

**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 for GSA *Advantage!* is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

**Schedule 541 ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)**

**FSC Group:** 541

**FSC Class/Product Code:** Not Applicable

**SIN 541 1** Advertising Services

**SIN 541 3** Web Based Marketing Services

**SIN 541 4F** Commercial Art and Graphic Design Services

**SIN 541 5** Integrated Marketing Services

**SIN 541 1000** Other Direct Costs

Disaster & Recovery

541-1RC, 541-1000RC, 541-3R, 541-4RC, 541-5RC



**ECU Communications, LLC  
12775 Randolph Ridge Lane  
Manassas, VA 20109-5207  
Phone: (703) 754-7728  
Fax: (703) 754-7709  
Email: [jackie@ecucomm.com](mailto:jackie@ecucomm.com) [www.ecucomm.com](http://www.ecucomm.com)  
Contract Number: GS-07F-135BA**

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

**Effective:** *March 1, 2014 to- February 28, 2019*

**Business Size: Woman-Owned Small Business**

## CUSTOMER INFORMATION

**1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

SIN 541 1 Advertising Services  
SIN 541 3 Web Based Marketing Services  
SIN 541 4F Commercial Art and Graphic Design Services  
SIN541 5 Integrated Marketing Services  
SIN 541 1000 Other Direct Costs (ODC)

Disaster & Recovery  
541-1RC, 541-1000RC, 541-3R, 541-4RC, 541-5RC

**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.**

Not Applicable.

**1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. Please see page 5**

**2. Maximum order.**

SIN 541-1	\$1,000,000
SIN 541-3	\$1,000,000
SIN 541 4F	\$1,000,000
SIN 54 5	\$1,000,000

**3. Minimum order.**

\$100.00

**4. Geographic coverage (delivery area).**

Domestic only.

**5. Point(s) of production (city, county, and State or foreign country).**

ECU Communications, LLC  
12775 Randolph Ridge Lane  
Manassas, VA 20109-5207  
Phone: (703) 754-7728

**6. Discount from list prices or statement of net price.**

All prices herein are net government prices (discounts already deducted).

**7. Quantity discounts.**

Additional .5% discount on orders \$500,000 and above.

**8. Prompt payment terms.**

0% net 30 days

**9a. Government purchase cards are accepted at or below the micro-purchase threshold. 9b. Government purchase cards are accepted above the micro-purchase threshold.**

**10. Foreign items (list items by country of origin).**

Not Applicable.

**11a. Time of delivery.**

As specified on task orders.

**11b. Expedited Delivery.**

Contact ECU Communications, LLC for expedited delivery

**11c. Overnight and 2-day delivery.**

Contact ECU Communications, LLC for overnight and 2-day delivery.

**11d. Urgent Requirements.**

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract. Ordering Agency can contact Contractor to effect a faster delivery.

**12. F.O.B. point.**

Destination.

**13a. Ordering address(es).**

ECU Communications, LLC  
12775 Randolph Ridge Lane  
Manassas, VA 20109-5207

Phone: (703) 754-7728

- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](https://fss.gsa.gov/schedules)).
- 14. Payment address.**  
ECU Communications, LLC  
12775 Randolph Ridge Lane  
Manassas, VA 20109-5207  
Phone: (703) 754-7728  
Fax: (703) 754-7709
- 15. Warranty provision.**  
Not Applicable
- 16. Export packing charges, if applicable.**  
Not Applicable.
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).**  
Contact ECU Communications, LLC
- 18. Terms and conditions of rental, maintenance, and repair (if applicable).**  
Not Applicable.
- 19. Terms and conditions of installation (if applicable).**  
Not Applicable.
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).**  
Not Applicable.
- 20a. Terms and conditions for any other services (if applicable)**  
Not applicable.
- 21. List of distribution points (if applicable).**  
Not applicable.
- 22. List of participating dealers (if applicable)**  
Not Applicable.
- 23. Preventive maintenance (if applicable).**  
Not Applicable.
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).**

Not Applicable.

**24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).**

Not Applicable.

**25. Data Universal Number System (DUNS) number.**

362702065

**26. Notification regarding registration in Central Contractor Registration (CCR) database.** ECU Communications, LLC has registered with the Central Contractor Registration database. The CAGE code is 8A2C8.

**ECU Communications, LLC  
Awarded Pricing**

<b>SIN(s) PROPOSED</b>	<b>SERVICE PROPOSED (e.g. Job Title/Task)</b>	<b>PRICE OFFERED TO GSA (including IFF)</b>
541 1, 541 3, 541 4F, 541 5	Program Manager	\$126.46
541 1, 541 3, 541 4F, 541 5	Senior Account Manager	\$115.52
541 1, 541 3, 541 4F, 541 5	Senior Account Executive	\$104.12
541 1, 541 3, 541 4F, 541 5	Account Executive	\$56.90
541 1, 541 5	Senior Analyst	\$113.81
541 1, 541 5	Public Relations Coordinator	\$63.23
541 1, 541 3, 541 4F, 541 5	Creative Director	\$120.15
541 1, 541 3, 541 5	Writer	\$82.15
541 1, 541 3, 541 5	Website Designer/Interactive	\$82.15
541 1, 541 3, 541 4F, 541 5	Graphic Artist	\$82.15
541 1, 541 5	Media Director	\$113.81
541 1, 541 3, 541 5	Senior Technical Analyst	\$149.16
541 1, 541 3, 541 5	Web Technical Specialist 3	\$138.18
541 1, 541 3, 541 5	Web Technical Specialist 2	\$106.59

## Labor Categories

---

### **Program Manager**

Functional Responsibilities: The Program Manager coordinates and manages the status of a client's projects, and is the primary point of contact with the client, ensuring all business and project goals are met while also managing all aspects of the project schedule, resources and budgets. Acts as liaison, and prepares reports and briefs for account team members. Effectively leads and facilitates project meetings and presentations and also ensures deadlines are met, with assured quality and within budget. Manages project staff, monitors and controls expenses and communicates variances with management and clients.

Minimum Education/Years of Experience: Must have four years or more of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

---

### **Senior Account Manager**

Functional Responsibilities: The Senior Account Manager is responsible for specific account(s) as assigned. Responsibilities include communication with the client, project implementation and operations as well as managing the overall relationship and revenue for the account.

Communicates quickly and decisively, and serves as immediate escalation for the team. The Senior Account Manager identifies approach and strategic direction for the account with input of the account team and other internal stakeholders. Monitors progress toward goals, identifies goal shortfalls and develops strategies to get back on track to achieve budgeted/plan goals. Cultivates existing relationships with clients and develops and maintains budgets for assigned projects.

Minimum Education/Years of Experience: Must have three or more years of experience

Minimum Education Requirement: Bachelors\* degree.

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

---

### **Senior Account Executive**

Functional Responsibilities: Responsible for planning, coordinating and implementing client programs and activities; ensures that all programs are strategically on target with clients' business objectives; reports program results to agency management and client. Acts as liaison between agency and client and fosters client-agency relationship to build trust and become a valuable resource to client. Plays key role in account activities including special events, media relations, program implementation, etc. Demonstrates ability to effectively develop full range of written materials including press releases, byline articles, speeches, client correspondence and reports. Develops and monitors program plans and budgets for profitability; reports status to client and agency management on a regular basis. Develops an understanding of various research methods; coordinates internal and external resources in implementing research projects.

Minimum Education/Years of Experience: Must have three or more years of experience

Minimum Education Requirement: Bachelors\* degree.

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

---

### **Account Executive**

Functional Responsibilities: Ascertains marketing objectives, develops strategic marketing plans and works with both client and agency creative and production departments to reach those objectives. Provides client support and effectively executes strategies, problem-solving, and developing solid business relationship. Works closely with art, copy and traffic departments ensuring smooth and timely production. Acts as account financial analyst; prepares estimates, invoices and budgets ensuring proper and timely billing. Develops workable budgets, work plans/schedules and establishes deadlines. Monitors progression of marketing campaigns from initial concept through completion and prepares status reports and contact reports. Ensures that day-to-day project tasks and milestones are met on time and on budget.

Minimum Education/Years of Experience: Must have two or more years of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

---

### **Senior Analyst**

Functional Responsibilities: Senior Analyst manages agency-wide research programs including custom market intelligence (brand perception studies, competitive analysis, etc.) and thought-leadership (trend study) campaigns. Develops and implements quantitative and qualitative research, compiles results, analyzes and interprets data, and generates reports.

Manages data collection through surveys, focus groups, intercepts and one-on-one interviews.

Minimum Education/Years of Experience: Must have four or more years of relevant research experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 5

---

### **Public Relations Coordinator**

Functional Responsibilities: Supports, maintains and implements public relations and social media strategies. Coordinates and manages social media campaigns, editorial calendar activities, and creates timely and engaging content for each channel and intended audience. Identifies news worthy stories, and writes copy for press releases, media advisories, and other client announcements. Distributes to media. Uses social media monitoring tools to monitor conversations, measure the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results. Creates and maintains media contact lists.

Minimum Education/Years of Experience: Must have four or more years of experience with a focus in public and media relations.

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 5

---

### **Creative Director**

Functional Responsibilities: Works closely with the senior team to create and execute compelling, inspiring, and scalable creative solutions for multi-platform campaigns including social media channels, mobile, broadcast, print, partnerships and offline. Manages team of writers, graphic designers and outside vendors.

Minimum Education/Years of Experience: Must have five years of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

### **Writer**

Functional Responsibilities: The Writer researches, plans, writes new content and/or edits a wide variety of materials including brochures, fact sheets, web content, and other written materials. Works closely with other staff in planning and revising materials and communicating professionally with clients. Consults with designers and translators.

Minimum Education/Years of Experience: Must have three years of experience

Minimum Education Requirement: Bachelors\* degree in Communications or Journalism

Certifications: None

Applicable SIN: 541 1, 541 3, 541 5

---

### **Website Designer/Interactive –**

Functional Responsibilities: The Website Designer/ Interactive is responsible for the overall look and feel of a wide range of interactive communication and training products. Provides support in the development and production of videos, multimedia presentations and Flash animations. Develops and implements the interface, wireframes, and tools to navigate web products. Utilizes specialized knowledge of interactive and e-marketing technology along with strong presentation and communication skills.

Minimum Education/Years of Experience: Must have three years of experience

Minimum Education Requirement: Must have a Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 5

---

### **Graphic Artist**

Functional Responsibilities: The graphic artist transforms ideas and concepts into original design in multiple styles and mediums. Provides support in the design and development of a variety of products including but not limited to posters, publications, brochures, reports, and promotional materials. Coordinates production process for all printed and interactive pieces.

Minimum Education/Years of Experience: Must have one or more years of experience

Minimum Education Requirement: Bachelors\* degree in Graphic Design

Certifications: None

Applicable SIN: 541 1, 541 3, 541 4F, 541 5

---

### **Media Director**

Functional Responsibilities: The media director develops national, regional or local media plans for use in multiple mediums such as online, print, broadcast, and outdoor. Has experience with negotiation of media. Supervises media plan development, execution and analytics, including internal reporting of results. Develops holistic plans across paid, owned and earned media platforms. Supervises Print and Digital media plan development, and conducts analytics across, Paid Search, Digital Display and Paid Social. Tracks and reports relevant competitive, cultural and media trends; engages regularly with media partners. Manages budgets associated with media plan.

Minimum Education/Years of Experience: Must have five or more years of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 5

---

### **Senior Technical Analyst**

Functional Responsibilities: Manages day to day technical, online marketing (SEO, SEM, website functionality, analytics, social) and online advertising (online display, eFlyers), projects and timelines. Manages budgets, and direct staff. Brings new online and digital ideas and opportunities while assisting with the creative digital concepts and development of those projects. The STA manages online analytics, research and statistical data and presents to the client as needed. Experience with 508 compliance products.

Minimum Education/Years of Experience: Must have three years of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 5

---

### **Web Technical Specialist 3**

Functional Responsibilities: The Technical Specialist 3 manages the development and timely deployment of client websites and online applications using standardized procedures. Delivers time estimates for development of online projects. Performs a lead role in maintenance, support, technical scope and management of all online projects. Possesses thorough knowledge of CSS, HTML(5) websites along with advanced abilities with PHP app customized development. Has database development experience, SQL skilled with open source applications, such as but not limited to Vignette, Drupal, Word Press, Joomla and their modules and other CMS applications. Has experience in resolving usability and design issues and working with API's, SDK's and web services. Has experience with Server and Hosting management. Experienced applying 508 compliance.

Minimum Education/Years of Experience: Must have three years of experience

Minimum Education Requirement: Bachelors\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 5

---

## **Web Technical Specialist 2**

Functional Responsibilities: The Technical Specialist 2 supports coding and development of web-related projects. Possesses knowledge of open-source applications such as but not limited to Vignette, Drupal, WordPress, Joomla and their modules and other CMS applications. Possesses expert knowledge using HTML, CSS, JavaScript, Adobe products, Dreamweaver, Photoshop and PHP. Has experience taking a graphic concept and designing it to make it ready for web implementation. Has full knowledge of the web ready fonts and design templates. Has experience in resolving usability and design issues and working with API's, SDK's and web services.

May possess knowledge of online video and photo applications.

Minimum Education/Years of Experience: Must have two years of experience

Minimum Education Requirement: Bachelor\* degree

Certifications: None

Applicable SIN: 541 1, 541 3, 541 5

\* 4 years of additional direct experience may be utilized in lieu of Bachelor's degree

**SIN 541 1000 – Other Direct Costs**

<b>541-1000</b>	<b>UNIT OF ISSUE (e.g. Hour, Task, Sq ft)</b>	<b>CEILING PRICE/RATE OFFERED TO GSA (with 10% Markup)</b>	<b>CEILING PRICE/RATE OFFERED TO GSA (with IFF)</b>
<b>Media</b>	<b>\$2,079,815.17</b>	<b>\$ 2,287,796.69</b>	<b>\$2,305,084.82</b>
<b>Radio Production - 30 seconds</b>	<b>\$1,275.00</b>	<b>\$ 1,402.50</b>	<b>\$1,413.10</b>
<b>Photo Shoot - 4 hrs per location</b>	<b>\$37,650.00</b>	<b>\$41,415.00</b>	<b>\$41,727.96</b>
<b>Stock Photo</b>	<b>\$765.00</b>	<b>\$ 841.50</b>	<b>\$847.86</b>
<b>Online Tools</b>	<b>\$ 850.00</b>	<b>\$935.00</b>	<b>\$942.07</b>
<b>Television Production - per 15 second spot</b>	<b>\$40,334.41</b>	<b>\$ 44,367.85</b>	<b>\$44,703.12</b>
<b>PSA Campaign</b>	<b>\$155,000.00</b>	<b>\$170,500.00</b>	<b>\$171,788.41</b>