General Services Administration (GSA)
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 is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is http://www.gsaadvantage.gov

Schedule: Multiple Award Schedule (MAS)

Category: Professional Services    Class: R701

MULTIPLE AWARD SCHEDULE (MAS) GSA CONTRACT NO: GS-07F-117CA
Federal Supply Group: Professional Services

CONTRACT PERIOD: March 23, 2015 through March 22, 2025

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov.

CONTRACTOR: 
Marketing for Change Co.
110 South Columbus Street
Alexandria, VA 22314
Phone: (703) 683-2240
E-mail: christene.jennings@forchange.agency
Web Address: www.marketingforchange.com

CONTRACTOR’S ADMINISTRATION SOURCE:
Christene Jennings, COO
Phone: (703) 683-2240
E-mail: christene.jennings@forchange.agency

BUSINESS SIZE: Small

Socioeconomic Indicators: N/A

Price list current as of Modification #: PA-0022 effective July 22, 2022
Customer Information

1a. CATEGORY AND DESCRIPTION
   541613: Marketing Consulting Services
   541810ODC: Other Direct Costs for Marketing and Public Relations Services
   OLM: Order Level Materials

1b. PRICING:
   See Approved Pricing Section of this catalog for all Hourly Rates for Labor Categories.

1c. HOURLY RATES:
   (Services Only): See page 4 for Approved Price List

2. MAXIMUM ORDER:
   SIN 541613: $1,000,000
   SIN 541810ODC: $1,000,000
   SIN OLM: $250,000

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE:
   Domestic, 50 states, Washington, DC, and Puerto Rico

5. POINT(S) OF PRODUCTION:
   N/A

6. DISCOUNT FROM LIST PRICES:
   Government net prices (discounts already deducted)

7. QUANTITY DISCOUNT(S): N/A

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

9. FOREIGN ITEMS:
   None

10a. TIME OF DELIVERY:
     To be determined at time of Task Order.

10b. EXPEDITED DELIVERY:
     Contact Contractor’s Representative.

10c. OVERNIGHT AND 2-DAY DELIVERY:
     None Offered.

10d. URGENT REQUIREMENTS:
     Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
11. **FOB POINT:** Destination.

12a. **ORDERING ADDRESS:**
Same as contractor address. Customer should contact contractor for additional addresses.

12b. **ORDERING PROCEDURES:**
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3.

13. **PAYMENT ADDRESS:**
110 South Columbus Street
Alexandria, VA 22314
Attn: Finance
Contact Contractor for Electronic Funds Transfer (EFT)

14. **WARRANTY PROVISION:**
Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

15. **EXPORT PACKING CHARGES:**
None

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A

17. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

19. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A

20. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

21. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

22a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**
N/A

22b. **Section 508 Compliance for EIT:**
N/A

23. **UNIQUE ENTITY IDENTIFIER:** VK5ZQV7U9EP3

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:**
Contractor (Marketing for Change Co) has an Active Registration in the SAM database.
Approved MAS Pricing – SIN 541613
All Prices Include the Industrial Funding Fee (IFF)

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Title</th>
<th>Year 6 03/23/20 – 03/22/21</th>
<th>Year 7 03/23/21 – 03/22/22</th>
<th>Year 8 03/23/22 – 03/22/23</th>
<th>Year 9 03/23/23 – 03/22/24</th>
<th>Year 10 03/23/24 – 03/22/25</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Principal</td>
<td>N/A</td>
<td>N/A</td>
<td>$243.73</td>
<td>$251.29</td>
<td>$259.08</td>
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<tr>
<td>541613</td>
<td>Sr. Researcher</td>
<td>N/A</td>
<td>N/A</td>
<td>$234.41</td>
<td>$241.68</td>
<td>$249.17</td>
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<tr>
<td>541613</td>
<td>Sr. Specialist</td>
<td>N/A</td>
<td>N/A</td>
<td>$214.01</td>
<td>$220.64</td>
<td>$227.48</td>
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<tr>
<td>541613</td>
<td>Practice Director</td>
<td>N/A</td>
<td>N/A</td>
<td>$184.28</td>
<td>$189.99</td>
<td>$195.88</td>
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<tr>
<td>541613</td>
<td>Creative Director</td>
<td>N/A</td>
<td>N/A</td>
<td>$164.07</td>
<td>$169.16</td>
<td>$174.40</td>
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<tr>
<td>541613</td>
<td>Art Director</td>
<td>N/A</td>
<td>N/A</td>
<td>$112.95</td>
<td>$116.45</td>
<td>$120.06</td>
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<tr>
<td>541613</td>
<td>Designer / Copywriter</td>
<td>N/A</td>
<td>N/A</td>
<td>$89.17</td>
<td>$91.93</td>
<td>$94.78</td>
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<td>541613</td>
<td>Video Editor / Producer</td>
<td>N/A</td>
<td>N/A</td>
<td>$77.28</td>
<td>$79.68</td>
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<td>541613</td>
<td>Web Architect</td>
<td>N/A</td>
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<td>$109.88</td>
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<td>541613</td>
<td>Web Developer</td>
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<td>N/A</td>
<td>$72.77</td>
<td>$75.03</td>
<td>$77.36</td>
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<td>541613</td>
<td>Strategist / Editor</td>
<td>N/A</td>
<td>N/A</td>
<td>$136.73</td>
<td>$140.97</td>
<td>$145.34</td>
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<td>541613</td>
<td>Planner / Sr. Writer</td>
<td>N/A</td>
<td>N/A</td>
<td>$111.76</td>
<td>$115.22</td>
<td>$118.79</td>
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<tr>
<td>541613</td>
<td>Communications Manager</td>
<td>N/A</td>
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<td>$101.06</td>
<td>$104.19</td>
<td>$107.42</td>
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<td>541613</td>
<td>Communications Specialist 2</td>
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<td>$79.68</td>
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<td>541613</td>
<td>Communications Specialist 1</td>
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<td>$113.06</td>
<td>$116.56</td>
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<td>541613</td>
<td>Communications Assistant</td>
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<td>N/A</td>
<td>$46.37</td>
<td>$47.81</td>
<td>$49.29</td>
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Approved MAS Pricing – SIN 541810ODC
The following Other Direct Costs are listed as not-to-exceed amounts
Approved Pricing (Includes IFF fee)

<table>
<thead>
<tr>
<th>Other Direct Cost Support Product</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camera Operator</td>
<td>$643.83 / Half Day</td>
</tr>
<tr>
<td>Poster – Full Color (36”x24”)</td>
<td>$139.47 / Each</td>
</tr>
<tr>
<td>Poster – Full Color (11”x17”)</td>
<td>$266.12 / Per Set of 1,000</td>
</tr>
<tr>
<td>Brochure – Full Color – trifold (7x7)</td>
<td>$859.46 / Per Set of 3,000</td>
</tr>
<tr>
<td>Photographer</td>
<td>$160.96 / Per Hour</td>
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</table>

Labor Category Descriptions

Marketing for Change Co.’s qualified personnel are listed as follows based on our proposed labor categories:
Principal: Generally, over 15 years’ experience leading large and complex communications campaigns. Serves as key decision maker for programs and campaigns. Provides consulting services and expert advice on communications, marketing, public relations, or behavior change. BS/BA and 15 years of experience.

Sr. Researcher: Seasoned professional with extensive knowledge in designated field. Develops and leads quantitative or qualitative research design and implementation. Uses research findings to build targeted strategies for effective communications and products. Ensures high quality performance of staff. Provides direction to less senior research team members. Demonstrated managerial and supervisory skills. BS/BA and 12 years of experience, or Masters and 8 years of experience, or PHD and 6 years of experience.

Sr. Specialist: Provides insight and advice concerning task or project strategic direction and outcomes. Resolves complex problems, which require an in-depth knowledge of subject matter related to the designated field or discipline. Applies principles and methods of the subject matter to specialized solutions. BS/BA and 10 years of experience, or Masters and 8 years of experience, or PHD and 6 years of experience.

Practice Director: Seasoned professional with extensive knowledge in designated field or discipline. Is responsible for providing leadership and vision to client and project teams around the methodology. Other areas of expertise may include but are not limited to: behavior change, marketing, public relations, and strategic planning. Ensures high quality performance of staff. Provides direction to less senior team members. Demonstrated managerial and supervisory skills. BS/BA and 10 years of experience.

Creative Director: Senior expert with extensive knowledge in designated field or discipline. Develops and oversees creative solutions for branding and communication campaigns. Ensures high quality performance of staff. Guides the design direction to less senior creative team members. Demonstrated managerial and supervisory skills. BA/BS and 8 years of experience.

Art Director: Develops creative solutions for branding and communication campaigns. Provides design direction to less senior design and digital team members. Demonstrated managerial and supervisory skills. BA/BS and 6 years of experience.

Designer / Copywriter: Creates graphic designs or copy for print materials, videos, online and social media, as part of branding and communication campaigns. BA/BS and 2 years of specialized graphic design or copywriting experience.

Video Editor / Producer: Develops and edits video footage and motion graphics. Coordinates video shoots. BA/BS and 2 years of experience.

Web Architect: Coordinates the development, testing and maintenance of digital/web and technology projects. Advises project teams on strategies, application design, products, and all
aspects of developing and deploying successful digital solutions. Provides direction to less senior
digital team members. BA/BS and 6 years of specialized web design experience.

Web Developer: Develops code for front-end and back-end digital/web and technology projects.
BA/BS and 2 years of specialized web design experience.

Strategist / Editor: Demonstrates excellence in developing strategic approaches and in executing
communications plans. Has a proven track record of conceptualizing ideas. Oversees strategies
or approaches to produce written or visual communications. BA/BS and 6 years of experience.

Planner / Sr. Writer: Plans and implements effective communications strategies for campaigns,
projects, or programs. Writes and/or edits documents, reports, fact sheets, media and press
communications, web content, marketing/advertising materials. Writes or designs training
materials or presentations. Review and translates complex, technical or scientific subject matter
into easy-to-understand formats for effective communication. BA/BS and at least 6 years of
experience, or Masters and 3 years of experience.

Researcher: Manages research projects with independence. Has project management,
counseling, and analytical skills. Manages support staff to complete research projects. Assists
with the development of research design and implementation. Conducts qualitative research.
Analyzes, develop reports on and presents research findings. BA/BS and at least 4 years of
experience.

Communications Manager: Provides day-to-day direction related to a project. Helps lead
planning, executing, managing, and closing out projects. Provides insight and advice concerning
task or project strategic direction and outcomes. Ensures all project issues are successfully
resolved. BA/BS and 4 years of experience, or Masters and 3 years of experience.

Communications Specialist 2: Handles day-to-day project coordination under the direction of a
senior labor category. Assists with project implementation, such as researching and writing.
Creates content for social media, websites, and other marketing collateral. BS/BA and 3 years of
experience, or Masters and 2 years of experience.

Communications Specialist 1: Handles day-to-day project coordination under the direction of a
senior labor category. Assists with project implementation, such as researching and writing.
Creates content for social media, websites, and other marketing collateral. BS/BA and 2 years of
experience, or Masters and 1 year of experience.

Communications Assistant: Under the direction of a senior labor category, supports the project
team with production and client service. Assists with day-to-day project coordination, including
assisting in the implementation of creative projects, research, and/or media relations. BS/BA
required and 1 year of experience.