



**GENERAL SERVICES ADMINISTRATION (GSA)  
Federal Supply Service (FSS)**

**AUTHORIZED FEDERAL SUPPLY SERVICE  
SCHEDULE PRICE LIST – Effective August 16, 2012**

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

Contract No. GS-07F-0240T



**CSR, Incorporated  
2107 Wilson Blvd, Suite 1000  
Arlington, VA 22201-3085**

**Telephone: 703 312-5220**

**Fax: 703 312-5230**

CONTRACT PERIOD: February 13, 2007 — February 12, 2017

BUSINESS SIZE: Large, Woman-Owned Business

*Prices Shown Herein are Net – Discounts Deducted*

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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!<sup>™</sup>, a menu-driven database system. The INTERNET address for GSA Advantage!<sup>™</sup> is: <http://www.gsadvantage.gov>. For more information on ordering from Federal Supply Schedules click on the <http://www.fss.gsa.gov>.

**CSR, Incorporated  
Contract Number GS-07F-0240T**

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

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The INTERNET address for GSA *Advantage!* is <http://www.gsaadvantage.gov>

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

**CONTRACT NUMBER:** GS-07F-0240T

**CONTRACT PERIOD:** February 13, 2007 - February 12, 2017

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov)

**CONTRACTOR:** CSR, Incorporated  
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**CONTRACTOR'S ADMINISTRATION SOURCE:**

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Website: [www.csrincorporated.com](http://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

**1 b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**

(Government net price based on a unit of one)

SIN	Labor Category/ODC	Price
541-5	Clerical Support	\$42.10
541-1000	Black & White Reproduction	\$0.035

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

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

**3. MINIMUM ORDER:** 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)

See pages 5 and 6 for GSA net pricing tables.

**7. QUANTITY/ VOLUME DISCOUNT(S):** 2% on orders over \$150,000, applicable to direct labor only

**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 REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination

**13a. ORDERING ADDRESS:** 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:** Not applicable

**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):**

Not applicable

**19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** Not applicable

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** Not applicable

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** Not applicable

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** Not applicable

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** Not applicable

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** Not applicable

**24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** Not applicable

**24b. Section 508 Compliance FOR EIT:** Not applicable

**25. DUNS NUMBER:** 096356431

**26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** CSR, Incorporated is currently registered in the Central Contractor Registration.

**See Price List, Next Page**

**CSR, Incorporated**  
**Contract Number GS-07F-0240T**

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

Starting Date ⇨	2/13/2012
Ending Date ⇨	2/12/2013

**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.

<b>Labor Category</b>	<b>Hourly Rate</b>
SENIOR MANAGER	\$ 169.32
SENIOR ASSOCIATE	\$ 126.56
ASSOCIATE	\$ 86.60
JUNIOR ASSOCIATE	\$ 76.27
ASSISTANT	\$ 46.82
WEB/IT SUPPORT	\$ 130.58
EDITORIAL SUPPORT	\$ 64.23
GRAPHICS & DESKTOP PUBLISHING SUPPORT	\$ 72.82
CONTRACT ADMINISTRATION/ FINANCIAL MANAGEMENT SUPPORT	\$ 93.06
CLERICAL SUPPORT	\$ 43.79

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**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.

<b>Line Item</b>	<b>Unit</b>	<b>Unit Price</b>
Black & white reproduction	Page	\$ 0.035
Color reproduction	Page	\$ 1.50
Long distance telephone	Minute	\$ 0.22
P.O. box rental	Year	\$ 76.00
Courier delivery service (one way)	Package	\$ 64.02
Exhibit design/redesign	Each	\$ 8,990.00
Exhibit maintenance/repair	Each	\$ 5,750.00
Exhibit moving and shipping	Each	\$ 700.34
Exhibit booth rental	Each	\$ 2,200.00
Focus group/market research	Group	\$ 7,000.00
Photo rights and permission	Each	\$ 425.00
Warehouse storage	Pallet	\$ 10.00
Shipping	Shipment	\$ 73.29
Postage	Per Mailing	\$ 331.31
Digital communication service	Annually	\$24,271.03
Conference call	Per Minute Per Line	\$ 0.18
Conference promotional items	Per Order of 5,000	\$ 5,013.07
Exhibits— design and build	Large Exhibit	\$19,460.76
Honoraria	Per Day	\$ 494.21
ScholarOne	Quarterly Subscription	\$ 539.17
Printing	Per Publication Order of 20,000	\$ 36,439.63
Fulfillment	Per Month	\$ 10,520.42

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.