

CSR, Inc.
Contract Number GS-07F-0240T

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule 541 – Advertising & Integrated Marketing Solutions (AIMS)

CONTRACT NUMBER: GS-07F-0240T

CONTRACT PERIOD: February 13, 2007 – February 12, 2012

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

CONTRACTOR: CSR, Incorporated
2107 Wilson Blvd., Suite 1000
Arlington, VA 22201-3085
Telephone: 703-312-5220
Fax: 703-312-5230
Email: knordmeyer@csrincorporated.com
Website: www.csrincorporated.com

CONTRACTOR'S ADMINISTRATION SOURCE: Ms. Kimberly Nordmeyer
CSR, Incorporated
2107 Wilson Blvd., Suite 1000
Arlington, VA 22201-3085
Telephone: 703-312-5220
Fax: 703-312-5230
Email: knordmeyer@csrincorporated.com
Website: www.csrincorporated.com

BUSINESS SIZE: Large Woman-Owned Business

CUSTOMER INFORMATION:

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

SIN	DESCRIPTION
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

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

<u>SIN</u>	<u>Labor Category/ODC</u>	<u>Price</u>
541-5	Clerical Support	\$35.99
541-1000	Long distance telephone	\$.22

2. MAXIMUM ORDER*: \$1,000,000.00 per order

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*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **MINIMUM ORDER:** None
4. **GEOGRAPHIC COVERAGE:** 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. territories, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **POINT(S) OF PRODUCTION:** Arlington (Arlington County), VA
6. **DISCOUNT FROM LIST PRICES: Net price (Discount deducted)**

Applicable discount applies to applicable items from price list accepted as the basis of award. for calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%
7. **QUANTITY/VOLUME DISCOUNT(S):** 2% on orders over \$150,000
8. **PROMPT PAYMENT TERMS:** 1%-20 days NET 30
- 9.a **Government Purchase Cards are accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** Negotiated at the task level.
- 11b. **EXPEDITED DELIVERY:** Negotiated at the task level.
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Negotiated at the task level.
- 11d. **URGENT REQUIRMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as contractor
14. **PAYMENT ADDRESS:** Same as contractor
15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level)
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

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20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A**
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A**
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A**
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A**
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A**
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**
- 24b. **Section 508 Compliance FOR EIT: N/A**
25. **DUNS NUMBER: 096356431**
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registration valid until -01/19/2008**

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Government Net Price, Including IFF

Starting Date ⇒	2/13/2007	2/13/2008	2/13/2009	2/13/2010	2/13/2011
Ending Date ⇒	2/12/2008	2/12/2009	2/12/2010	2/12/2011	2/12/2012

SIN 541-5 Integrated Marketing Services

This SIN will be used to offer a complete solution that integrates all services found under other SINs. Services required under this SIN will include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of a complete advertising and integrated marketing campaign. These comprehensive solutions will include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and all the sub-SINs under 541-4 Specialized marketing.

NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

<u>Labor Category</u>	<u>Hourly Rate</u>				
SENIOR MANAGER	\$ 139.17	\$ 144.74	\$ 150.53	\$ 156.55	\$ 162.81
SENIOR ASSOCIATE	\$ 104.02	\$ 108.18	\$ 112.51	\$ 117.01	\$ 121.69
ASSOCIATE	\$ 71.18	\$ 74.03	\$ 76.99	\$ 80.07	\$ 83.27
JUNIOR ASSOCIATE	\$ 62.69	\$ 65.20	\$ 67.81	\$ 70.52	\$ 73.34
ASSISTANT	\$ 38.48	\$ 40.02	\$ 41.62	\$ 43.28	\$ 45.02
WEB/IT SUPPORT	\$ 107.33	\$ 111.62	\$ 116.09	\$ 120.73	\$ 125.56
EDITORIAL SUPPORT	\$ 52.79	\$ 54.90	\$ 57.10	\$ 59.38	\$ 61.76
PUBLISHING SUPPORT	\$ 59.85	\$ 62.24	\$ 64.73	\$ 67.32	\$ 70.02
FINANCIAL MANAGEMENT	\$ 76.49	\$ 79.55	\$ 82.73	\$ 86.04	\$ 89.48
CLERICAL SUPPORT	\$ 35.99	\$ 37.43	\$ 38.93	\$ 40.48	\$ 42.10

SIN 541-1000 Other Direct Costs

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs can not be purchased under this contract as a stand alone item or service.

<u>Line Item</u>	<u>Unit</u>	<u>Unit Cost</u>				
Black & white reproduction	Page	\$ 0.035	\$ 0.035	\$ 0.035	\$ 0.035	\$ 0.035
Color reproduction	Page	\$ 1.50	\$ 1.50	\$ 1.50	\$ 1.50	\$ 1.50
Long distance telephone	Minute	\$ 0.22	\$ 0.22	\$ 0.22	\$ 0.22	\$ 0.22
P.O. box rental	Year	\$ 76.00	\$ 76.00	\$ 76.00	\$ 76.00	\$ 76.00
Courier delivery service (one way)	Package	\$ 64.02	\$ 64.02	\$ 64.02	\$ 64.02	\$ 64.02
Exhibit design/redesign	Each	\$ 8,990.00	\$ 8,990.00	\$ 8,990.00	\$ 8,990.00	\$ 8,990.00
Exhibit maintenance/repair	Each	\$ 5,750.00	\$ 5,750.00	\$ 5,750.00	\$ 5,750.00	\$ 5,750.00
Exhibit moving and shipping	Each	\$ 700.34	\$ 700.34	\$ 700.34	\$ 700.34	\$ 700.34
Exhibit booth rental	Each	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00
Focus group/market research	Group	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00
Photo rights and permission	Each	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00	\$ 425.00
Warehouse storage	Pallet	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.