

General Services Administration  
Federal Acquisition Service  
Authorized Federal Supply Schedule Catalog/Pricelist

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>

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

Contractor: [Great Lakes Marketing Associates, Inc.](#)

Solicitation Number: [7FCB-H2-070541-B](#)

Schedule Title: [Advertising and Integrated Marketing Solutions \(AIMS\)](#)

Contract Number: [GS-07F-0544Y](#)

Address:	<a href="#">3361 Executive Parkway, Suite 201 Toledo, OH 43606-1337</a>	
DUNS:	<a href="#">068103738</a>	
Business Size:	<a href="#">Small Woman Owned Business</a>	
Website:	<a href="http://www.glm.com/">http://www.glm.com/</a>	
Contract Administrator:	<a href="#">Karen Iott</a>	
Phone:	<a href="#">419-534-4710 or 419-481-1038</a>	
Fax:	<a href="#">419-531-7117</a>	
Email:	<a href="mailto:karen@glm.com">karen@glm.com</a>	

Contract Period: [September 1, 2012 – August 31, 2017](#)

## Customer Information

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

SIN	DESCRIPTION
541-4A	Market Research and Analysis

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 Attachment 1 - Approved FSS Pricelist (page 3)

1c. HOURLY RATES: Please see the Attachment 1 - Approved FSS Pricelist (page 3)

2. MAXIMUM ORDER\*: \$1,000,000.00 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: Toledo, OH

6. DISCOUNT FROM LIST PRICES: Prices shown herein are net

7. QUANTITY DISCOUNT(S): Additional 0.50% for Orders \$50,000.00-\$99,999.00; Additional 1.00% for Orders Exceeding \$100,000.00

8. PROMPT PAYMENT TERMS: Net 30

9.a. Government Purchase Cards must be 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: As specified on agency task order and mutually agreed.

11b. 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: Great Lakes Marketing  
3361 Executive Parkway, Suite 201  
Toledo, OH 43606-1337
- 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
- 15. WARRANTY PROVISION: Standard Commercial 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): 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: 068103738
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Great Lakes Marketing maintains an active registration on the System for Award Management (SAM) website.

### Attachment 1 - Approved FSS Pricelist

SIN(s)	Service Proposed	Unit of Issue	GSA Price
541 4A	Focus Group Recruiting Cost (45% Incidence Level)	Per Task	\$1,190.93
541 4A	Focus Group Recruiting Cost (55% Incidence Level)	Per Task	\$982.52
541 4A	Focus Group Recruiting Cost (60% Incidence Level)	Per Task	\$942.82
541 4A	Focus Group Moderation (Per Group)	Per Task	\$793.95
541 4A	Survey Design	Per Task	\$4,962.22
541 4A	Online Survey Research (Program & Host Short Survey)	Per Task	\$5,947.10
541 4A	Online Survey Research (Program & Host Extensive Survey)	Per Task	\$14,886.65
541 4A	Data Analysis (Data Processing / Statistical Analysis / Report / Presentation)	Per Task	\$6,450.88
541 4A	Data Analysis (Extensive Data Tabulations)	Per Task	\$6,450.88
541 4A	Individual Executive Interviews (Data Collection)	Per Task	\$396.98
541 4A	Individual Executive Interviews (Full Analytical Report)	Per Task	\$4,962.22
541 4A	On Site Mystery Shopping	Per Task	\$297.73
541 4A	Telephonic Mystery Shopping (Sample Size 100)	Per Task	\$6,153.15
541 4A	Protocol Testing (Federal Regulations) for Child-Resistant Packages (EPA / CPSC Standards) - Per Panel (100 Child Panel)	Per Task	\$4,714.11
541 4A	Protocol Testing (Re-securing 100 Adults and up to 100 Children)	Per Task	\$8,931.99
541 4A	Protocol Testing for Child-Resistant Lighters (50 Child Panel)	Per Task	\$9,924.43
541 4A	Label Comprehensive Research	Per Task	\$10,470.28

### Labor Categories

SIN	Labor Title	Unit of Issue	GSA Price
541 4A	Project Director (Please see ' Attachment 3 - Labor Category Descriptions ' for additional Information)	Per Hour	\$248.11
541 4A	Project Manager (Please see ' Attachment 3 - Labor Category Descriptions ' for additional Information)	Per Hour	\$99.24
541 4A	Research Assistant (Please see ' Attachment 3 - Labor Category Descriptions ' for additional Information)	Per Hour	\$54.58

## Attachment 2 - Description of Services

SIN	Service Offering	Description
541 4A	Focus Group Recruiting	<p>In order to conduct focus group marketing research, proper sample definition and selection is critical (determined by the Project manager in coordination with the client). Respondents must be carefully recruited for the market study (contacted by our staff of trained interviewers). Similar to most marketing research studies, the goal is to select a sample which will provide insightful information because the topic is specifically relevant to them. Great Lakes Marketing (GLM) prices this service based on the percentage (%) incidence level and sample size desired.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: For each recruiting project, the project manager will prepare the recruiting questionnaires, purchase sample lists, brief the interviewers, maintain tallies, prepare the reminder letters and finalize the profile updates for the client. A team of interviewers will be assigned the project based on the number of recruited respondents needed and the recruiting incidence. (Typically 2 to 8 interviewers are used.)</li> <li>➤ Time allotment: The project manager will spend 4 - 12 hours preparing materials, based on the difficulty and incidence.</li> <li>➤ Materials/Equipment: Interviewing is conducted in our fully-monitored, telephone data collection center.</li> </ul>
541 4A	Focus Group Moderation	<p>Led by a trained moderator, people with defined characteristics gather together for a discussion on a marketing issue. This method works well in the fact-finding stage, for generating ideas and for evaluating products or concepts, which need to be experienced or discussed. The moderator is specifically skilled to lead the discussion, keeping respondents on track and setting the stage for all respondents to comfortably participate. Great Lakes Marketing (GLM) prices this service on a per group basis.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The moderation is conducted by the project director. If the study is more complex, the director may be assisted by the project manager.</li> <li>➤ Time allotment: The project director will typically take about 2 - 4 hours to prepare for the session and each session lasts about 90 to 120 minutes.</li> <li>➤ Materials/Equipment: None</li> </ul>
541 4A	Online Survey Research (Short Survey)	<p>Online survey research is a cost-effective approach to survey the targeted audience. Surveys can be conducted with employees; random households or businesses; members, customers or board members; or selected groups who have provided their email address as part of a competition or promotion. The surveys are typically highly structured so they can be completed with a few key strokes. This method works well if the respondent needs to see pictures or read concepts. Great Lakes Marketing (GLM) prices this service based on the percentage (%) incidence level, sample size and survey length/complexity.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to debrief the client and write the questionnaire, set up the internet hosting, program the questionnaire, launch the survey, collect and analyze the data and write the report.</li> <li>➤ Time allotment: The project director will typically take about 12 hours to perform higher level strategic tasks and the project manager will typically take about 20 hours to program, tabulate and manage the project.</li> <li>➤ Materials/Equipment: Hosting software and hardware, dedicated servers, analytical software, sample lists (or rental of samples lists).</li> </ul>

SIN	Service Offering	Description
541 4A	Online Survey Research (Extensive Survey)	<p>Extensive online survey research is a cost-effective approach to survey selected audiences who are committed to the survey sponsor and will spend a substantial amount of time providing information. Surveys are typically lengthy and require the respondent to look up information or maintain a diary. The surveys are typically highly structured, but allow for open-ended responses. This method works well if the respondent needs time to find information or will need to return to the survey more than one time. Great Lakes Marketing (GLM) prices this service based on the percentage (%) incidence level, sample size and survey length/complexity.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to debrief the client and write the questionnaire, set up the internet hosting, program the questionnaire, launch the survey, collect and analyze the data and write the report. A research assistant or second project manager will help edit and compile the data.</li> <li>➤ Time allotment: The project director will typically take about 24 hours to perform higher level strategic tasks and the project manager will typically take about 40 hours to program, tabulate and manage the project.</li> <li>➤ Materials/Equipment: Hosting software and hardware, dedicated servers, analytical software, sample lists (or rental of samples lists).</li> </ul>
541 4A	Data Analysis	<p>Some organizations obtain data but do not have the internal resources to compile the information so it is a meaningful planning tool. GLM will analyze existing data sets to show patterns and relationships in the data. Great Lakes Marketing (GLM) prices this service based on the number of variables to be analyzed.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to debrief the client and write the analytical plan.</li> <li>➤ Time allotment: The project director will typically take about 5 - 7 hours to perform higher level strategic tasks and the project manager will typically take about 14 hours to program, tabulate and manage the analytical process.</li> <li>➤ Materials/Equipment: Analytical software.</li> </ul>
541 4A	Extensive Data Tabulation	<p>Some organizations obtain data but do not have the internal resources to tabulate the information or manipulate the data so it can be tabulated and compared to other databases. GLM will tabulate existing data sets to show patterns and relationships in the data. Great Lakes Marketing (GLM) prices this service based on the number of variables to be analyzed.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to debrief the client and write the analytical plan.</li> <li>➤ Time allotment: The project director will typically take about 5 - 7 hours to perform higher level strategic tasks and the project manager will typically take about 14 hours to program, tabulate and manage the analytical process.</li> <li>➤ Materials/Equipment: Analytical software.</li> </ul>

SIN	Service Offering	Description
541 4A	Individual Executive Interviews (Data Collection)	<p>Individual Executive Interviews can be conducted by phone or in person. The respondent is typically able to provide a significant amount of information, which makes it important to interview the person individually rather than in a group. It is also useful to use this research tool if key sample members are geographically diverse and cannot meet together. Great Lakes Marketing (GLM) prices this service based on the complexity of recruiting respondents, and location and length of interview. Below are averages.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to debrief the client and write the questionnaire and recruiting documents. A project assistant will transcribe or take notes from the interview.</li> <li>➤ Time allotment: The project director will spend about 4 hours preparing for the interviews. For each interview, expected to last 15 to 90 minutes, the project director will conduct and record the interview. The project manager will transcribe the interview for a comparable length of time.</li> <li>➤ Materials/Equipment: Fully monitored telephone interviewing stations and recording equipment and transcribing equipment.</li> </ul>
541 4A	Individual Executive Interviews (Full Analytical Report)	<p>Individual executive interviews can last between 15 minutes and 90 minutes. The information is summarized across the respondents to show patterns. Reports include quotes from respondents, summary of findings, conclusions and recommendations.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to analyze the data.</li> <li>➤ Time allotment: The project director will typically take about 8 – 12 hours to perform higher level strategic tasks and the project manager will typically take about 4 to 8 hours to prepare quotes and other inserts for the report and edit the final product.</li> <li>➤ Materials/Equipment: Basic presentation software and editing software (for respondent quotes).</li> </ul>
541 4A	Mystery Shopping	<p>In order for a company to evaluate customer service, employee performance and customer satisfaction factors, mystery shopping is an ideal format to accomplish internal quality control and to give insight to the company from an outsiders' perspective. Mystery shopping can be done in any type of industry through highly customized scripts, surveys or scenarios. GLM will help create a comprehensive evaluation to meet the research goals, which can be modified on demand. GLM uses trained interviewers to 'shop' as anonymous customers in order to evaluate the company's performance as objectively as possible. This process usually takes between a few minutes to over an hour, depending on the industry and intention of the client, in order to gain both positive and negative feedback. This service can be offered at the point of sale or via telephone. Great Lakes Marketing (GLM) prices this service based on the number and location of shops. The following are averages.</p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to develop a research plan, sample plan, survey tools, scenarios and analyze the data.</li> <li>➤ Time allotment: The project director will spend about 4 hours preparing for the interviews. For each interview, the project director will conduct and record the interview. The project manager will transcribe the interview for a comparable length of time.</li> <li>➤ Materials/Equipment: Recording devices.</li> </ul>

SIN	Service Offering	Description
541 4A	Protocol Testing for Child-Resistant Packages	<p>GLM has been conducting child resistant protocol testing since the 1970s, when the poison prevention packaging act was first being considered. The test procedure follows that written in the Code of Federal Regulations, 16 CFR Part 1700. GLM can provide extensive consulting and direction related to these protocol tests.</p> <p><u>For 100 Children:</u></p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to understand the nuances of the package and prepare the research documents and reports. Two or three field supervisors will arrange for the testing to occur at the required number of locations per the protocol. They will also assist with report development. At least six or seven interviewers will be assigned to test packages with children.</li> <li>➤ Time allotment: The project director will spend about 2 hours consulting on each test. The project managers and supervisors will dedicate about 16 hours of managerial and supervisory time on the study. The testers will spend about 50 hours preparing the samples, driving to the schools, working with the administration at the schools, testing the children and finalizing paperwork.</li> <li>➤ Materials/Equipment: Vehicles for transporting testers and test products, torque meter for preparing samples, analytical and reporting software.</li> </ul> <p><u>For 100 Senior Adult/Children:</u></p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to understand the nuances of the package and prepare the research documents and reports. Two or three field supervisors will arrange for the testing to occur at the required number of locations per the protocol. They will also assist with report development. At least six or seven interviewers will be assigned to test packages with children and four to five will be assigned to test packages with adults.</li> <li>➤ Time allotment: The project director will spend about 4 hours consulting on each test. The project managers and supervisors will dedicate about 32 hours of managerial and supervisory time on the study. The testers will spend about 70 hours preparing the samples, driving to the schools and adults sites, working with the administration at the schools and test locations, testing the children and adults and finalizing paperwork.</li> <li>➤ Materials/Equipment: Vehicles for transporting testers and test products, torque meter for preparing samples, analytical and reporting software.</li> </ul>
541 4A	Protocol Testing for Child-Resistant Lighters	<p>GLM has been actively testing lighters since the regulations were being developed. In the summer of 1994, the CPSC finalized rules for testing cigarette lighters. In December 2000, multi-purpose lighters were added. GLM worked with the CPSC from the beginning to refine these rules and has been testing the effectiveness of lighters since this time.</p> <p><u>For 50 Children:</u></p> <ul style="list-style-type: none"> <li>➤ Number of staff members: The project director and project manager will work together to understand the nuances of the lighter and prepare the research documents and reports. Three field supervisors will arrange for the testing to occur at several locations per the protocol. They will also assist with report development. Five or six interviewers will be assigned to test lighters with children.</li> <li>➤ Time allotment: The project director will spend about 4 hours consulting on each test. The project managers and supervisors will dedicate about 25 hours of managerial and supervisory time on the study. The testers will spend about 80 hours preparing the samples, driving to the schools, working with the administration at the schools, testing the children and finalizing paperwork.</li> <li>➤ Materials/Equipment: Vehicles for transporting testers and test products, analytical and reporting software.</li> </ul>

## Attachment 3 – Labor Category Descriptions

SIN	Labor Title	Description
541 4A	Project Director	<p>Basic Function: Responsibly for the company's relationship with its clients &amp; the work of all Project Managers &amp; other research staff. Develop or modify procedures to solve complex problems. Overall management &amp; strategic direction of the company.</p> <p>Functional Responsibilities:</p> <ol style="list-style-type: none"> <li>1. Provide direct interface with the highest levels at the client organization</li> <li>2. Work with the client from the initial inquiry &amp; proposal stage through to the results delivery &amp; implementation stage</li> <li>3. Determines the research problem or issue, establishes priorities to meet the client's needs, define survey project goals &amp; objectives, &amp; formulate study scope &amp; processes</li> <li>4. Presents the results of studies to the client's senior management &amp; confirm that all deliverables are provided to the client in a timely manner</li> <li>5. Serve as the subject matter expert, making recommendations on specific survey services &amp; marketing research processes, as well as functional specialties with industries</li> <li>6. Work with Project Managers who assist the Director with the implementation &amp; management of studies</li> </ol> <p>Requirements:</p> <ol style="list-style-type: none"> <li>1. PhD in business</li> <li>2. Extensive marketing research experience</li> </ol> <p>Skills:</p> <ul style="list-style-type: none"> <li>➤ Demonstrated ability to manage projects with specific results &amp; deadlines</li> <li>➤ Expert in all areas of survey services, marketing research methodologies &amp; statistics</li> <li>➤ Superior verbal &amp; writing skills</li> <li>➤ Superior analytical &amp; problem-solving abilities</li> <li>➤ Demonstrated ability to lead &amp; manage multiple projects</li> <li>➤ Demonstrated ability to direct &amp; manage employees</li> </ul>
541 4A	Project Manager	<p>Basic Function: Management of survey research studies utilizing multiple methodologies. Works with the Project Director &amp; client to define research needs, design &amp; implement studies, compile data, &amp; prepare analytical reports. Supervises staff assigned on the project.</p> <p>Functional Responsibilities:</p> <ol style="list-style-type: none"> <li>1. Establishes solid working relationships with clients in order to ensure successful completion of the project.</li> <li>2. Plan, direct &amp; monitor the work of team members</li> <li>3. Manage project implementation issues &amp; quickly resolve problems</li> <li>4. Participate in the presentation of study results to the client &amp; ensure all deliverables are provided to the client in a timely manner</li> <li>5. Participates in submitting quotations &amp; proposals</li> <li>6. Develops survey instruments &amp; other data collections processes</li> <li>7. Maintains organized &amp; timely project files</li> <li>8. Ensures that data/information remains confidential as required</li> </ol> <p>Requirements:</p> <ol style="list-style-type: none"> <li>1. Bachelor degree in business, economics, communications or social science required</li> <li>2. MBA or other graduate degree preferred</li> <li>3. Six months experience as interviewer or customer service/sales person</li> <li>4. Must pass criminal background check</li> </ol> <p>Skills:</p> <ul style="list-style-type: none"> <li>➤ Demonstrated ability to manage projects with specific results &amp; deadlines</li> <li>➤ Proficient in all areas of survey services, marketing research methodologies &amp; statistics</li> <li>➤ Superior verbal &amp; writing skills</li> <li>➤ Analytical &amp; problem-solving abilities</li> </ul>

SIN	Labor Title	Description
541 4A	Research Assistant	<p>Basic Function: Assist the Project Managers &amp; Project Director with the management of survey research studies.</p> <p>Functional Responsibilities:</p> <ol style="list-style-type: none"> <li>1. Assists with setting-up &amp; implementing survey projects</li> <li>2. Schedule field resources for in house &amp; outsourced research services</li> <li>3. Assists with validation, data editing &amp; coding of survey information</li> <li>4. Assists with transcription of qualitative data</li> <li>5. Develops survey instruments &amp; other data collections processes</li> </ol> <p>Requirements:</p> <ol style="list-style-type: none"> <li>1. Associate degree in business</li> <li>2. Six months experience in marketing research</li> </ol> <p>Skills:</p> <ul style="list-style-type: none"> <li>➤ Strong verbal, writing,</li> <li>➤ Proficient in all areas of survey services, marketing research methodologies &amp; statistics</li> <li>➤ Superior verbal &amp; writing skills</li> <li>➤ Analytical &amp; problem-solving abilities</li> <li>➤ Strong organizational skills</li> <li>➤ Able to work well with other</li> </ul>