General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule 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 are available through GSA Advantage®, a menu-driven database system. The INTERNET address GSA Advantage!® is: GSAAvantage.gov.

Multiple Award Schedule

Federal Supply Group: Professional Services

Contract Number: GS-07F-0712X

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract Period: August 22, 2011 through August 21, 2026

Point of Contact:
Scott Ward
Principal
Fifth Estate Communications
6800 Westmoreland Ave.
Takoma Park, MD 20912
TEL: 202-251-9484
E-Mail: Scott.Ward@fifth-estate.com

Business Size: Small business

Price list current as of Modification #PO-0023 effective August 22, 2021

Prices Shown Herein are Net (discount deducted)
1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICE MODEL
   See page 4

1c. HOURLY RATES
   See page 4

2. MAXIMUM ORDER: $1,000,000

3. MINIMUM ORDER: $100

4. GEOGRAPHIC COVERAGE:
   Domestic

5. POINT(S) OF PRODUCTION:
   6800 Westmoreland Ave.
   Takoma Park, MD 20912

6. DISCOUNT FROM LIST PRICES:
   Government Net Prices (discounts already deducted.)

7. QUANTITY DISCOUNT(S): +2%>$250,000

8. PROMPT PAYMENT TERMS:
   Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 Days

9. FOREIGN ITEMS: Not applicable

10a. TIME OF DELIVERY: To Be Determined at the Task Order level

10b. EXPEDITED DELIVERY: To Be Determined at the Task Order level

10c. OVERNIGHT AND 2-DAY DELIVERY: To Be Determined at the Task Order level

11d. URGENT REQUIREMENTS: To Be Determined at the Task Order level

11. FOB POINT: Destination

12a. ORDERING ADDRESS:
12b. 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

13. PAYMENT ADDRESS:
Fifth Estate Communications, LLC
6800 Westmoreland Ave.
Takoma Park, MD 20912

14. WARRANTY PROVISION:
Standard Commercial Warranty Terms and Conditions

15. EXPORT PACKING CHARGES (IF APPLICABLE): Not applicable

16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):
Not applicable

17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): Not applicable

18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not applicable

18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): Not applicable

19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): Not applicable

20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): Not applicable

21. PREVENTIVE MAINTENANCE (IF APPLICABLE): Not applicable

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not applicable

22b. SECTION 508 COMPLIANCE FOR EIT: N/A

23. UNIQUE ENTITY IDENTIFIER (UEI) NUMBER: 830585084

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor registered and active in SAM.
AWARDED LABOR CATEGORY RATES
SIN 541820
Inclusive of IFF

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Staff</td>
<td>Hourly</td>
<td>$181.40</td>
</tr>
<tr>
<td>Account Manager</td>
<td>Hourly</td>
<td>$94.50</td>
</tr>
<tr>
<td>Account Staff</td>
<td>Hourly</td>
<td>$81.61</td>
</tr>
<tr>
<td>Intern**</td>
<td>Hourly</td>
<td>$40.81</td>
</tr>
</tbody>
</table>

AWARDED LABOR CATEGORY DESCRIPTIONS

Senior Staff

Experience:
Minimum bachelor’s degree in communications or related field. Minimum 10 years of progressively responsible experience in all aspects of communications strategy and execution, as well as demonstrated project management and personnel management activities.

Responsibilities:
- Oversee all aspects of project management, including strategy, execution, QA/QC, budgeting and cost control, and customer reporting.
- Provide strategic advice and counsel as well as strategic direction to customer and account team.
- Serve as senior liaison to represent customer when requested.
- Participate in customer meetings, conference calls, strategy sessions, etc.
- Provide direct support to account team and customer in delivery of services as required in all aspects of campaign work, including:
  - Communications strategy and planning.
  - Public relations.
  - Media relations.
  - Stakeholder outreach.
  - Editorial services.

Account Manager

Experience:
Minimum bachelor’s degree in communications or related field. Two to 5 years of progressively responsible experience in all aspects of communications strategy and execution, and demonstrated ability to provide high-quality communications support and leadership in a dynamic environment.

Responsibilities:
- Oversee day-to-day management of accounts.
- Ensure QA/QC of all client products, communications and relationships.
• Staff management and mentorship.
• Provide direct support to account team and customers in all aspects of campaign work, including:
  - Communications strategy and planning.
  - Public relations.
  - Media relations.
  - Stakeholder outreach.
  - Editorial services.

### Account Staff

**Experience:**
Minimum bachelor’s degree in communications or related field, or minimum two years’ directly related professional experience, and demonstrated ability to provide high-quality communications support in a dynamic environment.

**Responsibilities:**
- Handle day-to-day management of accounts.
- Provide direct support to account team and customers in all aspects of campaign work, including:
  - Communications strategy and planning.
  - Public relations.
  - Media relations.
  - Stakeholder outreach.
  - Editorial services.
- Maintain positive customer relationships and respond promptly to customer needs and requests.

### Intern

**Experience:**
Current enrollment in bachelor’s, associates or equivalent degree or training program in communications or related field, and demonstrated ability to provide high-quality communications support in a dynamic environment.

**Responsibilities:**
- Provide administrative support to account team.
- Provide skills-appropriate direct support to account team and customer in all aspects of campaign work, including:
  - Communications strategy and planning.
  - Public relations.
  - Media relations.
  - Stakeholder outreach.
  - Editorial services.
SERVICE CONTRACT LABOR STANDARDS MATRIX

<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category</th>
<th>SCLS Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intern</td>
<td>01113 - General Clerk III</td>
<td>2015-4281</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

SIN 541810DC – Other Direct Costs for Marketing and Public Relations Services
Inclusive of IFF

<table>
<thead>
<tr>
<th>Support Product/Labor (ODCs)</th>
<th>Unit of Issue</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted article distribution via North American Precis Syndicate</td>
<td>Two-Column Article</td>
<td>$4595.50</td>
</tr>
<tr>
<td>Color printing 8-page 5 ½ x 8 ½ brochure</td>
<td>Per piece</td>
<td>$2.37</td>
</tr>
<tr>
<td>Focus Group recruiting, incentive and facility rental</td>
<td>Per focus group</td>
<td>$2,148.78</td>
</tr>
</tbody>
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