

SENSIS

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through the GSA Advantage! menu-driven database system. The internet address for GSA Advantage! is www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

SCHEDULE TITLE: Professional Services Schedule

CONTRACT NUMBER: GS-07F-0615W

CONTRACT PERIOD: August 18, 2015 - August 17, 2020

CONTRACTOR: Sensis Inc.
811 Wilshire Blvd., Suite 2050
Los Angeles, CA 90017-3414
Phone: 213-341-0171
Web: www.sensisagency.com

CONTRACT ADMINISTRATOR: Mr. Dan L. Allen, EVP
1605 Connecticut Ave, NW 4th Floor
Washington, DC 20009
Phone: 202-449-1133
E-mail: dallen@sensisagency.com

BUSINESS SIZE: Small

CUSTOMER INFORMATION:
1a. Table of Awarded SINs: GS-07F-0615W
541-1 /541-1RC Advertising Services
541-2 /541-2RC Public Relations Services
541-3 /541-3RC Web Based Marketing Services
541-4F/541-4FRC Commercial Art and Graphic Design Services
541-4G/ 541-4G/RC Challenges and Competitions Services
541-1000/1000RC Other Direct Costs

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

SIN: 541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5
Model: Account Coordinator II
Price: \$54.91

1c. HOURLY RATE:

See commercial price list.

2. MAXIMUM ORDER:

1,000,000.00

3. MINIMUM ORDER:

\$100

4. GEOGRAPHIC COVERAGE:

50 United States, Washington DC, and the U.S. Territories

5. POINT(S) OF PRODUCTION:

Los Angeles, CA (Los Angeles County)

6. DISCOUNT FROM LIST PRICES:

13% - 60% from the accepted pricelist

7. QUANTITY DISCOUNT:

+1% discount on orders > \$250,000

8. PROMPT PAYMENT TERMS:

+1% 20 days, net 30 days

9a. GOV. PURCHASE CARDS ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.

9b. GOV. PURCHASE CARDS ARE NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.

10. FOREIGN ITEMS:

None

11a. TIME OF DELIVERY:

As specified on work order.

11b. EXPEDITED DELIVERY:

As specified on work order.

11c. OVERNIGHT AND 2 DAY DELIVERY:

As specified on work order.

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. F.O.B. POINT:

Destination

13a. ORDERING ADDRESS:	Sensis Inc. 811 Wilshire Blvd., Suite 2050 Los Angeles, CA 90017-3414
13b. ORDERING PROCEDURES:	For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPA's) are found in the Federal Acquisition Regulation (FAR) 8.405-3.
14. PAYMENT ADDRESS:	Sensis Inc. 811 Wilshire Blvd., Suite 2050 Los Angeles, CA 90017-3414
15. WARRANTY PROVISION:	Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. EXPORT PACKING CHARGES:	N/A
17. TERMS & CONDITIONS OF GOV. PURCHASE CARD AND ACCEPTANCE:	Any thresholds above the micro-purchase level.
18. TERMS & CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:	N/A
19. TERMS & CONDITIONS OF INSTALLATION:	N/A
20. TERMS & CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES:	N/A
20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES	N/A
21. LIST OF SERVICES AND DISTRIBUTION POINTS:	N/A
22. LIST OF PARTICIPATING DEALERS:	N/A
23. PREVENTIVE MAINTENANCE:	N/A
24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (EG. RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS):	N/A

- 24b. SECTION 508 COMPLIANCE FOR EIT: N/A
25. DATA UNIVERSAL NUMBER
SYSTEM (DUNS) NUMBER: 003-081-689
26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registered and currently active.

THE SENSIS ADVANTAGE

We are a full-service advertising agency providing digital-centric solutions aligned with the realities of consumer behavior, media consumption, and technology today.

Viewers are leaving TV and print. The old, closed brand management model based on awareness, reach, and frequency is dead. We believe that advertising today must be built around open brand stewardship, deep insights, impact, and engagement.

We use digital communications to engage hard-to-reach and mass-market audiences. In the process, we help clients place digital communications at the forefront of their marketing strategies for maximum relevance and cost-effectiveness.

Unique Capabilities & Market Niches

Although we are not unique in the services we offer, we feel we bring a unique perspective and background to digital advertising that makes us stand out from the crowd.

Engaging Hard-to-reach Audiences

We are an experienced multicultural agency with international reach. We offer diverse expertise and capabilities to reach the U.S. Hispanic, Asian-American, African-American and GLBT markets, as well as the Latin American market, all within a single agency. We believe in the central role that digital media plays in connecting with hard-to-reach audiences such as ethnic and lifestyle minorities, and we have developed a strong expertise in digital marketing for multicultural audiences. We are expert marketers who represent and understand the diverse marketplace our clients conduct business in.

We Cut Our Teeth as Technologists

We started in 1998 as a group of programmers and technologists. While we have evolved into a full-service agency, our technology roots are deep, and they influence our perspective and approach.

Strategy Consultants at Heart

Our discipline strength is strategy and account planning. We dive into data and work more like strategy consultants than a traditional digital agency.

We Work Well in Teams

For most of our existence, we have had to work with outside agency partners, often as a part of large teams. From our early work with Sears to our current role on the 12-agency U.S. Army advertising team, we have established a sensibility and understanding of how to maximize the opportunities that agency teaming environment produce.

We Don't Believe in Industry Niches

We are industry agnostic and proud of it. A lot of agencies profess their industry focus. While we understand that each industry has its own set of intricacies and unique challenges, we believe that our strategic process cuts across industry lines. Motivating and relevant ideas built around key points of customer resonance are the basis for impactful and engaging digital advertising, no matter the industry or product category.

COMPETITIVE EDGE

Independent, Nimble, and Forward-Thinking

We are independent and more nimble and flexible than many of our larger competitors that are part of mammoth advertising service holding companies. In a rapidly changing media and technology landscape, the ability to quickly adapt to emerging and disruptive media technologies is the difference between success and failure. As an example, our disciplines program allows us to stay on top of the latest trends in emerging media, and it provides our clients with perspective and experience when piloting new platforms and technology.

Our Team

At the end of the day, our people are our biggest competitive advantage. Our agency team represents a balanced, organic mix of non-agency outsiders (including engineers, technologists, journalists, lawyers, and strategy consultants, among others) and experienced traditional advertising veterans. Our agency is led by industry thought leaders who frequently comment on the rapidly changing advertising world in trade publications like MediaPost, MobileMarketer, Hispanic Market Weekly, and SearchEngineLand.com, on blogs like www.ThinkMulticultural.com and www.SensisBureau.com, and at various conferences including Ad:tech, DM Days, and the Multicultural Media Expo.

A Small Agency with Big Brand Experience

Although we are a small agency, we have deep experience working with large Fortune 500 companies (Sempra Energy, United Healthcare, NewsCorp / Fox Entertainment) and major brands (the U.S. Army, the Republican National Committee, Disney).

CAPABILITIES

Strategy

- Market Research
- Marketing Strategy
- Customer Segmentation
- Allocation Modeling
- Usability Testing
- Digital - Social - Mobile
- Strategy

Websites

- User Experience Design
- Website Design
- Content Management
- Systems (CMS)
- Application Development
- E-commerce

Digital Marketing

- Search Engine Marketing
- Email Marketing
- Analytics
- Content Production (Video, Audio, Rich Media)
- Creative (Banners, Rich Media, Email)

Social Media

- Viral / Word of Mouth
- Influencer Outreach
- Content
- Apps
- Community Management
- Business Intelligence
- Mashups

Advertising Campaigns

- Account Planning
- Brand Development
- Media Planning & Buying
- Creative (TV, Radio, Print, OOH)
- Collateral
- Multicultural (Hispanic, Asian, African-American)

Mobile

- App Development
- Mobile Advertising
- Mobile Websites
- Messaging (SMS)

PRICE LIST

8/18/15 - 8/17/20

Item No.	AIMS Labor Categories	Hourly Rate
1	Senior Strategist	\$190.58
2	Account Director	\$164.43
3	Senior Account Executive	\$117.28
4	Account Executive	\$107.51
5	Media Planner/Buyer	\$117.28
6	Media Assistant	\$102.62
7	Digital Creative Director	\$151.49
8	Art Director	\$146.60
9	UX Designer	\$141.71
10	Traffic Manager	\$117.28
11	Digital Strategist	\$151.49
12	Senior Strategic Planner	\$156.37
13	Project Management Director	\$136.83
14	Social Media Specialist	\$102.62
15	PR Director	\$136.83

OTHER DIRECT COSTS

Item No.	Service	Unit of Issue	Cost
1	Dynamic Logic Study	Per Study	\$29,170.78
2	Focus Group Testing	4	\$36,322.42
3	Photo Retouching	Per Hour	\$85.64
4	14x48 Outdoor Billboard Printing	Per Unit	\$968.10
5	Printing, Production, and Postage	Per 750 Cards	\$1,433.95
6	Radio Production	Per Production	\$19,370.28
7	Software Licensing - Ektron License	5 User License	\$10,075.57
8	Video Games Production	Per Game	\$12,090.68
9	Web Video Production	Per Spot	\$114,309.32
10	Media Buy	Ceiling	\$859,261.02
11	Radio Media Tour	Per Task	\$5,759.82
12	Satellite Media Tour	Per Task	\$21,662.47
13	Video Production	Ceiling	\$4,577,734.66
14	Web Hosting	Per Month	\$503.78
15	Skild Platform	Per Challenge	\$20,151.13

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule (PSS) 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

<i>POSITION</i>	<i>DESCRIPTION</i>
MANAGEMENT	
Project Management Director	<p>Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Is responsible for overseeing an integrated management structure which evaluates overall performance. Meets with government program manager to discuss performance initiatives and priorities.</p> <p>Education/Experience: Master's degree with 15+ years of experience.</p>
ACCOUNT SERVICES	
Account Director	<p>Oversees multiple client accounts, serving as overall relationship manager. Responsible for overseeing all aspects of client engagements, from media, creative, strategy, and technology, across all agency disciplines and tactical services.</p> <p>Education/Experience: Bachelor's and/or Master's degree with 10+ years of experience.</p>
Senior Account Executive	<p>Manages specific client engagements, campaigns, and projects. Coordinates internal departments to execute multi-faceted communications programs, including creative, technology, strategy, and social media departments.</p> <p>Education/Experience: Bachelor's degree with +6 years of experience.</p>
Account Executive	<p>Manages specific client engagements, campaigns, and projects. Coordinates internal departments to execute multi-faceted communications programs, including creative, technology, strategy, and social media departments.</p> <p>Education/Experience: Bachelor's degree with 4+ years of experience.</p>

MEDIA SERVICES

<p>Media Planner/Buyer</p>	<p>Manages the day-to-day process of all media planning efforts for clients of responsibility. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.</p> <p>Education/Experience: Bachelor's degree with 3+ years of experience.</p>
<p>Media Assistant</p>	<p>Assists Media Planner/Buyer with day-to-day process of all media planning and deliverables. Helps place media on local, state, and national channels.</p> <p>Education/Experience: Bachelor's degree with 1+ years of experience.</p>
<p>PR Director</p>	<p>Manages all public relations and communication relationship with clients. Evaluates public response and adjusts communication tactics accordingly. Works with clients to publish pertinent information such as press releases, news articles, and email campaigns.</p> <p>Education/Experience: Bachelor's degree with 8+ years of experience.</p>

RESEARCH AND ANALYTICS

<p>Senior Strategist</p>	<p>Manages strategic analyses and fulfillment of web metrics data to aid client and internal business decision making. Provides regular reporting of website and e-marketing campaign activity, including website and marketing program performance, click stream, path analysis, and trends</p> <p>Education/Experience: Bachelor's degree with 15+ years of experience.</p>
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Senior Strategic Planner	<p>Manages the day-to-day process of all media planning efforts for clients of responsibility. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.</p> <p>Education/Experience: Bachelor's degree with 6+ year</p>
CREATIVE SERVICES	
Digital Creative Director	<p>Responsible for all creative operations for a specific group of accounts, including staff supervision and work production.</p> <p>Education/Experience: Bachelor's degree with 9+ years of experience.</p>
Art Director	<p>Responsible for conceptualizing creative solutions that effectively communicate the strategic intent for each tactic within the assigned product(s). Interacts with Copywriters to develop creative concepts and executions.</p> <p>Education/Experience: Bachelor's degree with 6+ years of experience.</p>
PRODUCTION SERVICES	
Traffic Manager	<p>Responsible for the internal coordination, expediting, and scheduling of various advertising. Provides timely warning to various departments regarding problems in the scheduled work flow which could reduce the efficiency of operations.</p> <p>Education/Experience: Bachelor's degree with 11+ years of experience.</p>

DIGITAL SERVICES	
Digital Strategist	<p>Oversees strategic design of multi-faceted website projects and interactive media communications programs. Possesses a comprehensive understanding of integrated online marketing and how tactics can be applied in a strategic context for clients. Meets with government program manager to establish priorities.</p> <p>Education/Experience: Bachelor's degree with 5+ years of experience</p>
Social Media Specialist	<p>Leads and implements social media initiatives. Implements social media strategies and tactics, as well as tracks and reports results. Meets with client to relay progress and establish priorities.</p> <p>Education/Experience: Bachelor's degree with 4+ years of experience.</p>
UX Designer	<p>Aids in design and development of websites. Contributes to the production of web graphics, performs user experience testing, aids in implementation of site layout using HTML, JavaScript, Cold Fusion, ASP, and/or other tools. Can assist in website testing and evaluation processes.</p> <p>Education/Experience: Bachelor's degree or equivalent with 5+ years of experience.</p>

*** The labor category guidelines in our Price list describe the functional responsibilities and general education and experience associated with each labor category. These definitions are a guide to the types of experience and educational background of typical personnel in each labor category. Education and experience may be substituted for each other. Each year of experience may be substituted for 1 year of education, and vice versa. In additional certifications, professional licenses, and vocational technical training may be substituted for experience and education.*