

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule 541 – Advertising and Integrated Marketing Solutions (AIMS)
FSC Group: 541 (AIMS)

CONTRACT NUMBERS: GS-07F-0093U

CONTRACT PERIOD: December 1, 2007 – November 30, 2012

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

CONTRACTOR: Ruchman & Associates, Inc.
8221 Preston Court
Jessup, MD 20794
Phone number: 301-776-5000
Fax number: 301-776-3690
E-Mail: james@ruchman.com

CONTRACTOR'S ADMINISTRATION SOURCE: Jasper Nagashima
8221 Preston Court
Jessup, MD 20794
Phone number: 301-776-5000
Fax number: 301-776-3690
E-Mail: james@ruchman.com

BUSINESS SIZE: Small

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541-3	Web Based Marketing Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-3	WEB TECHNICIAN	\$23.10

1c. HOURLY RATES: SEE PRICELIST

2. MAXIMUM ORDER*: \$1,000,000

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor 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

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

Ruchman and Associates, Inc.

5. POINT(S) OF PRODUCTION: 8221 Preston Court
Jessup, MD 20794

6. DISCOUNT FROM LIST PRICES: 12%+5% for all SINs from the accepted pricelist. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: Net 30 Days

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at the task order level

11b. EXPEDITED DELIVERY: To be determined at the task order level

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact Vendor

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: Ruchman & Associates, Inc.
8221 Preston Court
Jessup, MD 20794

13b. 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

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level)
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**
- 24b. **Section 508 Compliance for EIT:** N/A
25. **DUNS NUMBER:** 101456903
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Registration valid until February 5, 2009

**GS-07F-0093U
PRICELIST**

SIN	LABOR/TASK CATEGORY	PRICE OFFERED TO GSA (IFF INCLUDED)
541-3	WEB DEVELOPER	\$70.35
541-3	WEB TECHNICIAN	\$23.10
541-4E	PHOTOGRAPHER/PHOTO EDITOR	\$70.35
541-4F	GRAPHIC DESIGNER	\$66.83
541-4F	TECHNICAL WRITER	\$41.80

OTHER DIRECT COSTS

SIN	ITEM/SUPPORT LABOR	COMMERCIAL PRICE (PRICE PAID FOR ITEM)	GOVERNMENT DISCOUNT % OFFERED (IF APPLICABLE)	PRICE OFFERED TO GSA (IFF INCLUDED)	EXHIBITS (SUPPORTING DOCUMENTATION)
541-1000	EXHIBIT SHIPPING COST (PER LB.)	\$12.75	N/A	\$12.85	M
541-1000	TOLL FREE CALL SERVICE (PER HR.)	\$28.82	10%	\$24.14	C
541-1000	SHIPPING/RECEIVING CLERK (PER HR.)	\$29.15	5%	\$27.90	A,B,C

**ODC items should be listed at the price the offeror has paid to obtain the item/service not the price the offeror uses to sell/rent the item commercially. Commercial prices listed should match the prices on the supporting documentation (ex. invoices, quote sheets, etc.) except for the inclusion of the IFF.*