



AMERICAN INSTITUTES FOR RESEARCH

AIMS

ADVERTISING & INTEGRATED MARKETING SOLUTIONS

Federal Supply Service
Authorized Federal Supply Schedule Price List
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FSC Group 541
FSC Class

American Institutes for Research
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GSA Schedule Contract: GS-07F-0101T

Business Size: Large



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AIR in Brief

Translating public communication initiatives into effective and compelling campaigns takes an understanding of both the government environment as well as many technical disciplines—from audience research and strategic planning to breakthrough creative work and dissemination. American Institutes for Research (AIR)—a nonpartisan, nonprofit organization provides government agencies with the partner they need to support their health marketing and communication efforts. Whether your agency needs quick turn around audience research, exhibit support or a full scale integrated marketing campaign we can do it. Our success can be measured by our award winning creative activities, our contributions to the social marketing and public health fields, and the broad range of expertise on which we can draw.

More importantly, our success can be measured by the long-standing relationships we have developed with our clients. The Centers for Disease Control and Prevention, the National Institutes of Health, the U. S. Department of Agriculture, the U.S. Department of Education, and the U.S. Agency for International Development are just a few of the federal agencies with whom we have worked closely for many years.

AIR's work is thoroughly steeped in the practice of social marketing and communication research. We develop integrated communication programs and products with a full understanding of our intended audience and behavior theory to know what motivates their actions and what will change them.

AIR offers a full range of communication and creative services for our clients. Services under this schedule include developing and implementing consumer-driven communication interventions, eMarketing campaigns, exhibit design & services, market research, public relations, advertising, and video/film production. We develop materials on topics as diverse as pandemic influenza and substance abuse treatment approaches, often providing technical assistance and train the trainer programs in the use of such materials. AIR recently invested in new technologies that exceed industry standards in audience-driven research and dissemination practice.

AIR Services

Contract Number: GS-07F-0101T

Period of Performance: November 8, 2011 through November 9, 2016 with three 5 year option periods

AIR's services under this contract include:

- **Advertising Services (SIN 541-1)**

AIR under this SIN is available to help you promote public awareness of your agency's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information to industry and consumer advocacy groups. Typical tasks are: advertising objective determination, message decision/creation, media development and selection, advertising evaluation, and activities related to advertising services.

- **Public Relations (SIN 541-2)**

AIR can provide you with customized media and public relations services such as: development of media messages and strategies; recommendations of media sources for placement of campaigns; preparation of media materials such as background materials, press releases, speeches, presentations and press kits; and execution of media programs such as press conferences, distribution of press materials and management of broadcast and print interviews.

- **Market Research and Analysis Services (SIN 541-4A)**

Take advantage of experts who can: develop or enhance customized strategic marketing plans, create branding initiatives, create public awareness of products, services, and issues; identify and analyze target markets, establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies; conduct focus groups, telemarketing, and individual interviews; prepare/distribute surveys, and compile/analyze results.

- **Video/Film Production Services (SIN 541-4B)**

With these services, you will be able to inform the public and other government agencies about the latest products, services or issues in various outputs such as: standard formats, CD-ROM, DVD and video streaming development. Filming may be in studios, on location, at live shows, or events. Examples of services include: writing, directing, shooting, arranging for talent/animation, narration, music and sound effects, duplication, distribution, video scoring, and editing.

- **Exhibit Design and Implementation Services (SIN 541-4C)**

Under this SIN, you will find assistance conceptualizing, designing, and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits in various venues (museums, malls, tradeshow, etc.). Media and Exhibit illumination services are also available. Support services may include: set-up and dismantling of exhibit property; and shipping and storage of exhibit property.

- **Integrated Marketing Services (SIN 541-5)**

This SIN enables you to obtain a complete solution that integrates various services found under other SINs of this schedule. AIR has the capability to provide comprehensive solutions (includes all of the following):

- Web-based marketing
- Conferences, Events, Tradeshow Planning Services
- Commercial Art & Graphic Design
- Advertising Services
- Public Relations
- Market Research and Analysis Services
- Video/Film Production Services
- Exhibit Design and Implementation Services
- Other Direct Costs (ODCs)—expenses other than labor hours (SIN 541-1000)

GSA Schedule Prices

Advertising and Integrated Marketing Services (SINs 541-1, 541-2, 541-4A, 541-B, 541-4C, 541-5)

Contract Period: November 9, 2011 through November 8, 2016 with three 5-year option periods (11/09/2011–11/08/2026)

Account Management	11/09/11– 11/08/12	11/09/12– 11/08/13	11/09/13– 11/08/14	11/09/14– 11/08/15	11/09/15– 11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Director	246.87	254.28	261.91	269.77	277.86
Project Manager	202.84	208.93	215.20	221.66	228.31
Account Supervisor	156.91	161.62	166.47	171.46	176.60
Sr. Account Executive	131.51	135.46	139.52	143.71	148.02
Account Executive	88.85	91.52	94.27	65.65	67.62
Jr. Account Executive	60.08	61.88	63.74	65.65	67.62
Program Administrator	120.44	124.05	127.77	131.60	135.55

Creative	11/09/11– 11/08/12	11/09/12– 11/08/13	11/09/13– 11/08/14	11/09/14– 11/08/15	11/09/15– 11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Art Director/Sr. Designer	141.53	145.78	150.15	154.65	159.29
Graphic Designer/Artist	100.24	103.25	106.35	109.54	112.83
Traffic/Print Production Manager	124.86	128.61	132.47	136.44	140.53
Production Coordinator	69.07	71.14	73.27	75.47	77.73

Communications Research	11/09/11–11/08/12	11/09/12–11/08/13	11/09/13–11/08/14	11/09/14–11/08/15	11/09/15–11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Sr. Communications Researcher	160.59	165.41	170.37	175.48	180.74
Communications Researcher	137.66	141.79	146.04	150.42	154.93
Jr. Communications Researcher	84.04	86.56	89.16	91.83	94.58

Writing/Publications Services	11/09/11–11/08/12	11/09/12–11/08/13	11/09/13–11/08/14	11/09/14–11/08/15	11/09/15–11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Science Writer	100.76	103.78	106.89	110.10	113.40
Sr. Editor	127.27	131.09	135.02	139.07	143.24
Editor	65.96	67.94	69.98	72.08	74.24
Sr. Desktop Publishing Specialist	106.46	109.64	112.93	116.32	119.81
Word Processor/Desktop Publishing Specialist	88.15	90.79	93.51	96.32	99.21

Conference Services	11/09/11–11/08/12	11/09/12–11/08/13	11/09/13–11/08/14	11/09/14–11/08/15	11/09/15–11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Conference Manager	132.17	136.14	140.22	144.43	148.76
Senior Conference Specialist	105.36	108.52	111.78	115.13	118.58
Exhibit Specialist	75.25	77.51	79.84	82.24	84.71
Conference Specialist	65.64	67.61	69.64	71.73	73.88

Web/Database Services	11/09/11–11/08/12	11/09/12–11/08/13	11/09/13–11/08/14	11/09/14–11/08/15	11/09/15–11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Sr. Database Specialist	159.21	163.99	168.91	173.98	179.20
Database Specialist	77.34	79.66	82.05	84.51	87.05
Sr. Web Developer	132.18	136.15	140.23	144.44	148.77
Web Developer	64.16	66.08	68.06	70.10	72.20

Distribution/Information	11/09/11–11/08/12	11/09/12–11/08/13	11/09/13–11/08/14	11/09/14–11/08/15	11/09/15–11/08/16
	\$/hour	\$/hour	\$/hour	\$/hour	\$/hour
Warehouse/ Distribution Mgr	156.36	161.05	165.88	170.86	175.99
Sr. Information Specialist	108.61	111.87	115.23	118.69	122.25
Information/Distribution Specialist	87.53	90.16	92.86	95.65	98.52

OTHER DIRECT COSTS

ODC Category	GSA Rate	Unit of Measure
Art buyout A type of agreement (usually for illustration) which grants the purchaser unlimited rights to the artwork, (sometimes just for that piece -- limited use; sometimes for any use).	\$6,855.42	each
Brochure	\$3,104.40	each
Clam Shells Often used for toolkits, this is a hard plastic rectangular housing mechanism that can be up to several inches in depth to allow inclusion of print products beneath a flap, and/or a die-cast molding to insert products like audio cassettes, CDs, or videos.	\$35,580.97	each
Closed Captioning for TV PSA Captions display spoken dialogue as printed words on the television screen and are specifically designed for viewers who are deaf and hard of hearing. Captions are carefully placed to identify speakers, on- and offscreen sound effects, music, and laughter. Closed captions are hidden as data within the television signal.	\$586.80	each
Color proofs	\$552.95	each
Concept testing	\$5,868.01	each
Drum Scan Used for creating high quality scanned images from film originals.	\$516.26	each
Exhibit Production/Design	\$42,836.47	each
Courier Services	\$524.74	per week
Focus Group Services	\$33,628.21	each
Illustration	\$17,039.80	each
Media Planning & Placement	\$219,129.55	each
Media Research Database Services	\$7,571.99	each
Photography	\$9,962.26	each
Press clipping service	\$1.92	per clip
Reproduction	\$1.69	per copy
Sigma Encoding & Tracking This is used to track when a Public Service Announcement is aired on television so that the client will know when and where it has been played.	\$6,206.55	each
Survey	\$81,813.60	each
Talent – radio PSA	\$3,842.42	each
Toolkit A collection of materials sometimes including print, booklets, audio, video, (CD, DVD), and other products for educational use.	\$151,922.78	each
Transcription	\$4,451.79	each
Translation	\$677.08	per hour
Video Monitoring	\$11.28	per segment
Video Production	\$5,078.09	each
Z-card A wallet sized plastic card with fold-out paper insert containing printed information (like a map or an educational piece that an individual might carry in back pocket or in wallet).	\$214,295.21	lot

LABOR CATEGORY DESCRIPTIONS

Director

Provides leadership and strategic direction for all aspects of public health communications planning, including the design and implementation of qualitative research and the development of creative strategies for behavior change campaigns. Develops and manages science and health information dissemination programs, including oversight of information response centers. Provides expertise in policy analysis and technical assistance related to access to health care and associated measurement issues. Oversees the work of project staff to ensure adherence to technical, cost, and scheduling requirements.

Minimum education, experience and training: Advanced degree in health sciences, public health, health administration, health communications or a related field. An average of 15 years work experience with demonstrated expertise in the field, as well as the ability to provide programmatic and corporate leadership.

Project Manager

Develops and manages social marketing programs, communication strategies, and communication campaigns, including writing articles, major reports, presentations, and manuals. Plans and manages projects efficiently, on time, and within budget and interfaces with clients, government officials, potential clients, and partner organizations to meet client and organizational objectives.

Minimum education, experience and training: Bachelor's or Master's degree, with an average of 11 years work experience in health communication or equivalent academic work. Demonstrated expertise in social marketing and media relations on the national and local levels, including experience working with communications research and serving underserved populations.

Account Supervisor

Develops multi-channel communication campaigns and training programs. Interfaces with clients, government officials, potential clients and partner organizations. Selects, hires and manages subcontractors. Writes articles, major reports, presentations, and manuals. Manages all tasks efficiently on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's degree with 6-10 years communications experience. Senior level expert in health and education with extensive strategic communication expertise in the public and non-profit sectors. Media relations experience on the national and local levels and experience in serving under-served populations; experience in community development desired.

Senior Account Executive

Provides professional communications, technical assistance, public/media relations, and other program support services for public health awareness and education campaigns and programs. Develops training materials, curricula, and presentation materials that effectively communicate

information to clients and staff. Serves as task leader and manages projects efficiently, on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's or master's degree in communications or public health with 5-7 years experience. Experience in public relations agency and/or government contracting is highly desirable.

Account Executive

Participates in strategic planning of public health marketing campaigns. Provides program planning and Web site development. Conducts media outreach, tracking, and analysis. Develops educational and promotional materials. Conducts telephone interviews, site interviews, and focus groups. Works with partner organizations and coalitions, and interacts with clients with direction from the project manager. Serves as a task leader and/or collaborates with project team to complete assigned tasks.

Minimum education, experience and training: Bachelor's degree in communications, public health, or journalism and/or comparable knowledge; Master's preferred. Three or more years experience with demonstrated ability in media relations; and ability to synthesize information and translate medical/scientific facts into consumer, professional, and media formats. Experience in public relations agency, government contracting, and social marketing is highly desirable.

Junior Account Executive

Provides public and media relations, such as media list development, media pitch preparation, and press materials development for public health awareness and education campaigns. Researches and writes health education and training materials. Assists with assessment field activities, such as interviewing and data collection. Interacts with clients with direction from the project manager.

Minimum education, experience and training: Bachelor's degree in communications and/or comparable knowledge; Masters degree preferred. Three years of relevant work experience in communications or health area with demonstrated ability to translate medical/scientific facts into consumer, professional, and media formats. Public relations agency experience preferred.

Program Administrator

Provides staffing and budget forecasts, budget oversight, and financial monitoring to senior managers and project teams. Tracks spending on funded projects. Shares timely and relevant financial information and procedures with project staff.

Minimum education, experience and training: Bachelor's degree in business administration and/or comparable knowledge. Four years or more experience with demonstrated ability in budget forecasting and financial monitoring.

Senior Administrative Assistant

Provides general administrative and logistical support to senior managers, such as preparing routine correspondence, mail processing, filing, reproduction, courier services, scheduling appointments, and arranging staff and project meetings/travel. Reviews consultant/vendor

invoices for discrepancies and prepares purchase orders for payment. Analyzes financial and other reports, as requested.

Minimum education, experience and training: Two-4 years of position related experience in business administration or equivalent knowledge; Bachelor's degree in related field preferred. Demonstrated proficiency with word processing (MS WORD), Email (Outlook), spreadsheets (EXCEL), and database programs required.

Administrative Assistant

Provides general administrative and logistical support to senior managers, such as, preparing routine correspondence, mail processing, filing, reproduction, courier services, organizing and managing project files, and scheduling project and staff meetings and travel.

Minimum education, experience and training: One-3 years of position related experience in business administration or equivalent knowledge; Bachelor's degree in related field preferred. Demonstrated proficiency with word processing (MS WORD), Email (Outlook), spreadsheets (EXCEL), and database programs required.

Art Director/Senior Designer

Develops strategically sound creative concepts and research-driven print, electronic, and broadcast materials by integrating science, education and marketing communications arts. Provides expertise in presentation approaches, styles, techniques, and related production factors. Supervises and delegates creative work of vendors and designers. Supervises and/or prepares art layouts and concepts, illustrations, and detailed storyboards.

Minimum education, experience and training: Bachelor's degree in art or graphic design. Ten years or more experience in commercial production arts and technologies, design, and computer graphics. Experience with design firm with health, pharmaceutical, biomedical, or education accounts helpful.

Graphic Designer/Artist

Develops tailored communications materials and artwork including, newsletters, publication and cover designs, brochures, posters, full-scale ad campaigns, corporate identity systems, press kits, promotional packages, exhibits, and custom illustrations for diverse audiences.

Minimum education, experience and training: Bachelor's degree in graphic design. Four years or more experience in health communications with demonstrated knowledge in conceptualization, layout, typography, photography, illustration, Web/animation, production, and prepress work.

Traffic/Print Production Manager

Coordinates and tracks work for creative staff; assigns print work to graphic designers, confers with print vendors and print production team for all creative design, acts as broadcast coordinator on television and radio production, and coordinates all union talent for new and residual spots. Develops and maintains job schedules to ensure timely delivery of products and services encompassing concept and development, production, and placement or distribution. Maintains

processing/tracking records, complete job files, and retrieval systems, and develops and monitors all budgets for creative services and products.

Minimum education, experience and training: Bachelor's degree or equivalent academic work experience and a minimum of 7 years experience, or an advanced degree and a minimum of 3 years work experiences in all stages of print and broadcast production.

Production Coordinator

Provides support services to design group and Traffic/Print Production Manager. Performs in-house design work, such as laminating materials and creating business cards, labels, and design mock-ups. Conducts stock photography research and collects, files, and stores design samples; searches for files as requested by project staff; performs inventory and ordering of supplies; routes invoices.

Minimum education, experience and training: Bachelor's degree or equivalent academic work and 2 year work experience. Some design experience with a MAC required.

Senior Communications Researcher

Oversees, designs, coordinates, and conducts formative research on public health behavior change interventions, mass media campaigns, health promotion programs, and community-based programs designed to prevent or control health risk behaviors. Uses results of research to write technical reports, proposals, or articles for professional publication. Builds messaging and dissemination strategies from audience-based research to support client communications initiatives. Manages medium to large projects efficiently, on time and within budget, overseeing the work of junior Communications Research project staff.

Minimum education, experience and training: Bachelor's degree with a minimum of 7 years work experience or an advanced degree with a minimum of 4 years work experience.

Communications Researcher

Conducts communication research and program evaluation, including designing, implementing, analyzing, and presenting quantitative and qualitative health research. Develops education, training and technical assistance materials; and writes technical reports. Develops and manages social marketing and communications programs. Writes message strategies and communications plans informed by audience-based research to support project objectives. Provides strategic expertise in developing and executing brand identities, integrated communications plans and materials for clients. Manages medium-sized tasks and projects efficiently, on time and within budget, using appropriate resources of time, funds and personnel.

Minimum education, experience and training: Bachelor's degree with 3-7 years experience.

Junior Communications Researcher

Participates in qualitative research activities, such as the development of research protocol; conducting interviews, analysis and reporting the results; coordinating logistics and recruiting for upcoming focus groups; and providing budgetary estimates. Conducts literature reviews and

cross-site comparisons. Provides assistance on health research projects. Interacts with clients with direction from the project manager.

Minimum education, experience and training: Bachelor's degree with 1-3 years of relevant work experience.

Librarian

Develops and organizes print and electronic collections, including subscriptions and resource acquisitions; researches health, medical, and social science information requests using traditional and electronic information sources; produces bibliographies, citation databases, and reports.

Minimum education, experience and training: Bachelor's or Master's degree required; health related, medical library, social sciences or education preferred. Minimum 2 years experience with library science information systems and database management software, as well as Microsoft Office, MEDLINE and Dialog.

Science Writer

Translates primary research findings from peer-reviewed medical/scientific/journal sources into articles understandable and suitable for a lay audience. Develops detailed outlines, abstracts and initial drafts that synthesize the relevant and available scientific or health information. Works with researchers and editors to incorporate new research findings into existing materials on health science.

Minimum education, experience and training: Bachelor's degree or higher in health/science-based program or journalism/writing. Three–5 years experience writing or reporting on health, health science, or medicine-related issues with some or all of that experience in writing for a lay audience. Must possess or develop certified competency in Plain Language writing as defined by the National Institutes for Health and be familiar with guidelines for effective writing for the Web, as well as traditional print formats.

Senior Editor

Manages projects, schedules, budgets and staff of editors and proofreaders to ensure high-quality and timely work. Confers with clients to establish specifications and timelines. Offers consultation on document concepts, styles, and formats. Serves as lead or managing editor for multiple assignments concurrently. Writes, edits, and proofreads a wide variety of materials for multiple audiences.

Minimum education, experience and training: BA/BS degree or equivalent academic and work experience; Master's degree preferred. Minimum 5 years experience in managing the development of complex scientific publications, coordinating peer review processes, and health-related publications for general or professional audiences.

Editor

Conducts substantive editing, original writing, and document production planning, as well as proofreading and copyediting tasks. Checks facts and references and ensures

compliance with client-specific instructions. Translates health-related technical information into language appropriate for non-technical audiences as required. Interfaces with desktop publishing staff to ensure high-quality and timely work. Serves as task leader as needed.

Minimum education, experience and training: BA/BS degree or equivalent academic and work experience. Minimum 3 years experience in editing and proofreading health-related publications for general or professional audiences. Experience working with both print and electronic (HTML-based) publications.

Senior Desktop Publishing Specialist

Designs and produces high-quality, visually effective page proofs, reproduction masters, and camera-ready materials for client publications and for company documents. Develops page layouts for logical and easily understood presentation of information within the publication. Ensures cost competitive, on-time, within-budget delivery of high-quality products. Coordinates and tracts desktop publishing workload, which involves analyzing delivery commitments and workload in relation to resources. Establishes methods/measures to promote and ensure quality, responsiveness. Assists staff in development of desktop publishing skills.

Minimum education, experience and training: Bachelor's degree and/or a minimum of five years desktop publishing experience to include at least 2 years advanced experience. Knowledge of proofreading marks expected. Experience/aptitude with graphic, desktoping and word processing programs required. Familiarity with LAN-based system, GPO style, and government contracting environment is desirable. Formal study of graphic arts/design also highly desirable.

Word Processor/Desktop Publishing Specialist

Creates and/or formats documents for print or electronic publishing, including creation of styles/frames; applying templates, layout and design, business graphics, importing, placement, and linking of graphics and text files, proper use of specified styles, keyboarding as needed, and creating portable document files (PDF).

Minimum education, experience and training: Associate's degree required and 3-5 years relevant experience, preferably in a Federal contracting environment. Strong knowledge of various publishing, graphics, and word processing programs.

Conference Manager

Directs conference planning and support capabilities for large, complex, national and international conferences/meetings for clients. Oversees program and logistics design, site selection, contracting, participant communications, dignitary liaison, audiovisual technologies, meeting publications, banquet services, on-site support, reimbursement processing, and post-conference evaluation and reporting. Develops and/or coordinates consolidated budget and cost estimate submissions, and allocates project hours and/or budgets. Monitors expenditures to budget and contract approval/restriction terms.

Minimum education, experience and training: Bachelor's degree or equivalent academic and work experience. Five or more years conference management experience to include budget and

large conference management. Experience with scientific/ health, government and international meetings expected.

Senior Conference Specialist

Provides technical oversight, direction and quality assurance/control for all aspects of conference planning. Oversees and conducts facility and vendor negotiations, selections and performance. Processes purchase orders and invoices; monitors expenditures to budget and contract approval/restriction terms. Prepares or contributes to reports/analysis for project director.

Minimum education, experience and training: Bachelor's degree or equivalent academic and work experience. Five or more years conference management experience to include budget and large conference management. Experience with scientific/ health, government and international meetings expected.

Conference Assistant

Provides general administrative and logistics support to conference team. Prepares administrative, conference-related documents and correspondence. Proofreads and formats documents, such as meeting invitations, confirmations, and thank-you letters; logistics fact sheets; guidelines for reimbursements, posters and exhibits, preparation of abstracts, speaker facilitation, agendas and/or programs. Leads tasks such as mailing, collating and coordinating mail-outs, stuffing of folders and nametags. Staffs onsite registration desk and provides conference support.

Minimum education, experience and training: Associate's degree or equivalent experience preferred.

Exhibit Specialist

Provides planning and implementation of annual exhibit programs for clients. Handles all logistical exhibit arrangements; including shipment of exhibit displays and publications. Prepares and maintains a timeline and tracking system to manage the work and ensure that details are handled and deadlines are met. Researches, prepares and monitors exhibit budgets. Compiles exhibit evaluations and prepares client reports.

Minimum education, experience and training: Bachelor's degree preferred with minimum of three years of exhibits management experience. Knowledge of technology applications related to exhibits strongly desired. Knowledge of health-related marketing, exhibiting, and communications preferred.

Senior Database Specialist

Conceptualizes and defines project database requirements. Designs, develops, tests, deploys, and maintains interactive, data-driven complex information systems and databases using 508-compliant Web applications with Microsoft tools and technologies. Directs the work of junior database specialists.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development. Requires 5 or more years experience in database

development, testing, documentation, and deployment. Strong programming background with most major versions of HTML (IE and Netscape extension code) required; developing n-tier Web applications using Visual Basic, C++ and/or Microsoft SQL Server and hands-on development experience with the Microsoft.NET Platform is preferable. Microsoft developer certification is desirable.

Database Specialist

Designs, maintains, and runs queries and reports using databases developed in MS-SQL Server 2000, MS-ACCESS, and MYSQL for various projects. Formats, tests, and disseminates broadcast e-mail messages and press releases to members of client databases. Ensures that broadcast mailings are compliant with the CAN/SPAM ACT.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development. Strong programming background with most major versions of HTML (IE and Netscape extension code) required; experience developing n-tier Web applications using Visual Basic, C++ and/or Microsoft SQL Server and hands-on development experience with the Microsoft.NET Platform is preferable. Microsoft developer certification is desirable.

Senior Web Developer

Conceptualizes layout and design of Web sites and pages, and takes projects through the production and launch processes to deliver quality designs on time. Creates 508-compliant public health and education-focused Web sites/pages, ecommerce Web-sites, intranet and extranet sites, marketing campaign e-mails, monthly on-line e-zine publications, brochures, advertisements and collateral materials. This includes development of logos, graphic images, animations, Web site designs and Web page layouts optimized for the Web and suited to the project's needs. Directs the work of Web Developer.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science, graphics/Web design, or art. Three+ years graphic/Web design experience desired in the following areas: Photoshop, Dreamweaver, PowerPoint & other design tools as well as HTML, DHTML, CSS, JavaScript, XML; knowledge of 508-compliance and related accessibility issues required.

Web Developer

Creates 508-compliant public health and education-focused Web sites/pages, ecommerce Web sites, intranet and extranet sites, marketing campaign e-mails, monthly on-line e-zine publications, brochures, advertisements and collateral materials. This includes development of logos, graphic images, animations, Web site designs and Web page layouts optimized for the Web and suited to the project's needs.

Minimum education, experience and training: Bachelor's degree or equivalent related experience in computer science/software development with one or more years of professional Web development experience in: Photoshop, Dreamweaver, PowerPoint & other design tools as well as HTML, DHTML, CSS, JavaScript, XML.

Warehouse/Distribution Manager

Directs the fulfillment of orders, including mass mailing of materials; maintains an accurate inventory of all materials, and monitors costs and budgets related to the warehouse and fulfillment functions of projects. Provides cost estimates for mass mailings; oversees all aspects of mass mailing projects, including issuance of bids for projects, vendor selection, performance, and quality control and accounting for tasks performed by third parties. Selects the most cost effective shipping methods to meet delivery time frames; tracks time sensitive shipments en route, and resolves tracking or delivery issues. Oversees the assembly, shipment, and return of all displays and materials in support of exhibits/conferences.

Minimum education, experience and training: High school diploma or GED equivalent required. Associate's degree or other post-high school education or training preferred. Three or more years warehouse, distribution, or delivery management experience required.

Senior Information Specialist

Serves as a resource for Inquiry Response staff and for senior level assistance with complex and/or technical inquiries or information searches. Conducts Web and literature searches and develops timely and accurate responses to fax, e-mail, or standard mail inquiries from professionals and the public, including referrals to client approved external resources.

Minimum education, experience and training: Bachelor's degree in nursing, health sciences, public health, or information science/technology field; Master's degree preferred. Five years or more experience in clinical settings, health projects and/or health information service programs with demonstrated research and inquiry response skills, a thorough knowledge of health information resources.

Information/Distribution Specialist

Conducts Web and literature searches and develops timely and accurate responses to fax, e-mail, or standard mail inquiries from professionals and the public, including referrals to client approved external resources.

Minimum education, experience and training: Bachelor's degree in health sciences, public health, health administration health information or a related information science/technology field. One-3 years experience in health projects and/or health information service programs with demonstrated research and inquiry response skills, a strong knowledge of health information resources

Customer Information

- 1a. **Awarded Special Item Numbers (SINs):**
 - SIN 541-1 Advertising Services
 - SIN 541-2 Public Relations
 - SIN 541-4A Market Research and Analysis Services
 - SIN 541-4B Video/Film Production Services
 - SIN 541-4C Exhibit Design and Implementation Services
 - SIN 541-5 Integrated Marketing Services
- 1b. **Prices:** See page 6 for labor categories, hourly rates, and other direct costs.
2. **Maximum Order:** \$1,000,000
3. **Minimum Order:** \$300
4. **Geographic Coverage:** Domestic and Overseas
5. **Points of Production:** Washington, DC; Baltimore, MD; Frederick, MD; Silver Spring, MD; Palo Alto, CA; Sacramento, CA; Atlanta, GA; Chapel Hill, NC; and Concord, MA
6. **Discount From List Prices:** All prices are net.
7. **Quantity Discounts:** None
8. **Prompt Payment Terms:** None
- 9a. **Government Commercial Credit Card:** Not acceptable
- 9b. **Discount for Payment by Government Credit Card:** None
10. **Foreign Items:** None
- 11a. **Time of delivery:** Specified by task order
- 11b. **Expedited Delivery:** Contact contractor
- 11c. **Overnight/2-Day Delivery:** Contact contractor
- 11d. **Urgent Requirements:** No
12. **F.O.B. Point:** Destination

- 13. Ordering Address:** American Institutes for Research
1000 Thomas Jefferson St., NW
Washington, DC 20007-3835
Attn: Nilva daSilva
Phone: 202-403-5086
Fax: 202-403-5020
Email: gsaaims@air.org
Contractor Website: <http://www.air.org>
- 14. Payment Address:** Same as above
- 15. Warranty Provisions:** Standard commercial warranty
- 16. Export Packing Charges:** Not applicable
- 17. Terms and Conditions of Government Commercial Credit Card Acceptance:** Not applicable
- 18. Data Universal Number System (DUNS) Number:** 04-173-3197