

General Services Administration
Federal Acquisition Service
Authorized Federal Supply Schedule Catalog/Pricelist

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: GSAAvantage.gov.

SCHEDULE 541
ADVERTISING & INTEGRATED
MARKETING SOLUTIONS (AIMS)

- **GSA Contract: GS07F0093U (Set-aside for small business)**
 - 541-2 Public Relations Service
 - 541-4C Exhibit Design and Implementation Services

- **GSA Contract: GS07F0094U (Unrestricted)**
 - 541-3 Web Based Marketing Service
 - 541-4E Commercial Photography Service
 - 541-4F Commercial Art and Graphic Design Service

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

Contract Period:

December 1, 2007 – November 30, 2017

Modification:

PO-0005

Contractor:

Ruchman and Associates, Inc.
8221 Preston Court, Ste. A
Jessup, MD 20794
<http://www.ruchman.com>

Contract Administration POC:

James Liang
Contracts manager
Phone: 301-776-5000
Mobile: 240-355-4607
Email: james@ruchman.com

Ruchman and Associates, Inc. is a total small business.

Customer Information

1a. Table of Awarded Special Item Numbers (SINs):

- **GSA Contract: GS07F0093U (Set-aside for small business)**
 - 541-2 Public Relations Service
 - 541-4C Exhibit Design and Implementation Services

- **GSA Contract: GS07F0094U (Unrestricted)**
 - 541-3 Web Based Marketing Service
 - 541-4E Commercial Photography Service
 - 541-4F Commercial Art and Graphic Design Service

1b. Lowest Priced Service and Price for Each SIN:

SIN	MODEL	PRICE
ALL SINS	Exhibit Material Technician	\$22.79

1c. Hourly Rates: See attached FSS 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 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

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. Points of Reduction: Jessup, MD

6. Discount from Price List: 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 list to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the price list and add the prevailing IFF rate to the negotiated discounted price (Net GSA Price). Current IFF is 0.75%.

7. Quantity Discounts: None

8. Prompt Payment Terms: Net 30 Days

9.a Government Purchase Cards are 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 Task Order Level

11b. Expedited Delivery: To be Determined at Task Order Level

11c. Overnight and 2-Day Delivery: Contact Vendor

11d. Urgent Requirements: 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 and Associates, Inc.
8221 Preston Court, Ste. A
Jessup, MD 20794

13b. Ordering Procedure: For supplies and services, 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: Ruchman and Associates, Inc.
8221 Preston Court, Ste. A
Jessup, MD 20794

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

16. Exporting Packing Charges: Not applicable

17. Terms and Conditions of Government Purchase Card Acceptance: (any thresholds below the micro-purchase level)

18. Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A.

19. Terms and Conditions of Installations (if applicable): N/A

20. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and any Discounts from List Prices (if applicable): 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. Preventative Maintenance (if applicable): N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. 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. contractor's website or other location.) The EIT standards can be found at www.Section508.gov/. N/A

25. Data Universal Number System (DUNS) number. 101456903

26. Notification regarding registration in Central Contractor Registration (CCR) database: Ruchman and Associates, Inc. CCR registration is valid until October 18, 2013.

Ruchman and Associates, Inc. – FSS Price List

- **GSA Contract: GS07F0093U (Set-aside for small business)**

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

- **GSA Contract: GS07F0094U (Unrestricted)**

SIN	LABOR/TASK CATEGORY	PRICE OFFERED TO GSA (IFF INCLUDED)
541-2	Tour Guide	\$23.97
541-2	Tour Guide (Overtime)	\$35.95
541-2	Team Leader	\$32.03
541-2	Team Leader (Overtime)	\$48.06
541-4C	Program Manager	\$78.98
541-4C	Exhibits Curator	\$65.16
541-4C	Collections Manager	\$42.77
541-4C	Exhibits Technician	\$36.01
541-4C	Exhibits Specialist II	\$33.04
541-4C	Exhibit Material Coordinator	\$34.58
541-4C	Exhibit Material Technician	\$22.79