



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

**ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC GROUP 541**

**CONTRACT NUMBER:
GS-07F-0566Y**

**PERIOD COVERED BY CONTRACT:
September 5, 2012 through September 4, 2017**

BUSINESS SIZE: Service Disabled, Veteran-Owned, Small Business (SDVOSB)

Duty First Consulting, LLC

2650 Park Tower Drive, Suite 100

Vienna, VA 22180-7306

Phone: (703) 462-1400

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Contract Administrator: Terry Speegle

Email: terry.speegle@dutyfirstconsulting.com

Contract current through Modification PO-0006, dated March 27, 2014

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 for GSA *Advantage!*™ is <http://www.gsaadvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FAS Schedules button at <http://www.gsa.gov/fas>.



U.S. General Services Administration

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ORDERING INFORMATION

- 1a. Authorized Special Item Numbers (SINs): *Pricing begins on page 6*
 - Special Item No. 541-1/541-1 RC Advertising Services*
 - Special Item No. 541-2/541-2 RC Public Relations Services*
 - Special Item No. 541-3/541-3 RC Web Based Marketing Services*
 - Special Item No. 541-4A/541-4A RC Market Research and Analysis*
 - Special Item No. 541-4B/541-4B RC Video/Film Production Services*
 - Special Item No. 541-4F/541-4F RC Commercial Art and Graphic Design Services*
 - Special Item No. 541-5/541-5 RC Integrated Marketing Services*
- 1b. Description of all commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services. *Please see attached labor category descriptions.*
2. Maximum order: *\$1,000,000*
3. Minimum order: *\$100.00*
4. Geographic coverage (delivery area): *The 48 contiguous States and the District of Columbia, Alaska, Hawaii, Puerto Rico, and U.S. territories*
5. Point of production (city, county, and state or foreign country): *Not Applicable*
6. Discount from list prices or statement of net price: *Government prices are net*
7. Quantity discounts: *None*
8. Prompt payment terms: *0%--Net 30 days*
- 9a. Government purchase cards are accepted below the micropurchase threshold
- 9b. Government purchase cards are accepted above the micropurchase threshold
10. Foreign items (list items by country of origin): *Not Applicable*
- 11a. Time of delivery: *As negotiated between Contractor and Ordering Agency*
- 11b. Items available for expedited delivery: *Contact Contractor*
- 11c. Overnight and 2-day delivery: *Contact Contractor*
- 11d. Urgent Requirements: *Contact Contractor*
12. F.O.B. Point: *Destination*

- 13a. Ordering address: *Duty First Consulting, LLC
2650 Park Tower Drive, Suite 100
Vienna, VA 22180-7306*
- 13b. Ordering Procedures: *For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.*
14. Payment address: *Duty First Consulting, LLC
2650 Park Tower Drive, Suite 100
Vienna, VA 22180-7306*
15. Warranty provision: *Not Applicable*
16. Export packing charges: *Not Applicable*
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level): *None*
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*
24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: *Not Applicable*
25. Data Universal Number System (DUNS) number: *362623170*
26. Duty First Consulting, LLC is registered in the System for Award Maintenance (SAM) database. *CAGE Code: 4SJK4*
27. Equivalency:
1. One year of experience is the equivalent of one year of education.
2. One year of education is the equivalent of one year of experience.
3. Certification related to the technology is equivalent to two years of experience or education requirement.

Duty First Consulting, LLC

Labor Category Descriptions

Senior Analyst

Description: Senior expert with extensive knowledge and experience developing and applying analytic methodologies and principles, and is recognized as a leader within marketing functions. Leads the application of analytic techniques and helps define project objectives and strategic direction. Is responsible for providing leadership and vision to client and project teams around the methodology. Resolves complex problems, which require an in-depth knowledge of analytic methodologies and principles. Directs the activities of more junior Analysts or other staff as necessary on activities related to the application of analytical techniques and methodologies. Demonstrated managerial and supervisory skills.

Experience & Education: Minimum of 2 years experience and Bachelors Degree

Consultant

Description: Possesses knowledge, some experience, and capabilities in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations. Supports the development of solutions to address organization's challenges. Supports project objectives and helps assess the impact of industry trends, policy, or standard methodologies. Conducts activities in support of project team's objectives.

Experience & Education: Minimum of 3 years experience and Bachelors Degree

Domain Expert

Description: Possesses knowledge in designated field or discipline. Supports assessments of organization's challenges using specialized skills and knowledge. Contributes to the execution of project or task plan and helps assess the impact of industry trends, policy or standard methodologies. Conducts activities in support of the project team's objectives.

Experience & Education: Minimum of 10 years experience and Bachelors Degree

Senior Manager/Associate

Description: Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations. The Program Manager maintains and manages relationships with senior level management within the client organization. Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision, this may include subject matter and unique technical knowledge. The Program Manager is responsible for managing multiple contract operations, ensure quality standards and work performance on all task orders and projects, plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project and contract performance, etc.

Experience & Education: Minimum of 9 years experience and Bachelors Degree

Duty First Consulting, LLC
Labor Rates

	Hourly Labor Rates				
	9/5/12-	9/5/13-	9/5/14-	9/5/15-	9/5/16-
Labor Category	9/4/13	9/4/14	9/4/15	9/4/16	9/4/17
Sr Analyst	\$64.18	\$65.66	\$67.17	\$68.71	\$70.29
Consultant	\$83.93	\$85.86	\$87.83	\$89.85	\$91.92
Domain Expert	\$172.80	\$176.77	\$180.84	\$185.00	\$189.25
Sr Manager/Associate	\$162.92	\$166.67	\$170.50	\$174.42	\$178.44

Equivalency

1. One year of experience is the equivalent of one year of education.
2. One year of education is the equivalent of one year of experience.
3. Certification related to the technology is equivalent to two years of experience or education requirement.