



Advancing Causes for the Greater Good

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION 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.gsaadvantage.gov>

SCHEDULE TITLE: **Professional Services Schedule**

INDUSTRIAL GROUP: **00CORP**

CONTRACT NUMBER: **GS-07F-0413X**

CONTRACT PERIOD: **April 4, 2011 - April 3, 2021**

MODIFICATION: **PS-0012 Dated December 17, 2015**

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

CONTRACTOR: **The CauseWay Agency LLC
21 Charles Street, Suite 201
Westport, CT 06880-3304
Phone number: (203) 454-2100
Fax number: (203) 341-8553
bob@thecausewayagency.com**

CONTRACTOR'S ADMINISTRATION SOURCE: **Robert D. Schultz**

BUSINESS SIZE: **Small Business**

**The CauseWay Agency LLC 21 Charles Street, Suite 201, Westport CT 06880
T 203.454.2100 F 203.341.8553 thecausewayagency.com**

CUSTOMER INFORMATION

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

SIN	Description
541-1 541-1RC	Advertising Services
541-3 541-3RC	Web Based Marketing Services
541-4A 541-4ARC	Market Research and Analysis
541-4B 541-4BRC	Video Film Production
541-4E 541-4ERC	Commercial Photography Services
541-4F 541-4FRC	Commercial Art and Graphic Design Services
541-1000 541-1000RC	Other Direct Costs (ODC's)



THE CAUSEWAY AGENCY

Advancing Causes for the Greater Good

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

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
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Please see the Attached Approved FSS Price List

- 1c. HOURLY RATES: **Please see the Attached Approved FSS Price List**

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

**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: **\$100.00**

4. GEOGRAPHIC COVERAGE: **Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities**

5. POINT(S) OF PRODUCTION: **Westport, CT**

6. DISCOUNT FROM LIST PRICES: **2% from the accepted rate card. 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 DISCOUNT(S): **None**

8. PROMPT PAYMENT TERMS: **.25% 20 days/Net 30**

- 9a. **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

- 9b. **Government Purchase Cards are not accepted above the micro-purchase threshold.**

10. FOREIGN ITEMS: **None**

- 11a. TIME OF DELIVERY: **As specified on agency task order and mutually agreed**

- 11 b. EXPEDITED DELIVERY: **As specified on agency task order and mutually agreed**

- 11c. OVERNIGHT AND 2-DAY DELIVERY: **As specified on agency task order and mutually agreed**

- 11d. URGENT REQUIREMENTS: **As specified on agency task order and mutually agreed**
12. FOB POINT: **Destination**
- 13a. ORDERING ADDRESS: **The CauseWay Agency LLC
21 Charles Street
Suite 201
Westport, CT 06880-3304**
- 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: **The CauseWay Agency LLC
21 Charles Street
Suite 201
Westport, CT 06880-3304**
15. WARRANTY PROVISION: **Standard Commercial Warranty**
16. EXPORT PACKING CHARGES: **N/A**
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: **Not accepted above the Micro purchase threshold**
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 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): **N/A**
- 24b. Section 508 Compliance for EIT: **N/A**
25. DUNS NUMBER: **018945975**
26. NOTIFICATION REGARDING REGISTRATION IN SAM: **Registration current and valid**



Advancing Causes for the Greater Good

The CauseWay Agency LLC. Company Overview:

Founded in April, 2008, The CauseWay Agency is a dynamic and vibrant full-service advertising agency that works exclusively with government agencies and non-profit organizations. And because we only work with government and non-profit clients, we are experts at leveraging limited resources to their full extent.

CauseWay creates strategically smart, multi-platform campaigns on behalf of our clients that often utilize TV, cable, radio, print, out-of-home (e.g. billboards), online banner ads, and social media in an effort to *surround* the target audience(s). We have unique and extensive experience in conducting effectual public education/public service advertising (PSA) campaigns that are designed to heighten awareness of an issue (or cause) — and also motivate individuals to take action to help address it. Our bottom line is different from other advertising agencies in that we measure success by lives enhanced, lives saved and communities made better. Providing meaningful and measurable results is integral to how we work.

CauseWay has one of the most technologically-advanced and comprehensive online Media PSA Tracking & Reporting Systems in the industry. We also maintain a proprietary and up-to-date database of media outlets that are known users of PSA campaigns. In addition, CauseWay is proud of our long standing relationships with senior media executives that cover virtually every facet of the media industry.

We have the distinct pleasure of currently working with the following federal government agencies:

- U.S. Department of Housing and Urban Development (Office of Fair Housing & Equal Opportunity)
- U.S. Department of Justice (Bureau of Justice Assistance and Office for Victims' Crime)
- U.S. Environmental Protection Agency (Office of Transportation & Air Quality)
- U.S. Navy



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Previously, our team members have worked with these other federal government agencies:

- General Services Administration
- U.S. Department of Defense
- U.S. Department of Health and Human Services
- U.S. Department of Transportation
- U.S. Forest Fire Service

Most telling about the quality of Causeway's work and the results is the following testimonial:

Our 2010 U.S. Department of Housing and Urban Development (HUD) *Foreclosure Prevention* Public Service Advertising campaign, developed in close partnership with the National Fair Housing Alliance (NFHA) received a rare "Perfect" (100%) score as rated by HUD on their "Category of Performance Assessment" for:

- Quality
- Sound financial management
- Effectiveness

... "Results provided to this essential project far surpassed our expectations."

GSA PRICE LIST

SIN	Awarded Labor Category	Awarded Prices Including IFF
541-1/1RC, 541-3/3RC, 541-4A/4ARC, 541-4B/4BRC, 541-4E/4ERC, 541-4F/4FRC	Account Director	\$262.30
541-1/1RC, 541-3/3RC, 541-4A/4ARC, 541-4B/4BRC, 541-4E/4ERC, 541-4F/4FRC	Account Executive	\$106.18
541-1/1RC, 541-3/3RC, 541-4A/4ARC, 541-4B/4BRC, 541-4E/4ERC, 541-4F/4FRC	Account Coordinator	\$79.94
541-1/1RC	Media Director	\$193.61
541-1/1RC	Media Manager	\$76.20
541-1/1RC	Media Analyst	\$62.45
541-1/1RC, 541-3/3RC, 541-4A/4ARC, 541-4B/4BRC, 541-4E/4ERC, 541-4F/4FRC	Creative Director	\$231.08
541-1/1RC	Copy Writer	\$124.91
541-1/1RC	Art Director	\$118.67
541-1/1RC, 541-4F/4FRC	Graphic Designer	\$93.69
541-1/1RC	Pre-Press Technician	\$56.21
541-3/3RC	Digital Media Specialist	\$111.08
541-4A/4ARC	Senior Research Analyst	\$153.05
541-4B/4BRC	Videographer / Editor	\$113.75
541-4E/4ERC	Photographer	\$192.84

"The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00CORP: Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and

establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract."

Labor Category Descriptions

Job Title: Account Director
Minimum Years of Experience: 10 years
Functional Responsibility: Strategically manage and supervise the overall relationship between client, CauseWay Agency team and any related sub-contractor or vendor.
Minimum Education/Degree Requirements: Bachelor's Degree with concentration in communications, marketing, advertising or related social science. MBA preferred.

Job Title: Account Executive
Minimum Years of Experience: 3 years
Functional Responsibility: Manage & coordinate the client, CauseWay Agency and third parties on a daily activity based on strategic plan
Minimum Education/Degree Requirements: Bachelor's Degree with concentration in communications, marketing, advertising or related social science.

Job Title: Account Coordinator
Minimum Years of Experience: College Graduate
Functional Responsibility: Prepare, develop or oversee specific tasks under direct supervision of Account Executive or Account Director
Minimum Education/Degree Requirements: Bachelor's Degree with concentration in marketing, advertising or related social science. MBA preferred.

Job Title: Media Director

Minimum Years of Experience: 5 years
Functional Responsibility: Plans and administers media programs (paid media or donated media space) based on strategic marketing, budget and target audience plans
Minimum Education/Degree Requirements: Bachelor's Degree in related field.

Job Title: Media Manager
Minimum Years of Experience: 3 years
Functional Responsibility: Under the supervision of the Media Director, plans and administers media programs based on strategic marketing and target audience
Minimum Education/Degree Requirements: Bachelor's Degree in related field.

Job Title: Media Analyst
Minimum Years of Experience: 1 year
Functional Responsibility: Analyze media records or data and prepare reports Accordingly
Minimum Education/Degree Requirements: Bachelor's Degree in related field.

Job Title: Creative Director
Minimum Years of Experience: 5 years
Functional Responsibility: Oversees the creative development process and manages the creative team of writers and art directors. Responsible for overall messaging and quality of the creative product.
Minimum Education/Degree Requirements: Bachelor's Degree in English or related fields. Experience as a seasoned senior writer or art director.

Job Title: Copy Writer

Minimum Years of Experience: 5 years
Functional Responsibility: Develops advertising concepts; writes compelling headlines and body copy.
Minimum Education/Degree Requirements: Bachelor's Degree in English or related field.

Job Title: Art Director
Minimum Years of Experience: 7 years
Functional Responsibility: Develops advertising concepts; responsible for overall look and design of the advertising.
Minimum Education/Degree Requirements: Bachelors of Fine Arts, preferably from a Fine Arts university.
Training or Certification Requirements (if applicable): Mac Proficient, Quark, InDesign, Photoshop and other computer design programs.

Job Title: Graphic Designer
Minimum Years of Experience: 3 years
Functional Responsibility: Execute and design layouts and concepts.
Minimum Education/Degree Requirements: Bachelor's degree in design or related curriculum
Training or Certification Requirements (if applicable): Mac Proficient, Quark, InDesign, Photoshop and other design programs.

Job Title: Pre-Press Technician

Minimum Years of Experience: 2 years
Functional Responsibility: Prepare files for production (printing); make press-ready all layouts and support files, including images and fonts.
Minimum Education/Degree Requirements: Associates Degree in technical graphic arts and experience in printing.

Job Title: Digital Media Specialist
Minimum Years of Experience: 2 years
Functional Responsibility: Responsible for conducting digital advertising and marketing campaigns. Knowledgeable of latest technologies and integrating traditional and/or offline campaigns with effective digital media marketing campaigns.
Minimum Education/Degree Requirements: BA/BS in marketing, technology or relevant field

Job Title: Senior Research Analyst
Minimum Years of Experience: 2 years
Functional Responsibility: Responsible for gathering digital/written information on various initiatives, and analyzing the information in order to develop and strategically plan a marketing concept. Also responsible for interviewing people to obtain information on topics such as public issues and buying habits, and contacts people at home, business, by telephone or online, following specified survey/sampling techniques or approaches them at random. May assist the focus group moderator or manager in putting together written materials/guides and reports. Needs strong strategic, communications (verbal and written) and editing skills, and to be tech savvy.
Minimum Education/Degree Requirements: BA/BS in marketing, technology or relevant field

Job Title: Videographer/Editor
Minimum Years of Experience: 3 years
Functional Responsibility: Multimedia technical specialist with competencies in all aspects of broadcast-quality videography and in nonlinear editing for film and video. Filming/videotapes, according to industry standards, with HD production capabilities (including state-of-the-art equipment). Applies technical proficiencies to correct color and audio. Makes creative video editing decisions in the post production of film and video productions, with capabilities to reformat film/video files for broadcast and online use.
Minimum Education/Degree Requirements: BA/BFA in film or relevant field

Job Title: Photographer

Minimum Years of Experience: 3 years
Functional Responsibility: Responsible for all photographic aspects of a project, including capturing images for use on advertisements, collateral and websites. Prepares and delivers high resolution files. Provides post production retouching and editing.
Minimum Education/Degree Requirements: BA in photography, visual design or relevant field

Awarded SIN 541-1000, 541-1000RC ODCs

SIN	Support Product / Labor (ODCs)	Unit of Issue	Ceiling Price / Rate Awarded (Including IFF)
541-1000/1000RC	Create compliant 508 PDF Files for Ads	Per File	\$72.72
541-1000/1000RC	Create CD (Package and burn) with PDF Files for Ads	Per CD	\$16.62
541-1000/1000RC	Printing 14X48 bulletins	Per Bulletin	\$558.59
541-1000/1000RC	Outdoor Billboard Posting Fees: NYC	Per Bulletin	\$2,770.78
541-1000/1000RC	Outdoor Billboard Posting Fees: LA	Per Bulletin	\$1,662.47
541-1000/1000RC	Outdoor Billboard Posting Fees: Tampa	Per Bulletin	\$1,329.97
541-1000/1000RC	Outdoor Billboard Posting Fees: Houston	Per Bulletin	\$1,329.97
541-1000/1000RC	Resizing Ad to 14x48 Bulletin	Per Bulletin	\$203.65
541-1000/1000RC	3x10.5" Ad Insertions in NY Times	Each Billed Unit	\$475.52
541-1000/1000RC	Monthly Print Tracking/Clipping Subscriptions	Per Month	\$281.51
541-1000/1000RC	Print Clipping Charge	Per Month	\$17.92
541-1000/1000RC	Design TV PSA Kit	Per Kit	\$701.01
541-1000/1000RC	TV Kit Postage	Per Kit	\$3.32
541-1000/1000RC	TV PSA Tape Duplication Processing	Per Tape	\$7.22
541-1000/1000RC	TV PSA Kit Production Costs	Per Spot	\$4.50
541-1000/1000RC	Production of Radio PSA's as :30 and :60 Spots in English and Spanish * National PSA's	Per Spot	\$3,026.39
541-1000/1000RC	PSA Monitoring of 8 PSA's per month	Per PSA, Per Month	\$842.32
541-1000/1000RC	Focus Group Research per group per geographic market	Per Focus Group	\$8,912.63
541-1000/1000RC	Translation of English Ads (Posters) to Spanish	Per Poster	\$24.94
541-1000/1000RC	Translation English Ad Concept to Spanish	Per Concept	\$49.87
541-1000/1000RC	Translation English Ads to Chinese	Per Ad	\$29.29
541-1000/1000RC	Translation English Ads to	Per Ad	\$22.95

	Spanish		
541-1000/1000RC	Translation English TV Script to Spanish Per Word	Per Word	\$0.18
541-1000/1000RC	Productions of TV PSA's as :60, :30 and :15 in English and Spanish	Per Spot	\$18,841.31
541-1000/1000RC	Tracking Service per Release	Per Release	\$775.38
541-1000/1000RC	Tracking Service per Extension	Per Extension	\$209.47

Subject: SIN 541-1000, 541-1000RC (ODC) Services Descriptions

I. 508 EIT Compliance Setup

- Create Compliant 508 PDF Files for Ads: Setup of advertising to enable EIT protocol compliance to ensure they are accessible to people with disabilities. This ensures that they will access to and use of information and data comparable to that of other people. Established system will be in full compliance with Final Section 508 standards that were effective February 20, 2001.
- Create CD (package and burn) with PDF Files for Ads: To ensure that the client has the 508 PDF files on file, the files are placed on CDs and provided to the client for their records.

II. Outdoor Billboards

- Printing 14x48 Bulletins: For posting in designated metropolitan area advertising markets, printing of weather-resistant billboard materials that are appropriate for climate and geographical.
- Outdoor Billboard Posting Fees: Establishment of outdoor advertising bulletin boards in various sizes in designated metropolitan area advertising markets to display and publicize a media message to its reader. Posting fees cover labor to post the billboard materials in the designated advertising markets, such as:
 - New York City
 - Los Angeles
 - Tampa
 - Houston

III. Media Buy

- 3x10.5" Ad Insertions in NY Times: Planning and procurement of media space at optimal placement localities and negotiating price for guaranteed advertising placement. Variable factors for the media buy

include publication sizes, station formats, pricing rates, demographics, geographic and psychographics relating to the target audience and customer's communications objectives.

IV. Print Tracking/Clipping Services

- Monthly Print Tracking/Clipping Subscriptions: After distribution of print advertising to the media, staff will subscribe to a print tracking/clipping service to monitor placement of customer print articles and/or print ads from the desired local, regional, and national media markets.
- Print Clippings Charge: Clippings will be available in digital and/or hard copy as desired for the duration of tracking.

V. PSA Distribution

- Design TV PSA Kit: After a PSA is finalized, distribution to our proprietary list of media outlets begins with the creative design and printing of TV or radio self-mailer kits (made of heavy cardboard stock). Such kits, which are designed to promote the PSAs and feature images from the campaign, also include a client-specific "Dear PSA Director" letter encouraging PSA directors to air the work, as well as a business reply card (BRC) for TV and radio outlets to share comments and feedback.
- TV Kit Postage: PSA distribution includes postage for mailing the kits to the target TV and/or radio outlets.
- TV PSA Tape Duplication: Media materials (tapes, DVDs or CDs with the broadcast-ready PSA assets) are duplicated and included in the kits.
- TV PSA Kit Production Costs: The TV PSA self-mailer kits are printed and assembled, with all media materials and BRC's included, for distribution.

VI. Radio Production

- Production of Radio PSA's as :30 and :60 Spots in English and Spanish – 8 National PSA's: After development of an approved script (60-second and/or 30-second), radio production encompasses reviewing approved scripts for timing, casting talent, and recording the radio PSA at a professional recording studio. During post-production, the PSA is edited, including music selection (stock or custom), sound effects, sound design, and sound mixing, and then the final files are created in MP3 and AIFF formats.

VII. Radio Tracking

- PSA Monitoring of 8 National Radio PSA's per month: Each radio spot has a special and unique sound frequency that is akin to an invisible digital "fingerprint" that can be detected by computers via a third party source. This "fingerprint" is set up and programmed into the monitoring system for tracking of the radio PSAs across the country. After a PSA has been distributed to thousands of radio stations, radio tracking encompasses monitoring and reporting on virtually all airings of the PSA that are detected on a weekly basis.

VIII. Research Services

- Focus Group Research per group per geographic market: Research services include customer consultation, recruitment of participants, development of screeners, the development of and translation of discussion guides and moderation of focus groups. An analysis of focus group data, a verbal debrief and written report will be generated as a final deliverable.

IX. Translation Services

- Services include the translation of written, electronic and multimedia material to and from English and foreign languages. Client consultation and project management services are also available for additional charge.
 - Translation of English Ads (Posters) to Spanish
 - Translation of English Ad Concept to Spanish
 - Translation of English Ads to Chinese
 - Translation of English Ads to Spanish
 - Translation of English TV Script to Spanish per word

X. TV Production

- Production of TV PSA's as :60, :30 and :15 Spots in English and Spanish: After development of an approved storyboard (60-second, 30-second, and/or 15-second), television production encompasses hiring a director and crew, casting talent, location scouting, wardrobe selection, various production elements (art direction, sets, lighting, costumes, props), and filming the TV PSA at a professional studio or on location. This can be a full day shoot or perhaps a 2-day shoot depending on the complexity of the spot. Post-production includes editing, color correction, sound design and mixing, music selection (stock or custom), and creating

final files in broadcast-ready Standard Definition and High Definition.

XI. TV Tracking Services

Each TV PSA is given a unique encode that allows for third party monitoring. Utilizing the Nielsen ratings system as an audience measurement system of a TV campaign, we can determine the audience size and composition when the PSA airs. Technologically sophisticated metering systems are connected to televisions in selected homes. These devices gather the viewing habits of the home and transmit the information nightly to Nielsen who then processes it for the customers.

- Tracking Service per TV Release (REL): Nielsen calls each TV spot a "release," and track each release in minimum increments of 3 months.
- Tracking Service per TV Extension (EXT): Tracking of releases beyond the first 3 months are considered extensions (EXT).