



Advertising and Integrated Marketing Solutions (AIMS)



RTI International

Web Site: <http://www.rti.org/gsa>

General Services Administration

Federal Supply Services

Advertising and Integrated Marketing Solutions

Contract Number: GS-07F-0112U

Contract Period: 12/1/2010 to 11/30/2015

Company Information

Contractor: Research Triangle Institute

3040 East Cornwallis Road

P.O. Box 12194

Research Triangle Park, NC 27709-2194 USA

Business Size: Large business

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Trade Name: RTI International



Company Overview

RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. Our staff of more than 2,800 provides research and technical services to governments and businesses in more than 40 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory testing and chemical analysis.

AIMS Schedule Services

541-4A Market Research and Analysis

541-4B Video/Film Production

541-4C Exhibit Design and Implementation Services

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Comprehensive Advertising and Integrated Marketing Solutions

RTI International provides world-class services so organizations achieve their missions with optimal impact. Market research and analysis, video and film production, digital communications, visual design, campaign planning and more—we work to exceed your expectations so you can reach your destination.





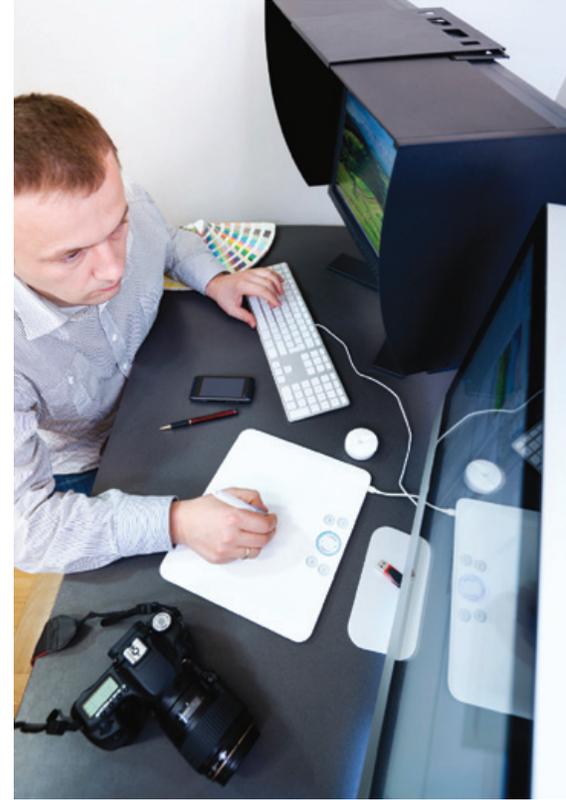
541-4B. Video/Film Production

Whether you need a national PSA, a video testimonial, an animated film, or a training product, RTI can provide the expertise. RTI's award-winning videographers, animators, directors, writers, and video editors offer the latest in digital communications to write, shoot, edit, and capture.

We produce attention-grabbing videos, radio spots, and podcasts that resonate and inspire action. Our experts can optimize your video distribution and outreach, as well as plan and support live streaming, webinars, and mobile videos.

Selected services include

- Creative visioning and strategic planning
- Writing, scripting, and editing
- Directing, casting, and narration
- Videography, animation, and final production
- Video scoring, music, and sound effects
- Online video campaigns, ads, and search engine optimization (SEO)
- Live-streaming, webinar support, and mobile video
- Digital distribution and analytics
- Radio production
- Podcasting
- 508-compliance consulting





541-4C. Exhibit Design and Implementation Services



Whether you're planning a workshop with 50 attendees, a large-scale conference for thousands, or a virtual event, RTI makes it happen with detailed logistics, on-call service, and quality support that leave attendees remembering and retelling their positive experience with colleagues back home.

We create compelling events that feature a unifying theme and draw in those you want to reach. Our team energizes the event experience with the latest communication technologies and design—lighting, sound, audio, photo, video, and interactive media. RTI handles event design, promotion, and implementation, including arrangements for exhibits, staffing and speakers, post-event reporting, and close out.

Selected services include

- Custom, compelling interactive display graphics
- Conference app development
- Social media promotion
- Live-streaming and text-messaging support
- Virtual conference planning and development
- Video and photography services
- Light and sound production
- Guerilla marketing
- Pricing and negotiations
- Logistics planning and rental coordination
- Collateral materials development
- Conference and exhibit management
- Speaker recruitment





541-5. Integrated Marketing Services

We develop, execute, and evaluate integrated marketing approaches. Our portfolio of past marketing campaigns includes public relations and media, digital communications and web-based marketing, creative production, and community outreach.

Marketing, Media, and Outreach

RTI provides organizations with a wealth of expertise to successfully design, develop, and deliver communication interventions. RTI partners with clients to reach their lay, professional, and expert audiences.

Selected services include

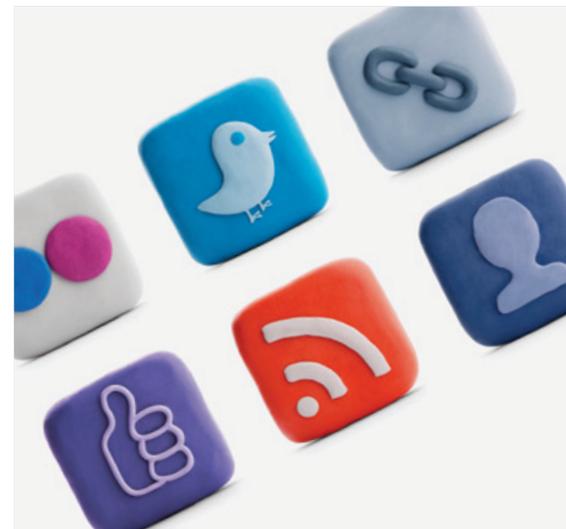
- Strategic communications
- Campaign development, implementation, and tracking
- Mainstream and trade media outreach
- Blogger outreach and online ambassador programs
- Partnership development and management
- Community-based and special populations outreach
- Multicultural communications
- Media buying and planning
- Press conferences and events
- Speech training

Digital Strategy and Social Media Communications

RTI marries technology know-how with content and design expertise. Our clients look to us to optimize digital communications and social media to build and mobilize communities. We drive conversation and cultivate relationships with email marketing, SEO, online advocacy, inbound marketing, blogger outreach, online public relations, and online advertising.

Selected services include

- Strategic online campaigns
- Email marketing and SEO
- Digital promotion and outreach
- Online advertising and public relations
- Community management
- Social analytics
- E-learning
- Training and technical assistance
- Customer relationship management





Web Design and Development

RTI's web design and development services will best showcase your content on any web-enabled device—from desktop to tablet or mobile phone. With our user-centered design process, RTI can support project web sites, mobile applications, e-book development, outreach materials, e-learning portals, and other online deliverables.

RTI offers comprehensive services to analyze, design, develop, and maintain our client's sites. Our team includes Section 508 experts who champion accessibility and compliance. Our experts work with our usability specialists, visual designers, content strategists and developers. Together, we have a strong history of advising clients on enhancing the user experience and achieving a “one web” vision.

Selected services include

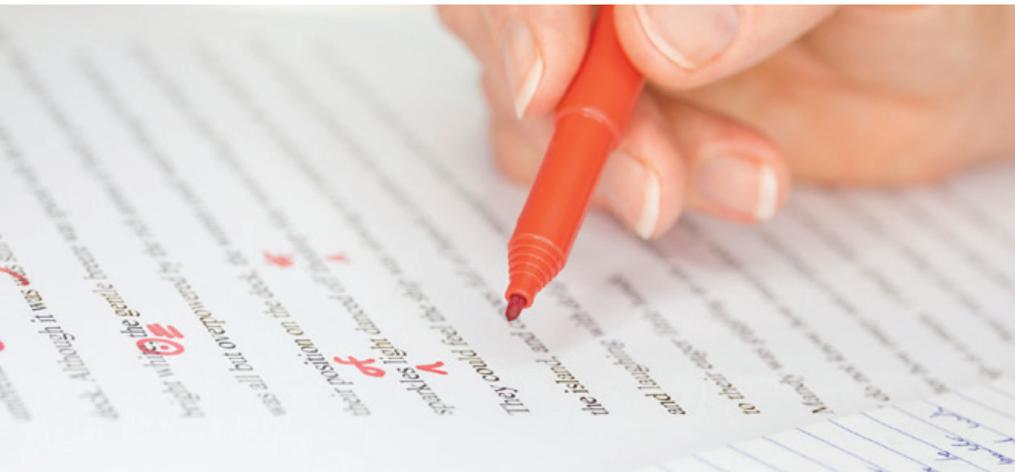
- Web audit and analysis
- User research
- Web, mobile, and content strategy
- Visual design, information architecture, and navigation
- Wire-framing and prototyping
- Taxonomy strategies and implementation
- Apps, e-books, widgets and APIs
- Collaboration platforms and blogs
- Open-source software development
- Section 508 compliance management

Publication Services

RTI's editors, writers, and document preparation specialists provide comprehensive support for the creation, editing, and publication of a wide variety of professional, scholarly, and marketing products and related materials. Whether web, interactive, or print, our team ensures effective communication tailored for both client preferences and the intended audience.

Selected services include

- Content development
- Technical writing and editing
- Document formatting
- Plain language writing and editing
- Health literacy consulting
- File conversion for Section 508 compliance
- Transcription and transcreation





Creative Design

Our award-winning design team ensures information is effectively and attractively presented for the appropriate audience. Drawing on our formative research, RTI develops messages and materials for print, video, radio, broadcast, web, mobile, and interactive formats.

Selected services include

- Branding and logo design
- Illustration
- Photography
- Materials development
- Large format displays and exhibits
- Interactive presentations

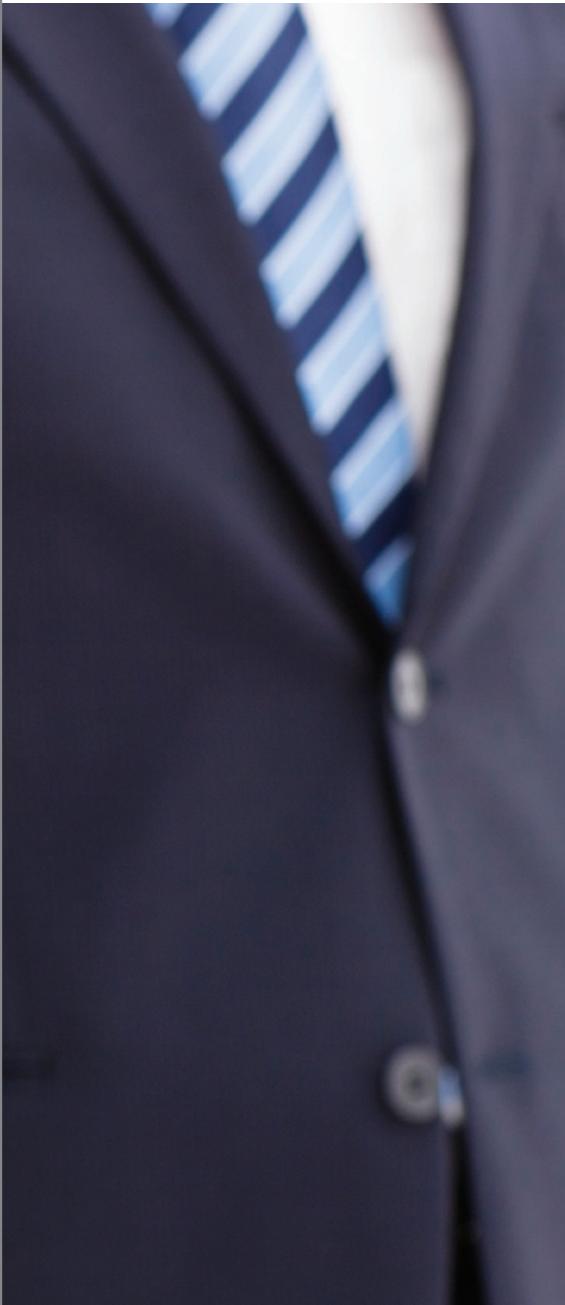




RTI AIMS Schedule

GS-07F-0112U – Research Triangle Institute







Terms and Conditions

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. See attached table.
2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$100
4. **Geographic coverage (delivery area):** Domestic, 48 states, Washington DC.
5. **Point(s) of production (city, county, and State or foreign country).** Research Triangle Park, NC primarily.
6. **Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted). See prices attached
7. **Quantity discounts:** None offered.
8. **Prompt payment terms:** Net 30 days
- 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Contact Contractor
10. **Foreign items** (list items by country of origin). None
- 11a. **Time of delivery.** Specified on the Delivery Order
- 11b. **Expedited Delivery.** Items available for expedited delivery are noted in this price list under this heading. Contact Contractor
- 11c. **Overnight and 2 day delivery.** The Contractor will indicate whether overnight and 2 day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2 day delivery. Contact Contractor
- 11d. **Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery. Contact Contractor
12. **F.O.B. point(s).** Destination.
- 13a. **Ordering address.** Same as contractor above or by email to aims@rti.org



- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. **Payment address.** Same as contractor above.
15. **Warranty provision.** Contractor's Standard Commercial Warranty.
16. **Export packing charges,** if applicable. N/A.
17. **Terms and conditions of Government purchase card acceptance** (any thresholds above the micro-purchase level). Will accept up to \$5,000.
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 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. **Preventive 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. **Section 508 compliance information** on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: www.Section508.gov/. Contractor will meet 508 requirements as specified in Orders.
25. **Data Universal Number System (DUNS) number.** 00-486-8105
26. **Notification regarding registration in Central Contractor Registration (CCR) database.** Research Triangle Institute is registered in the CCR.

Current AIMS Schedule terms available on line at

<http://www.gsaelibrary.gsa.gov/>


AIMS Rate Schedule – SINS: 541-4A, 541-4B, 541-4C, 541-5

Labor Categories	Year 6 12/1/2012 - 11/30/2013	Year 7 12/1/2013 - 11/30/2014	Year 8 12/1/2014 - 11/30/2015	Year 9 12/1/2015 - 11/30/2016	Year 10 12/1/2016 - 11/30/2017
Creative Services					
Creative Director	\$312.92	\$322.50	\$332.36	\$342.54	\$353.02
Account Executive	\$214.11	\$220.66	\$227.41	\$234.37	\$241.54
Senior Account Supervisor	\$172.06	\$177.33	\$182.75	\$188.34	\$194.11
Creative Services Manager 2	\$159.21	\$164.08	\$169.10	\$174.28	\$179.61
Creative Services Manager 1	\$120.52	\$124.21	\$128.01	\$131.93	\$135.96
Multi-Media/Web Designer	\$149.90	\$154.49	\$159.21	\$164.09	\$169.11
Video/New Media Specialist	\$88.85	\$91.57	\$94.37	\$97.26	\$100.23
Editors/Graphic Designer/Illustrator 2	\$138.10	\$142.33	\$146.68	\$151.17	\$155.80
Editors/Graphic Designer/Illustrator 1	\$89.95	\$92.70	\$95.54	\$98.46	\$101.48
Project Coordinator	\$117.83	\$121.44	\$125.15	\$128.98	\$132.93
Administrative Support	\$74.75	\$77.04	\$79.39	\$81.82	\$84.33
Word Processors	\$50.67	\$52.22	\$53.82	\$55.47	\$57.16
Marketing Specialists					
Senior Marketing Specialist 4	\$339.52	\$349.91	\$360.62	\$371.65	\$383.02
Senior Marketing Specialist 3	\$285.05	\$293.77	\$302.76	\$312.03	\$321.57
Senior Marketing Specialist 2	\$228.04	\$235.02	\$242.21	\$249.62	\$257.26
Senior Marketing Specialist 1	\$179.89	\$185.39	\$191.07	\$196.91	\$202.94
Midlevel Marketing Specialist 2	\$157.09	\$161.90	\$166.85	\$171.96	\$177.22
Midlevel Marketing Specialist 1	\$126.68	\$130.56	\$134.55	\$138.67	\$142.91
Associate Marketing Specialist 2	\$114.02	\$117.51	\$121.10	\$124.81	\$128.63
Associate Marketing Specialist 1	\$89.95	\$92.70	\$95.54	\$98.46	\$101.48
Research Assistant 2: Marketing Specialist	\$78.55	\$80.95	\$83.43	\$85.98	\$88.61
Research Assistant 1: Marketing Specialist	\$65.88	\$67.90	\$69.97	\$72.11	\$74.32
Survey Scientists					
Survey Scientist 4	\$382.60	\$394.31	\$406.37	\$418.81	\$431.62
Survey Scientist 3	\$268.57	\$276.79	\$285.26	\$293.99	\$302.98
Survey Scientist 2	\$209.05	\$215.45	\$222.04	\$228.83	\$235.84
Survey Scientist 1	\$183.69	\$189.31	\$195.10	\$201.07	\$207.23
Midlevel Survey Scientist 2	\$148.23	\$152.77	\$157.44	\$162.26	\$167.22
Midlevel Survey Scientist 1	\$124.16	\$127.96	\$131.87	\$135.91	\$140.07
Associate Survey Scientist 2	\$103.88	\$107.06	\$110.33	\$113.71	\$117.19
Associate Survey Scientist 1	\$81.08	\$83.56	\$86.12	\$88.75	\$91.47
Research Assistant 2: Survey Scientist	\$68.41	\$70.50	\$72.66	\$74.88	\$77.18
Research Assistant 1: Survey Scientist	\$59.55	\$61.37	\$63.25	\$65.19	\$67.18
Data Collection Support	\$43.07	\$44.39	\$45.75	\$47.15	\$48.59
Interviewer	\$38.01	\$39.17	\$40.37	\$41.61	\$42.88

(continued)



Labor Categories	Year 6 12/1/2012 - 11/30/2013	Year 7 12/1/2013 - 11/30/2014	Year 8 12/1/2014 - 11/30/2015	Year 9 12/1/2015 - 11/30/2016	Year 10 12/1/2016 - 11/30/2017
Statisticians					
Sr. Statistician 4	\$374.99	\$386.46	\$398.29	\$410.48	\$423.04
Sr. Statistician 3	\$276.18	\$284.63	\$293.34	\$302.32	\$311.57
Sr. Statistician 2	\$236.90	\$244.15	\$251.62	\$259.32	\$267.25
Sr. Statistician 1	\$186.24	\$191.94	\$197.81	\$203.87	\$210.10
Midlevel Statistician 2	\$169.76	\$174.95	\$180.31	\$185.83	\$191.51
Midlevel Statistician 1	\$146.95	\$151.45	\$156.08	\$160.86	\$165.78
Associate Statistician 2	\$122.89	\$126.65	\$130.53	\$134.52	\$138.64
Associate Statistician 1	\$103.88	\$107.06	\$110.33	\$113.71	\$117.19
Research Assistant 2: Statistician	\$93.74	\$96.61	\$99.56	\$102.61	\$105.75
Research Assistant 1: Statistician	\$78.55	\$80.95	\$83.43	\$85.98	\$88.61
Computer Programmers					
Sr. Computer Programmer/Scientist 4	\$268.57	\$276.79	\$285.26	\$293.99	\$302.98
Sr. Computer Programmer/Scientist 3	\$240.71	\$248.08	\$255.67	\$263.49	\$271.55
Sr. Computer Programmer/Scientist 2	\$226.77	\$233.71	\$240.86	\$248.23	\$255.83
Sr. Computer Programmer/Scientist 1	\$184.96	\$190.62	\$196.45	\$202.46	\$208.66
Midlevel Computer Programmer/Scientist 2	\$171.03	\$176.26	\$181.66	\$187.22	\$192.94
Midlevel Computer Programmer/Scientist 1	\$149.49	\$154.06	\$158.78	\$163.64	\$168.64
Associate Computer Programmer/Scientist 2	\$140.63	\$144.93	\$149.37	\$153.94	\$158.65
Associate Computer Programmer/Scientist 1	\$115.29	\$118.82	\$122.45	\$126.20	\$130.06
Research Asst 2: Comp Programmer/Scientist	\$96.28	\$99.23	\$102.26	\$105.39	\$108.62
Research Asst 1: Comp Programmer/Scientist	\$79.82	\$82.26	\$84.78	\$87.37	\$90.05



Research Triangle Institute GS-07F-0112U – Other Direct Costs - SIN 541-1000

Description	Price
CD Duplication Pricing	
Price Per CD	
Black (7.50 (1-9) + 15. setup)	\$22.50
Full Color (8.50 (1-9) + setup 35.00)	\$43.50
Adhesive Color Label (8.50 (1-9) + setup 35.00)	\$43.50
3" Mini or Business Card CD w/adhesive label (8.50 (1-9) + 15. setup)	\$43.50
Stock Packaging Options	
Jewel Box with tray	\$0.45
Jewel Box w/double hinged tray	\$0.45
TrimPak	\$0.30
Slimline Jewel Box	\$0.30
C-shell	\$0.30
Soft-Poly Case w/Trap	\$0.30
Soft-Poly Case	\$0.30
Paper Envelop with Window	\$0.15
Tyvek Envelop with Window	\$0.20
3" Mini Clear Vinyl Sleeves	\$0.25
Color Copy Inserts	
Tray Card (4/0) 1-sided, for tray(back side) of jewel box (.40 + 15. setup)	\$15.40
2 Panel Insert (4/0) 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.40
4 Panel Insert (4/0) folded, 1-sided, front insert for jewel box (.45 + 15. setup)	\$15.45
4 Panel Insert (4/0) folded, 2-sided, front insert for jewel box (1.25 + 15. setup)	\$16.25
Retail Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)	\$15.60
Poly Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)	\$15.60
Graphic Design Services (hourly rate for non-conforming artwork or requested services)	\$75.00
DVD Duplicating Pricing	
Price per DVD	
Black (7.50 (1-9) + 15. setup)	\$22.50
Full Color (7.5 (1-9) + 35. setup)	\$42.50
Adhesive Color Label (7.5 (1-9) + 35. setup)	\$42.50
Stock Packaging Options	
Retail Style Case	\$0.40
C-shell	\$0.30
Jewel Box with DVD logo tray	\$0.45
Jewel Box w/double hinged tray	\$0.45
TrimPak	\$0.30
Slimline Jewel Box	\$0.30
Soft-Poly Case w/Trap	\$0.30
Soft-Poly Case	\$0.30
Paper Envelop with Window	\$0.15
Tyvek Envelop with Window	\$0.20



Color Copy Inserts		
Retail case wrap Image on 1-side only (.60 + 15. setup)		\$15.60
Tray Card (4/0) 1-sided, for tray(back side) of jewel box (.40 + 15. setup)		\$15.40
2 Panel Insert (4/0) 1-sided, front insert for jewel box (.45 + 15. setup)		\$15.45
4 Panel Insert (4/0) folded, 1-sided, front insert for jewel box (.45 + 15. setup)		\$15.45
4 Panel Insert (4/0) folded, 2-sided, front insert for jewel box (1.25 + 15. setup)		\$16.25
Poly Case Wrap (4/0) Image on 1-side only (.6 + 15. setup)		\$15.60
Graphic Design Services (hourly rate for non-conforming artwork or requested services)		\$75.00
Camera Operator		\$400/day
Video Editor		\$40/hour
Replication w/ 4 color wallets		
Quantity	CDs each	DVDs Each
300	n/a	\$2.99
500	n/a	\$2.18
1,000"	\$0.99	\$1.19
5,000"	\$0.71	\$0.85
10,000"	\$0.59	\$0.64
Equipment Rental		
Teleprompter		\$300 per day
Camera		\$550 per day
Edit System:		
Final Cut Studio HD Uncompressed Edit Package		\$350 per day
Non Linear Custom Upgrade-Photoshop		\$50 per day
Non Linear Custom Upgrade-After Effects		\$50 per day
Non Linear VTR Upgrade #1 - PVW 2800		\$50 per day
Standard ODC's		
Copying		\$0.09 per copy
Regular telephone calls		\$.06 per minute
Postage/Shipping		Federal Express Government Rates
Meeting Costs		
Based on 150 people		
Parking per day		\$8
Room Rental per day		\$1,500
4 Breakout Training Rooms		\$2,000
Meals (includes continental breakfast, am break (w/fruit and cookies, lunch and afternoon break)		\$64.75
Subtotal per day		\$3,572.75
5 % Tax (baltimore)		178.64
20 % Service Charge (meals only)		\$12.95
Total Meeting Costs per day		\$3,764.34
Focus Group Facility Rental		\$1,200/day
Outside Focus Group Moderators		\$204 per hour
Focus Group Verbatim Transcription		\$25 per hour
Video Transcription		\$1,755



Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Creative Services			
Creative Director	Responsible for the design of branding and advertising for a client, ensuring a match with client's requirements and desired image, and interpreting a client's communications strategy and developing creative approaches and treatments that align with that strategy. Also initiates and stimulates creative ideas for and from everyone involved in the creative process.	Ph.D.	10 yrs
Account Executive	Plans, conducts and supervises projects utilizing integrated business services, requiring advanced knowledge of the relevant science and the ability to apply new and unique methods and procedures to meet client's mission oriented needs.	MS / MA	6 yrs
Senior Account Supervisor	Plans and coordinates publication and creative services. Provides advice and management supervision for marketing, design, and video professionals, especially on more complex projects. Has advanced knowledge and experience in project development and overseas project budgets, schedules, and client interactions.	BA / BS	10 yrs
Creative Services Manager 2	Plans and coordinates publication and creative services. Provides advice and management supervision for marketing, design, and video professionals, especially on more complex projects. Has advanced knowledge and experience in project development and management.	BA / BS	6 yrs
Creative Services Manager 1	Oversees Video/New Media department and projects including budgets, schedules, and client interactions. Provides project oversight and consulting to Video/New Media Specialists. May lead complex Video/New Media projects and task orders. Has extensive experience in the production of video and new media products.	BA / BS	3 yrs
Multi-Media/Web Designer	Develops multi-media designs for use in electronic media or website development and digital and social media. Has specific design training and experience. Has knowledge and experience in working with pertinent software development packages.	BA / BS	5 yrs
Video/New Media Specialist	Develops straightforward Video/New Media Products for broadcast, web, or DVD delivery. Has background in Video/New Media development and production. Specializes in specific aspects of video/new media production and can apply knowledge of specific software.	BA / BS	2 yrs
Editors/Graphic Designer/ Illustrator 2	Edit scientific documentation (reports and other project deliverables) to ensure accuracy of spelling, grammar, punctuation, and references; copy edit to ensure consistency and appropriateness of tone and style, as well as consistency of formatting. Also provides substantive editing when needed to ensure good organization and logical flow of text. Develop diagrams, flow charts, and other images to accompany text from reports and other project deliverables. Create brochures, flyers, posters, photo collages, and PowerPoint or custom slides. Design newsletters, letterhead, CD labels, certificates, programs, or report covers for project deliverables. Develop technical illustrations, including tables and graphs, Gantt charts, chart, maps, and other conceptual models. Has advanced level knowledge of pertinent software development packages and is able to apply knowledge using new and unique methods.	AS	4
Editors/Graphic Designer/ Illustrator 1	Edit scientific documentation (reports and other project deliverables) to ensure accuracy of spelling, grammar, punctuation, and references. Copy edit to ensure consistency and appropriateness of tone and style, as well as consistency of formatting. Can also provide substantive editing when needed to ensure good organization and logical flow of text. Develop diagrams, flow charts, and other images to accompany text from reports and other project deliverables. Create brochures, flyers, posters, photo collages, and PowerPoint or custom slides. Design newsletters, letterhead, CD labels, certificates, programs, or report covers for project deliverables. Develop technical illustrations, including tables and graphs, Gantt charts, chart, maps, and other conceptual models. Has knowledge and experience in working with pertinent software development packages.	High School	2
Project Coordinator	Provides data management, logistics, data publication, and testing support to projects; and is responsible for maintaining project and program Gantt charts and financial databases, gathering estimate to complete information from project participants, and preparing management and customer reports for review and approval by the Project Manager. Work independently and consistently meet project deadlines.	BA/BS	4
Administrative Support	Perform project financial analysis through monitoring actual costs incurred, projecting future costs and estimating costs which have been spent yet not incurred and comparing these amounts to budget. Additional support provided for monitoring subcontract invoices and aiding in the approval of invoices. Staff prepares financial progress reports and charts as required in the contract.	AS	2
Word Processors	Perform various document preparation tasks, including formatting, typing, and limited graphics development. Create templates shells for reports. Create PDF files, online forms, mail merge documents, and HTML files as needed.	High School	0

(continued)



Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Marketing Specialists			
Senior Marketing Specialist 4	Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.	Ph.D.	8 yrs
Senior Marketing Specialist 3	Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.	Ph.D.	6 yrs
Senior Marketing Specialist 2	Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.	Ph.D.	4 yrs
Senior Marketing Specialist 1	Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.	Ph.D.	2 yrs
Midlevel Marketing Specialist 2	Performs market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but may use innovative approaches and/or complex analyses. Tasks include design/development of market research strategies and qualitative and quantitative data collection methods; focus group design and moderation; developing and leading data analyses strategies. Coordinates marketing activities with other specialists (e.g., design and web specialists).	MA / MS	3 yrs
Midlevel Marketing Specialist 1	Performs market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but may use innovative approaches and/or complex analyses. Tasks include design/development of market research strategies and qualitative and quantitative data collection methods; focus group design and moderation; developing and leading data analyses strategies. Coordinates marketing activities with other specialists (e.g., design and web specialists).	MA / MS	1 yr
Associate Marketing Specialist 2	Performs market research/analysis and integrated marketing tasks of some technical complexity, applying standard and established theories, concepts, and techniques. Examples of tasks include assisting with design/development of qualitative and quantitative data collection methods; collecting data (e.g., conducting interviews); analyzing, interpreting, and summarizing findings. Assists with coordination of marketing activities with other specialists (e.g., design and web specialists).	BA / BS	4 yrs
Associate Marketing Specialist 1	Performs market research/analysis and integrated marketing tasks of some technical complexity, applying standard and established theories, concepts, and techniques. Examples of tasks include assisting with design/development of qualitative and quantitative data collection methods; collecting data (e.g., conducting interviews); analyzing, interpreting, and summarizing findings. Assists with coordination of marketing activities with other specialists (e.g., design and web specialists).	BA / BS	2 yrs
Research Assistant 2: Marketing Specialist	Provides administrative and limited technical support for integrated marketing and research activities; examples include conducting literature searches and summarizing information, assisting with data analysis and preparing data summaries.	HS	1 yr
Research Assistant 1: Marketing Specialist	Provides administrative and limited technical support for integrated marketing and research activities; examples include conducting literature searches and summarizing information, assisting with data analysis and preparing data summaries.	HS	0 yr

(continued)



Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Survey Scientists			
Survey Scientist 4	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	12
Survey Scientist 3	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	10
Survey Scientist 2	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	8
Survey Scientist 1	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	6
Midlevel Survey Scientist 2	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	3
Midlevel Survey Scientist 1	Perform survey research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	1
Associate Survey Scientist 2	Perform survey research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	4
Associate Survey Scientist 1	Perform survey research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	2

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Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Research Assistant 2: Survey Scientist	Perform survey research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	1
Research Assistant 1: Survey Scientist	Perform survey research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	0
Data Collection Support	Assists in various data collection tasks across projects of all sizes.	High School	0
Interviewer	Conducts interviews with survey respondents.	High School	0
Statisticians			
Sr. Statistician 4	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	Ph.D.	8
Sr. Statistician 3	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	Ph.D.	6
Sr. Statistician 2	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	Ph.D.	4
Sr. Statistician 1	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	Ph.D.	2
Midlevel Statistician 2	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	3

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Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Midlevel Statistician 1	Perform statistics research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	1
Associate Statistician 2	Perform statistics research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	4
Associate Statistician 1	Perform statistics research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	2
Research Assistant 2: Statistician	Perform statistics research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	1
Research Assistant 1: Statistician	Perform statistics research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	0
Computer Programmers			
Sr. Computer Programmer/Scientist 4	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	12
Sr. Computer Programmer/Scientist 3	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	10
Sr. Computer Programmer/Scientist 2	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	8

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Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Experience
Sr. Computer Programmer/Scientist 1	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that are organized, clear, and in the proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative. May be considered a national expert in field of expertise.	MA/MS	6
Midlevel Computer Programmer/Scientist 2	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	3
Midlevel Computer Programmer/Scientist 1	Perform computing research tasks of significant technical complexity, applying standard and established theories, concepts, and techniques but often using innovative approaches and/or complex statistical analyses; develop or direct the development of innovative and creative technical solutions to research problems, questions, and issues, using or extending state-of-the-art methods and technology; direct development of timely project reports that demonstrate organization, clarity, and proper format. Work is performed with minimal supervision and guidance. Results of work are considered technically authoritative.	MA/MS	1
Associate Computer Programmer/Scientist 2	Perform computing research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	4
Associate Computer Programmer/Scientist 1	Perform computing research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; preparing chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the project manager or more experienced researchers.	BA/BS	2
Research Asst 2: Computer Programmer/Scientist	Perform computing research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	1
Research Asst 1: Computer Programmer/Scientist	Perform computing research and administrative tasks of limited technical complexity, applying standard and established techniques; examples include conducting literature searches and summarizing information, collecting data, preparing tables, graphs, and executing straightforward quantitative analyses using spreadsheet or statistical software, and organizing and filing project materials; write chapters of project reports that are organized, clear, and in the proper format; complete work products on schedule. Project manager supervises all activities, providing detailed oral and/or written instruction and reviewing all work for accuracy, completeness, and soundness of judgment.	High School	0

The minimum education and experience criteria included in the list may be substituted for each other per the following equivalencies:

Equivalencies: 4 yrs experience = BA/BS; 2 years experience plus AS degree or some college attendance = BA/BS;

3 years experience plus BA/BS = MS; 5 years experience plus AS or some college attendance = MS

4 years experience plus MS = Ph.D.; 8 years plus BA/BS = Ph.D.; 10 years plus AS or some college attendance = Ph.D.

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