applicable.
- 24a. Special Attributes such as Environmental Attributes: None.
- 24b. Section 508 Compliance for EIT: Not applicable,
- 25. Data Universal Number System (DUNS) number: 18-3352079
- 26. Notification regarding registration in Central Contractor Registration (CCR) database:  
Registration valid until January 30, 2008.

# **LIPMAN HEARNE, INC.**

## **Labor Category Descriptions**

### **Account Executive**

An account executive has an average of two years experience. He/she is responsible for supporting the execution of client programs. He/she understands the basic principles of marketing and communications, is able to produce basic deliverables with minimal supervision, and works within a team structure to meet client needs.

### **Administrator**

Administrative support staff is responsible for performing general clerical and administrative support for the account team. This includes coordinating scheduling of meetings with staff and clients; confirm travel/hotel arrangements for teams and handling expense reports. Administrative staff also works with the account teams to coordinate production of large projects involving word processing input, proofreading, editing, Xeroxing and binding, arrange for special vendor services when needed, maintain department files to ensure that client information is periodically updated. The administrative staff is encouraged to become involved in the client relationship. They are asked to build an understanding of and show interest in client's business to help meet their needs effectively. Bachelor's degree required with 1-2 years prior experience.

### **Associate Vice President**

He/she takes a proactive approach and anticipates client needs. Manages client expectations regarding specific projects and offers advice on implementation of communication programs. Develops strong relationships with client contacts and effectively manages multiple accounts and day-to-day activities of accounts. Must develop strong relationships with analysts and/or media in the industry and it is important to be able to lead a team that can arrange meaningful marketing events for clients and effectively manage client's messages. Must be able to market and generate media, possess strong story conceptualization skills, gain analyst coverage for clients and develop market ideas. Also, conduct one-on-ones and begin to generate new business leads. Must anticipate potentially difficult situations and be able to evaluate alternatives with senior management and assist them in creatively preparing and executing a game plan. Also, must identify emerging opportunities to add more value for the client. Bachelor's degree required, at least 5 years of public relations and/or corporate communications experience a must.

### **Creative Director**

Extensive experience in print and multimedia design, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages. Carries regular and advanced degrees in graphic design including a Bachelor's in design related discipline required. 10+ years of hands on design and agency experience required.

### **Designer**

Creates, designs, and produces a variety of professional marketing collateral including print, presentation, direct mail, web, PR, event, email, etc. Directly interfaces with internal and external clients to identify strategic, creative marketing solutions; Meets with client teams to define project requirements and offer creative marketing solutions. Manages the creative process from conception to completion, including production, to the clients' satisfaction. Responsible for handling multiple projects for multiple clients with aggressive deadlines. Organizes work

assignments and coordinates outside vendors as necessary. Tracks and maintains project logs and billing. Trains and assists staff on various software programs as necessary. Bachelor of Arts with a concentration in Graphic Design and a minimum of 2 years of work experience in design or visual communication

### **Director of Design**

He/she will focus on the design and brand identity of key units and is a key participant in initiating concept development and implementation through introduction. The Design Director's role is to drive the creative process from developing an understanding of the marketing concept brief and the positioning of underlying research for the concept strategy. As a member of a matrixed team that includes marketing, packaging, and market research, this position has accountability for the creative direction. The individual shows a commitment to hearing and seeing the client/customer need and by effective design techniques, problem solving, communication, and creativity will deliver the best creative outcomes to provide an exceptional consumer experience. The Design Director is expected to initiate and develop broad trends and future research on brand positions and identity. Bachelor's degree is required, preferably in either Graphic Design or Industrial Design. A minimum of 7 years of experience as a designer along with leadership experience is required.

### **Editor**

Responsible for overseeing diverse editorial program areas. Heads development of strategic integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of effectively communicating client key messages and directing quality assurance. Meets regularly with program manager to discuss performance, propose initiatives, and establish priorities. Bachelor's Degree with a minimum of 2 to 4 years related work experience required.

### **Managing Director**

Lead the strategic planning process (sets long-term strategic direction) and oversees the development of the business plans for the company. Contributes to the successful overall marketing activities through supervision or direct involvement with marketing staff. Identifies and develops non-traditional market opportunities. Leverages external partnerships for collaborative market development. Develops customer organization business plan in support of the corporate strategy and goals. Leads the development of the vision, value and growth platforms to revitalize the business. Provides leadership and direction for all managers within the marketing team. Fosters a positive "can do" team-oriented environment. Develops people to upgrade individual skills as well as team performance. Develops and executes product and market promotion strategies, plans, and budgets. Gathers, consolidates and analyzes market data to facilitate the development of business strategies and plans. Bachelor's degree in related field and MBA preferred with 10 to 12 years classical marketing experience.

### **Media Planner/Buyer**

Create media plans and supporting documentation; negotiate media rates and added value merchandising. Research appropriate media vehicles and prepare research documentation for clients and account executives. Produce accurate client estimates. Create insertion orders and expedite placement. Communicate with account executives and creative department regarding ad materials. Bachelors degree required and 2-4 years of Media experience preferably in print

### **Media Specialist**

Develop, coordinate and head efforts to represent the company favorably in the communities in which it operates. Develop community and local media programs that will promote good will and expands understanding of the business, performance and strategy. Implement, consistent with corporate media policies and procedures, local media relations program, including acting as company spokesperson on local matters. Liaison with Corporate Communications on development of local media relations program and community outreach program. Prepare summaries of media activity for management Bachelor's degree in community or public relations, or related field. Minimum 3-5 years experience of related experience in a regulated industry and excellent verbal and written communications skills.

### **Partner**

Executive level management of company and client activities. Company activities include planning, budgeting and managing staff to meet program and company goals. Client responsibilities include senior account management, strategic planning and client team direction. Bachelors degree required with higher education a plus, at least 15 years of prior experience in related fields a must.

### **Print Production Specialist**

Manage print production for client projects: specifications, schedules, pricing, manufacturing quality, and on-time delivery. Work with Creative and Client Services staff to develop viable print pieces within client budgets and deadlines. Manage production of projects from conception to completion, including billing, purchase orders and reconciliation. Approve artwork separations and print proofs. Perform in-state and out-of-state press checks. Act as a liaison between Client Services staff and outside print vendors. Work with printers to resolve production issues day to day. Minimum of two years' print management experience with Bachelor's degree in related field.

### **Production Coordinator**

Responsibilities will include providing technical and administrative support to our client service team including report preparation, presentations decks and typing, charting and general design skills. Bachelor's degree required with 1-2 years relevant experience.

### **Project Manager**

Oversees related program areas. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities. Bachelor's degree required with 2-5 years experience in related field.

### **Researcher**

Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigations. Collect and analyze relevant market information, provide recommendations on research and business strategy, support marketing efforts through in-depth market and competitive analysis, and supporting marketing efforts with timely, relevant market data. Bachelor's degree in marketing or related field, 1-2 years experience in either financial, business, or market analysis.

### **Senior Writer**



Writes and edits materials for reports, manuals, presentations, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures as well as analytical documentation. For Web-based technical and informational productions, writes, assembles, compiles, and edits materials with sources ranging from text to databases to digital imaging. Bachelor's degree and 5 to 7 years of business writing experience preferred.

#### **Senior Writer Consultant**

Writes and edits materials for reports, manuals, presentations, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures as well as analytical documentation. For Web-based technical and informational productions, writes, assembles, compiles, and edits materials with sources ranging from text to databases to digital imaging. Bachelor's degree and 5 to 7 years of business writing experience preferred.

#### **Senior Vice President**

Senior Vice President (SVP) is responsible for daily management of principal agency operations, including staff deployment and utilization, staff coaching and nurturing and administrative functions related to executing the annual business plan as it related to the practice area they oversee. SVP ensures client satisfaction relative to quality of product and service, and bring a value-added approach to all projects and initiatives that fall within their practice area. SVP stays on top of news/marketing trends and brings them to the attention of clients and associates, as appropriate. They also lead regular client evaluations – internally with an account team and externally with the client to determine effectiveness of agency services. Bachelor's degree required with 10 -15 years of experience in related field.

#### **Vice President (Consultant)**

Successful sales, marketing and branding management desired. Strong reading knowledge or studies of reading a plus in order to add depth to knowledge. Excellent oral and written communication skills required as well as strong computer skills in Microsoft Word, Excel, Outlook and PowerPoint. This position involves overnight travel. Bachelor's degree or higher education required.

#### **Vice President (Public Affairs)**

The position provides an opportunity for the selected candidate to play a key role on high-profile accounts. This individual will have responsibility for message strategy and writing, issues management, and media relations. Additionally, the individual will collaborate with a variety of professionals in the public policy and external affairs areas of the client company. Broadly, this person will need to help advance public affairs strategies that embrace the client's corporate strategy and positioning. Deep project and issues management experience. Excellent persuasive writing capabilities and strong interpersonal skills with the ability to establish consensus among large groups. Seven plus years of stand-out experience in a public affairs or related field with a Bachelor's degree is required.

#### **Vice President (Creative Services)**

Vice President of Creative Services acts as a liaison between the creative services department and the account teams. He/she is responsible for senior-level project planning and supervision of creative staff. He/she is responsible for maintaining communication with senior office management on projects that have creative element and providing senior counsel and creative guidance on client projects. Bachelor's degree required, a MBA or equivalent Masters degree is recommended, 8 or

more years of relevant experience needed

**Vice President (Design)**

Vice President of Design acts as a liaison between the design services department and the account teams. He/she is responsible for senior-level project planning and supervision of design staff. He/she is responsible for maintaining communication with senior office management on projects that have design element and providing senior counsel and creative guidance on client projects. Bachelor's degree required, a MBA or equivalent Masters degree is recommended, 8 or more years of relevant experience needed

**Vice President (Editorial)**

Vice President of Editorial acts as a liaison between the editorial services department and the account teams. He/she is responsible for senior-level project planning and supervision of editorial staff. He/she is responsible for maintaining communication with senior office management on projects that have an editorial element and providing senior counsel and editorial guidance on client projects. Bachelor's degree required, a MBA or equivalent Masters degree is recommended, 8 or more years of relevant experience needed.

**Vice President (Advertising)**

The Vice President of Advertising is responsible for managing and executing multiple programs on 4-5 accounts (or relative significant pieces of business), with support of appropriate levels of account staff and conducts regular communication with each client on a frequent basis. Demonstrates an in-depth knowledge of client's business, products, markets, competitors, and influencers; serve as day -to-day contact with senior clients. Offer on-going strategic counsel and unsolicited creative business ideas to clients. Demonstrates leadership qualities such as proposing and implementing new ways to improve efficiency and client service, comprehensive writing skills to produce all types of public relations documents and responsibility for managing subordinates working on the accounts. Bachelor's degree a must with an MBA desired. 5 years of prior experience needed.

**LIPMAN HEARNE, INC.**  
**AUTHORIZED GSA SCHEDULE PRICELIST**

<b>SIN</b>	<b>LABOR CATEGORY</b>	<b>GSA Hourly Rate</b>
541-5	Account Executive	\$125.00
541-5	Administrative	\$75.00
541-5	Associate Vice President	\$175.00
541-5	Creative Director	\$250.00
541-5	Designer	\$150.00
541-5	Director of Design	\$200.00
541-5	Editor	\$150.00
541-5	Executive Assistant	\$100.00
541-5	Managing Director	\$400.00
541-1	Media Planner/Buyer	\$125.00
541-1	Media Specialist	\$100.00
541-5	Partner	\$350.00
541-5	Print Production Specialist	\$150.00
541-5	Production Coordinator	\$100.00
541-5	Project Manager	\$175.00
541-4A	Researcher	\$112.50
541-5	Sr. Account Executive	\$150.00
541-5	Sr. Designer	\$175.00
541-5	Sr. Writer	\$225.00
541-5	Sr. Writer-Consultant	\$250.00
541-2	Sr. Vice President	\$260.00
541-5	Vice President-Consultant	\$225.00
541-2	Vice President- Public Affairs	\$235.00
541-5	Vice President- Creative Services	\$300.00
541-5	Vice President- Design	\$175.00
541-5	Vice President- Editorial	\$175.00
541-1	Vice President- Advertising	\$200.00