



Contract Holder



**GENERAL SERVICES ADMINISTRATION
Federal Acquisition Service
Authorized Federal Acquisition Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage!

is: <http://gsaadvantage.gov/>

Schedule Title: Advertising and Integrated Marketing Solutions.

Standard Industrial Group: 541

Service Code: R466

Contract number: GS-07F-0138T

Current through mod A146, effective 08/24/2011

For more information on ordering from Federal Acquisition Schedules click on the FAS Schedules button at <http://www.gsa.gov>

Contract period: July 2, 2001 and end date is June 30, 2016

Wirthlin Worldwide, LLC dba Harris Interactive
60 Corporate Woods
Rochester, NY 14623-1473

585.272.8400

585.272.0824 fax

[http:// www.harrisinteractive.com](http://www.harrisinteractive.com)

Business size: Other than small.

(ii) CUSTOMER INFORMATION:

1a. Table of awarded special item number with appropriate cross-reference to item descriptions and awarded prices (please see pages 6-7):

541-4A - Market Research and Analysis Services include, but are not limited to:

Customizing strategic marketing plans.

Branding initiatives.

Creating public awareness of products, services, and issues.

Targeting market identification and analysis.

Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies.

Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results.

Establishing call centers (in relation to services provided under this schedule).

541-5 - Integrated Marketing Services:

This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

541-1000 - Other Direct Costs (ODCs):

Are expenses other than labor hours. All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

SIN	Labor Category	GSA Rate
541-4A	Telephone Interviewer I	\$20.58
541-1000	Telephone Cost/interview hour	\$2.69

1c. Description of all corresponding commercial job titles, experience, functional responsibility and education (see pages 8-9).

2. Maximum order: \$1,000,000.

3. Minimum order: \$100.

4. Geographic coverage: Domestic and overseas delivery.

5. Points of production: McLean, VA, Chicago, IL, Cincinnati, OH, Dallas, TX, Grand Rapids, MI, Detroit, MI, New York, NY, Salt Lake City, UT, London, Brussels, Hong Kong, Singapore, Sidney, Canberra.

6. Discount from list prices or statement of net price.

See attached price list.

7. Quantity discounts:

Task Size (in dollars)	Discount Percentage
\$0 to \$100,000	+ 1%
\$100,101 to \$300,000	+ 2%
\$300,001 to \$750,000	+ 3%
\$750,001 to \$1,000,000	+ 4%

8. Prompt payment terms: Net 30.

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Acceptable.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Acceptable.

10. Foreign items: None.

11a. Time of delivery: As specified on task order.

11b. **Expedited Delivery.** Expedited deliveries will be addressed on a case-by-case basis depending on the customer's need and the availability of resources.

11c. **Overnight and 2-day delivery:** Government customers should call Harris Interactive for the availability of this service.

11d. **Urgent Requirements:** Harris Interactive agrees to provide best efforts to give priority to emergency orders. Please contact your Harris Interactive representative to effect such a delivery.

12. **F.O.B. point:** Destination.

13a. **Ordering address:**

60 Corporate Woods
Rochester, NY 14623-1473

800.866.7655
585.272.8400
575.272.0824 fax

13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment address:**

60 Corporate Woods
Rochester, NY 14623-1473

15. **Warranty provision:** Not applicable.

16. **Export packing charges:** Not applicable.

17. **Terms and conditions of Government purchase card acceptance:** Not applicable.

18. **Terms and conditions of rental, maintenance, and repair:** Not applicable.

19. **Terms and conditions of installation:** Not applicable.

20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not applicable.

20a. **Terms and conditions for any other services:** Not applicable.

21. **List of service and distribution points:** Not applicable.

22. **List of participating dealers:** Not applicable.

23. **Preventive maintenance:** Not applicable.

24a. **Special attributes such as environmental attributes:** Not applicable.

24b. **Section 508 compliance information:** Section 508 compliance information is available on electronic and information technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at www.section508.gov.

25. **Data Universal Number System (DUNS) number:** 057464844.

26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registration valid until 3-22-12. CAGE code is ONV97.

Professional Services Pricing

I. Hourly Rates. The hourly rates specified below shall apply regardless of whether the services are performed by Harris Interactive or its subcontractors as long as the individuals performing the services meet the requirements for the applicable labor category.

2. The following charges apply to purchases of contracted services during normal business hours (Monday- Friday, 8:00 am - 5:00 pm, exclusive of holidays observed by the Government or Harris Interactive and to the local service area (50-mile radius). In those instances where an ordered service cannot be supported from within a 50-mile radius, Harris Interactive will, upon receipt of an order for services, provide the procurement office with a not-to-exceed estimate of travel and per diem costs.

Number	SIN	Labor Category	GSA	Unit
1	541-4A	SRE, Senior Vice President	\$323.19	Hour
2	541-4A	SRE, Vice President	\$203.49	Hour
3	541-4A	Account Associate	\$138.65	Hour
4	541-4A	Senior Project Director	\$99.75	Hour
5	541-4A	Middle Project Director	\$86.78	Hour
6	541-4A	Junior Project Director	\$69.83	Hour
7	541-4A	Graphics	\$66.84	Hour
8	541-4A	Manager Contract Field	\$104.12	Hour
9	541-4A	Staff Contract Field	\$69.83	Hour
10	541-4A	Administrative Manager	\$119.70	Hour
11	541-4A	Administrative Assistant/Word Processor	\$77.81	Hour
12	541-4A	Senior Subject Matter Expert	\$375.36	Hour
13	541-4A	Subject Matter Expert	\$156.80	Hour
		TELEPHONE SBU		
14	541-4A	Telephone Interviewer I	\$20.58	Hour
15	541-4A	Telephone Interviewer II	\$38.31	Hour
16	541-4A	Telephone Supervisor	\$41.30	Hour
17	541-4A	Shift Manager	\$64.47	Hour
18	541-4A	Project Controller	\$64.47	Hour
19	541-4A	CATI Staff	\$68.60	Hour
20	541-4A	Senior CATI Staff	\$96.04	Hour
21	541-4A	Coding Staff	\$36.57	Hour
22	541-4A	Data Entry/Scanning Staff	\$38.31	Hour
23	541-4A	Data Entry/Scanning Manager	\$79.54	Hour
24	541-4A	Field Director	\$108.84	Hour
	541-4A	DATA TABULATION		
25	541-4A	Specification Writer	\$66.64	Hour
26	541-4A	Senior specification Writer	\$66.64	Hour
	541-4A	VALUES SBU		
27	541-4A	Values Interviewer/Coder	\$71.85	Hour
28	541-4A	Senior Values Interviewer/Coder	\$149.35	Hour
29	541-4A	Senior Analyst	\$198.79	Hour

Number	SIN	Labor Category	GSA	Unit
		MIS SBU		
30	541-4A	Programmer/Web Specialist	\$122.50	Hour
31	541-4A	Senior Programmer & Software Designer	\$198.79	Hour

Other Direct Costs (ODC), described below, are directly applicable to market research and media analysis services. Government agencies may alter the type, quality, and timing of each ODC line item and thus result in a lower or higher price for a specific direct cost category. Harris Interactive is advised that, based on the specific task identified at the task order level, Clause 552.238-75 Price Reductions, may be used to provide a proposed fixed price to the agency to more accurately reflect actual costs based on the specific work order. Orders may not exceed the awarded ODC as specified above without modification to this contract. These ODC's do not reflect the addition of the .0075% Industrial Funding Fee (IFF).

ODC Type	Cost	Delivery Units
Consulting	\$ 47,481.00	Per Task Order
Field Fees	\$ 719,922.00	Per Task Order
Coop Fees/Incentives	\$ 215,130.00	Per Task Order
Postage/Freight	\$ 34,761.00	Per Task Order
Duplication/Printing -external	\$ 41,000.00	Per Task Order
Mailhouse	\$ 216,344.00	Per Task Order
Sample	\$ 70,838.00	Per Task Order
Support Services (transcription, translation, clerical support)	\$ 16,054.00	Per Task Order
Media Placement	\$1,774,581.48	Per Task Order
Telephone/Field SBU Costs	\$1,809,062.25	Per Task Order
Data Tabulation SBU Costs	\$ 110,934.00	Per Task Order
Values SBU Costs	\$ 624,475.00	Per Task Order
MIS SBU Costs	\$ 100,000.00	Per Task Order
Advertising Assessment System Usage Fee	\$ 2,500.00	Per Advertisement Assessed
Telephone Cost/interview hour	\$ 2.69	Hour

Description of Services Offered

Through GSA's Federal Supply Service, Special Item Numbers (SINs) 541-4A Market Research and Analysis and 541-5 Integrated Marketing Services. Harris Interactive offers full-service *opinion research* and *research-based strategic consulting* to help government entities improve communications, marketing, and operations. We study attitudes among both internal audiences (employees, managers, members, subcontractors) as well as external stakeholder groups (general public, current and potential customers, private businesses, opinion leaders, Congress, NGOs, other government agencies, media, etc.). Follow the links below for more information about our services and capabilities.

Services:

1. Communications Strategy Development.
2. Advertising Development and Assessment.
3. Image and Reputation.
4. Branding and Positioning.
5. Employee Realignment and Motivation.
6. Organizational Progress Improvement.
7. New Products and Services.
8. Evaluate Proposed Policy Changes.
9. Crisis Management.
10. Marketing Research.
11. Patron/Customer Satisfaction.
12. Strategic Planning.
13. Web Site Development and Assessment.

Tools/Capabilities:

To accomplish the above objectives, Harris Interactive uses a full range of opinion methodologies:

Research Design:

- Qualitative.
- Quantitative.
- Experimental Design.
- Pre/Post Testing.
- Cross-sectional wave studies.
- Longitudinal tracking studies.

Data Collection:

Telephone surveys (CATI)
Mail surveys (e-mail, web-based, Intranet)
Focus Groups
Online Focus Groups
One-on-one interviews (in person)
In-depth interviews
Mail Intercepts
Audience response analysis (PulseLine™ “people meter” technology)
"Electronic brainstorming" using networked laptop computers (ASL®)
Advertising Assessment (strata™)
Values laddering interviews (VISTA™)
Computerized self-administered surveys
Fax-back surveys
Product testing (taste tests, in home use tests)
Q-Sort

Data Analysis:

Cross-tabulation
Statistical significance testing
Bivariate analysis
Multivariate analysis
Regression analysis
Segmentation

Tools/Capabilities:

1. Research Design
2. Data Collection
3. Data Analysis
4. Proprietary Methods