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# 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 ordering from Federal Supply Schedules, click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

<b>SCHEDULE TITLE:</b>	Professional Services Schedule
<b>CONTRACT NUMBER:</b>	GS-07F-0615W
<b>CONTRACT PERIOD:</b>	August 18, 2015 - August 17, 2020
<b>CONTRACTOR:</b>	Sensis Inc. 818 S. Broadway, Suite 1100 Los Angeles, CA 90014 Phone: 213-341-0171 Web: <a href="http://www.sensisagency.com">www.sensisagency.com</a>
<b>CONTRACT ADMINISTRATOR:</b>	Mr. Dan L. Allen, EVP 500 Penn St. NE Washington, DC 20002 Phone: 202-449-1133 E-mail: <a href="mailto:dallen@sensisagency.com">dallen@sensisagency.com</a>
<b>BUSINESS SIZE:</b>	Small
<b>CUSTOMER INFORMATION:</b>	GS-07F-0615W
<b>1a. TABLE OF AWARDED SINs:</b>	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 541-5/541-5RC Intergrated Marketing Services
<b>1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: (Gov. net price based on a unit of one)</b>	SIN: 541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5 Model: Project Coordinator Price: \$97.73

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<b>1c. HOURLY RATE:</b>	See commercial price list.
<b>2. MAXIMUM ORDER:</b>	1,000,000.00
<b>3. MINIMUM ORDER:</b>	\$100
<b>4. GEOGRAPHIC COVERAGE:</b>	50 United States, Washington DC, and the U.S. Territories
<b>5. POINT(S) OF PRODUCTION:</b>	Los Angeles, CA (Los Angeles County)
<b>6. DISCOUNT FROM LIST PRICES:</b>	3% - 4% from the accepted pricelist
<b>7. QUANTITY DISCOUNT:</b>	+1% discount on orders >\$250,000
<b>8. PROMPT PAYMENT TERMS:</b>	+1% 20 days, net 30 days
<b>9a. GOV. PURCHASE CARDS ARE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.</b>	
<b>9b. GOV. PURCHASE CARDS ARE NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.</b>	
<b>10. FOREIGN ITEMS:</b>	None
<b>11a. TIME OF DELIVERY:</b>	As specified on work order.
<b>11b. EXPEDITED DELIVERY</b>	As specified on work order.

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**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.  
818 S. Broadway, Suite 1100  
Los Angeles, CA 90014

**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.  
818 S. Broadway, Suite 1100  
Los Angeles, CA 90014

**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

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<b>20. TERMS &amp; CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES:</b>	N/A
<b>20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES:</b>	N/A
<b>21. LIST OF SERVICES AND DISTRIBUTION POINTS:</b>	N/A
<b>22. LIST OF PARTICIPATING DEALERS:</b>	N/A
<b>23. PREVENTIVE MAINTENANCE:</b>	N/A
<b>24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (EG. RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS):</b>	N/A
<b>24b. SECTION 508 COMPLIANCE FOR EIT:</b>	N/A
<b>25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER:</b>	003-081-689
<b>26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:</b>	Registered and currently active.

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# SENSIS

## THE SENSIS ADVANTAGE

Ads don't work. Content does. Because people experience content. To change behavior, you need to engage people first—through useful, relevant means. These are the tools we use to build engagement, spark motivation and drive action among the cultures you wish to influence. The sooner we act, the quicker you can change behavior.

### Unique Capabilities & Market Niches

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

### Engaging Hard-to-reach Audiences

A cross-cultural marketing agency driving behavior change. 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 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.

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# SENSIS

## 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

We don't live in one cultural box. We are cultures in flow. Each of us isn't merely defined by ethnicity, but by everything else around us. Music. Food. Art. Religion. Politics. Economics. Geography. Media. Other people. And that affects how we think, act and interact. Culture begets cultures.

Understanding how this drives one's daily actions is at the core of our work.

We began in 1998 as three people in a warehouse in Whittier building websites. Today, we're a full-service marketing and advertising agency in Los Angeles, Washington, DC, Austin and Atlanta, creating experiences out of cultural insights to drive behavior change.

# SENSIS

## CAPABILITIES



### Creative

Broadcast  
Print  
Collateral  
Out-of-Home  
Branding  
Digital Ads  
Websites  
UX Design  
Content  
Development



### Media

Traditional Planning &  
Buying  
Digital Planning &  
Buying  
Budget/Channel  
Allocation Modeling  
SEM/SEO  
Email Marketing



### Strategy

Account Planning  
Marketing Strategy  
Allocation Modeling  
Digital, Mobile and  
Social Strategy  
Content Strategy  
CRM



### Technology

CMS  
Server-Side  
Development  
Client-Side  
Development  
Business Analysis  
E-Commerce  
Technical  
Architecture



### Earned Media

Social Media  
Public Relations  
Content Marketing  
Events



### Mobile

Apps  
Websites  
Ads  
SMS/MMS



### Research & Analytics

Focus Groups & Surveys  
Usability Testing  
Website, Social Campaign  
Analytics  
Ethnographic Research  
Customer Segmentation  
Dashboard/Custom  
Reporting Tools  
Analytics -  
Web/Social/CRM/Media  
Market Research



### Challenges

Prize Development  
Challenge  
Management  
Creative  
Media  
Strategy  
Technology  
Brand Engagement

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## PRICE LIST

8/18/15 - 8/17/20

Item No.	AIMS Labor Categories	Hourly Rate
<b>ACCOUNT MANAGEMENT</b>		
1	EVP	\$180.81
2	Account Director	\$164.43
3	Senior Account Executive	\$117.28
4	Account Executive	\$107.51
5	Project Manager Director	\$136.83
6	Project Manager	\$146.60
7	Project Coordinator	\$97.73
<b>STRATEGY</b>		
8	Associate Director, Strategic Planning	\$156.37
9	Senior Strategist	\$190.58
10	Senior Strategic Planner	\$156.37
11	Digital Strategist	\$151.49
12	Content Strategist	\$136.83
13	Health Care Strategist	\$175.92
14	Strategic Planner	\$136.83
15	Junior Strategic Planner	\$122.17



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## CREATIVE

16	Creative Director	\$156.37
17	Digital Creative Director	\$151.49
18	Art Director	\$146.60
19	UX Designer	\$141.71
20	Production Designer	\$107.51
21	Traffic Manager	\$117.28
22	Editor/Jr Copywriter	\$117.28

## MEDIA

23	Digital Media Supervisor	\$141.71
24	Media Planner/Buyer	\$117.28
25	Media Assistant	\$102.62
26	Social Media Manager	\$112.39
27	Social Media Specialist	\$102.62
28	PR Director	\$136.83

## DIGITAL EXPERIENCES

29	Technology Director	\$161.26
30	QA Engineer	\$146.60
31	SEO Analyst	\$146.60
32	Lead Developer	\$156.37

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## OTHER DIRECT COSTS

Item No.	Service	Unit of Issue	Costs
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	\$112,626.70
10	Media Buy	Ceiling	\$865,754.18
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 Housing	Per Month	\$503.78
15	Skill Platform	Per Challenge	\$20,151.13

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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 29CFR 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.

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## LABOR CATEGORY DISCRPTIONS

<i>POSITION</i>	<i>DESCRIPTION</i>
<b>ACCOUNT MANAGMENT</b>	
EVP	<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: Master's degree with 15+ years of experience.</p>
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>

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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>
Project Management Director	<p>Responsible for overseeing efforts of teams and departments. Directs development-advertising initiative. Ensures overall customer satisfaction by monitoring projects for quality and timeliness. Participates in planning discussions with client.</p> <p>Education/Experience: Bachelor's degree with 5+ years of experience.</p>
Project Manager	<p>Responsible for overseeing efforts of teams and departments. Directs development-advertising initiative. Ensures overall customer satisfaction by monitoring projects for quality and timeliness. Participates in planning discussions with client.</p> <p>Education/Experience: Bachelor's degree with 5+ years of experience.</p>
Project Coordinator	<p>Responsible for assisting the Project Manager with management of projects. Maintains timelines, budgets, meeting minutes, and internal POC.</p> <p>Education/Experience: Bachelor's and/or Master's degree with 1+ years of experience.</p>

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STRATEGY	
Associate Director, Strategic Planning	<p>Assists the Director with overseeing all strategic development.</p> <p>Education/Experience: Bachelor's degree with 5+ years of experience.</p>
Senior Strategist	<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>
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+ years of experience.</p>
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>

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Content Strategist	<p>Responsible for developing a content strategy based on a company or client's business objectives.</p> <p>Education/Experience: Bachelor's degree with 3+ years of experience.</p>
Healthcare Strategist	<p>Responsible for developing a healthcare strategy based on a company or client's business objectives.</p> <p>Education/Experience: Master's degree with 12+ years of experience.</p>
Strategic Planner	<p>Responsible for strategic development (strategic method determination, qualitative and quantitative research, and writing POVs.)</p> <p>Education/Experience: Bachelor's degree with 3+ years of experience.</p>
Junior Strategic Planner	<p>Responsible for assisting with the strategic development (strategic method determination, qualitative and quantitative research, and writing POVs.)</p> <p>Education/Experience: Bachelor's degree with 1+ years of experience.</p>
<b>CREATIVE</b>	
Creative Director	<p>Responsible for assisting the Creative Director in managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations.</p> <p>Education/Experience: Bachelor's degree with 10+ years of experience.</p>

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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>
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>
Production Designer	<p>Responsible for working with vendors and clients to ensure that research, design, and production runs smoothly for each product/campaign's strategic plan; drafts all production schedules; coordinates reporting activities; and creates client invoices.</p> <p>Education/Experience: Bachelor's degree with 5+ years of experience.</p>



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<p>Traffic Manager</p>	<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>
<p>Editor/Jr Copywriter</p>	<p>Responsible for developing content strategies and writing copy across a wide variety of media and project types.</p> <p>Education/Experience: Bachelor's degree with 4+ years of experience.</p>
<p><b>MEDIA</b></p>	
<p>Digital Media Supervisor</p>	<p>Responsible for developing strategic, media programs.</p> <p>Education/Experience: Bachelor's degree with 8+ years of experience.</p>
<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>

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Social Media Manager	<p>Responsible for developing and executing social media and mobile strategies and all activities that directly support public relations and marketing goals.</p> <p>Education/Experience: Bachelor's degree with 2+ 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>
PR Director	<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>
<b>DIGITAL EXPERIENCE S</b>	
Technology Director	<p>Responsible for overseeing all web development activities.</p> <p>Education/Experience: Bachelor's degree with 8+ years of experience.</p>
QA Engineer	<p>Responsible for graphical user interface requirements analysis, analyzes human-computer function/job/task, creates rapid prototyping of user interfaces, conducts user training, analyzes human-computer performance.</p> <p>Education/Experience: Bachelor's degree with 6+ years of experience.</p>

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SEO Analyst	<p>Responsible for working across functional teams to understand brand requirements and identify SEO growth opportunities. Compiles industry research, competitive landscape information and trade intelligence for SEO strategy development and optimization.</p> <p>Education/Experience: Bachelor's degree with 8+ years of experience.</p>
Lead Developer	<p>Responsible for designing, building out, and supporting cutting edge web design solutions. Works with Design Manager/ Project Managers to create website design comps for client base. Creatively conveys a message with graphics, typography and usability best practices that complements the client's mission and their existing marketing materials.</p> <p>Education/Experience: Bachelor's degree with 7+ 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.*