



General Service Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List

## Advertising & Integrated Marketing Solutions (AIMS)

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!**<sup>™</sup>, a menu-driven database system. The INTERNET address for **GSA Advantage!**<sup>™</sup> is:  
<http://www.GSAAdvantage.gov>.

**Schedule Title:** Advertising & Integrated Marketing Solutions (AIMS)  
**Contract Number:** GS-07F-136AA

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

**Contract Period:** February 1, 2013 through January 31, 2018

**Option Years:** Option Year 1: February 1, 2018 through January 31, 2023, Option Year 2: February 1, 2023 through January 31, 2028, and Option Year 3: February 1, 2028 through January 31, 2033

**Contractor Name:** **Abt Associates Inc.**

**Address:** 55 Wheeler Street  
Cambridge, Massachusetts 02138

**Phone Number:** 617-349-2856

**Fax Number:** 617-386-8567

**E-mail:** BDU@abtassoc.com

**Website:** [www.abtassociates.com](http://www.abtassociates.com)

**Contract Administrator:** Marcia King

**Business Size:** Other than a Small Business

**Effective Date:** February 1, 2013

**Updated:** January 27, 2014

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## Customer Information

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**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

Special Item Number	Special Item Description	Labor Category Description Page	Awarded Price Page
541-1	Advertising Services	6-8	9-10
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541-5	Integrated Marketing Services	6-8	9-10
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**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. N/A**

**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. See pages 6-8.**

**2. Maximum Order: \$1,000,000.00 per SIN**

- 3. Minimum Order:** \$100.00
- 4. Geographic Coverage:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
- 5. Point(s) of production (city, county, and state or foreign country):** N/A
- 6. Discount from list prices or statement of net price:** Prices listed are GSA Net, Discount Deducted.
- 7. Quantity discounts:** 0%
- 8. Prompt payment terms:** 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):** None
- 11a. Time of Delivery:** To be determined at time of task order.
- 11b. Expedited Delivery:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.
- 11c. Overnight and 2-day delivery:** Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 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 Points(s):** Destination
- 13a. Ordering Address(es):** BDU@abtassoc.com
- 13b. 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
- 14. Payment address(es):** Abt Associates Inc., P.O. Box 84-5586, Boston, MA 02284-5586

- 15. Warranty Provisions:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. Export Packing Charges (if applicable):** N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Government purchase cards will be accepted above the micro-purchase level.
- 18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 19. Terms and conditions of installation (if applicable):** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. Terms and conditions for any other services (if applicable):** N/A
- 21. List of service and distribution points (if applicable):** N/A
- 22. List of participating dealers (if applicable):** N/A
- 23. Preventive maintenance (if applicable):** N/A
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 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. contactor's website or other location.) The EIT standards can be found at:** [www.Section508.gov/](http://www.Section508.gov/).
- 25. Data Universal Numbering System (DUNS) number:** 043397520
- 26. Notification regarding registration in Central Contractor Registration (CCR) database:** Currently Active

## Labor Category Descriptions

Labor Category Title	Minimum Years of Experience	Functional Responsibilities	Minimum Education
Executive Officer	20	Provides strategic and corporate leadership and serves as key decision maker for programs and campaigns, as well as for contract oversight.	Master's Degree
Communication Officer - Level 1	14	Directs, leads and manages the planning, design, implementation and evaluation of comprehensive marketing, communication, and conference planning projects. Serves as primary client contact for methodological and technical expertise and translates client needs and/or objectives into project deliverables in a timely and cost efficient manner.	Master's Degree
Communication Officer - Level 2	9	Directs and manages components of national communication/marketing programs overseeing planning, implementation and evaluation of communication design, testing media relations and consumer outreach. May serve as a task lead for conference and meeting support tasks, including meeting space selection, program development, schedule tracking, and coordination of third-party vendors.	Master's Degree
Communication Officer - Level 3	5	Conducts components of communication/marketing/media programs including planning, dissemination of materials and messages. May support conference and meeting planning tasks, including program development and on-site support.	Master's Degree
Communication Officer - Level 4	3	Conducts components of marketing/ media/ web/communication programs including development and dissemination of media messages and materials. May support conference and meeting planning tasks, including note taking and on-site registration support.	Bachelor's Degree
Communication/ Marketing Researcher -Level 1	14	Directs, lead and manages communication/marketing research for national campaigns and programs, overseeing planning, implementation and analysis of formative, process and/or outcome evaluation. May direct development of conference programs, including marketing, outreach strategy, and meeting facilitation. Responsible for client contact for research and assures that	Master's Degree

		client objectives are met.	
Communication/ Marketing Researcher – Level 2	9	Conducts components of communication/marketing research for national and regional campaigns and educational programs, including formative, process or outcome evaluation. Participates in planning implementation and analysis of research. May serve as a task lead for development of conference programs, including marketing, outreach strategy, and meeting facilitation.	Master’s Degree
Communication/ Marketing Researcher – Level 3	5	Conducts components of marketing/ communication research to assist overall research and program efforts. Implements conference programs, including marketing, outreach strategy, and meeting facilitation.	Master’s Degree
Communication/ Marketing Researcher –Level 4	3	Provides research support to formative, process or outcome evaluations for national campaigns and marketing efforts. Provides support for implementation of conference programs, including marketing, outreach strategy, and meeting facilitation.	Bachelor’s Degree
Communication/ Marketing support- Level 1	2	Provides assistance to communication, marketing, and conference programs including materials development and dissemination, media relations support, etc.	Bachelor’s Degree
Communication/ Marketing support- Level 2	0	Provides assistance to communication/media, marketing, and conference programs and/or research and evaluations for marketing efforts.	Bachelor’s Degree
Communication/ Marketing support- Level 3	2	Provides support to communication and conference programs and/or research and evaluations for national campaigns and marketing efforts.	High School Diploma
Writer/editor	5	Provides writing and editing services, acting as lead for development of consumer and provider materials, articles, news releases, conference proceedings, etc.	Bachelor’s Degree
Graphic designer - Level 1	7	Develops and designs the aesthetics, visual design and/or layout of artwork, component design, marketing materials and packaging of both print and electronic products to enhance product and program image. Requires knowledge of industry relevant multimedia software.	Bachelor’s Degree
Graphic designer - Level 2*	3	Provide creative conceptualization, layout, design and production of high quality, complex documents— which may include proposals, reports, presentations, marketing collateral, event materials, posters, and newsletters— utilizing various desktop publishing software applications.	High School Diploma

IT/Security/ Digital media/Web staff – Level 1	10	Coordinates the design, development, testing, and maintenance of digital/web and technology projects across the company. Advises project teams on business strategies, application design, contractor engagement, products, and all aspects of developing and deploying successful digital solutions for media campaigns and conferences.	Bachelor's Degree
IT/Security/ Digital media/Web staff – Level 2	5	Responsible for hands on analysis, development, troubleshooting, programming, and documentation. Provides support for existing web applications, including conference websites.	Bachelor's Degree
IT/Security/ Digital media/Web staff – Level 3	1	Responsible for hands on analysis, development, troubleshooting, programming, and documentation. Provides support for existing web applications.	Bachelor's Degree
Programmer staff Level 1	10	Provides programming and technical support to Division research, data collection, and survey projects. Has overall responsibility for building and analyzing complex data files and providing leadership in the development of survey support systems. Proficient in several high-level programming languages and serves as a key resource in solving complex technical problems.	Bachelor's Degree
Programmer staff Level 2	5	Provide programming and technical support to Division research, data collection, and survey projects. Manage data processing tasks and manage staff. Proficient in several high level programming languages and ability to manage several large projects.	Bachelor's Degree
Programmer staff Level 3	0	Provides assistance to programmer and research staff, including performing data processing tasks. Has working knowledge of program languages.	Bachelor's Degree
Financial Coordinator - Level 1	7	Provides financial and contract management direction and support for projects, including activities such as, financial planning, budget tracking, risk analysis, and contract administration.	Bachelor's Degree
Financial Coordinator - Level 2	1	Responsibilities include budget tracking, processing invoices, preparation of consultant and subcontractor agreements.	Bachelor's Degree
Survey Interviewer*	0	Administers survey questionnaires to respondents either in-person or over the telephone to collect survey data used for research and analysis. Questionnaires may be computer-based.	High School Diploma

\*Denotes SCA Eligible Category

**The following substitution of education experience with the work experience applies:**

Two (2) years of experience is equivalent to an Associate's degree.

Two (2) years of experience and an Associate's degree is equivalent to a Bachelor's degree.

Three (3) years of experience and a Bachelor's degree is equivalent to a Master's degree.

Three (3) years of experience and a Master's degree is equivalent to a PhD.

## GSA Approved Labor Rates

<b>GSA Approved Labor Category</b>	<b>Year 1: 2/1/2013 - 1/31/2014</b>	<b>Year 2: 2/1/2014 - 1/31/2015</b>	<b>Year 3: 2/1/2015 - 1/31/2016</b>	<b>Year 4: 2/1/2016 - 1/31/2017</b>	<b>Year 5: 2/1/2017 - 1/31/2018</b>
Executive Officer	\$313.21	\$322.61	\$332.28	\$342.25	\$352.52
Communication Officer – Level 1	\$294.88	\$303.73	\$312.84	\$322.23	\$331.89
Communication Officer – Level 2	\$176.88	\$182.18	\$187.65	\$193.28	\$199.08
Communication Officer – Level 3	\$139.65	\$143.84	\$148.15	\$152.60	\$ 157.17
Communication Officer – Level 4	\$113.37	\$116.77	\$120.27	\$123.88	\$127.60
Communication/Marketing Researcher – Level 1	\$276.41	\$284.71	\$293.25	\$302.04	\$311.11
Communication/Marketing Researcher – Level 2	\$224.11	\$230.83	\$237.76	\$244.89	\$252.24
Communication/Marketing Researcher – Level 3	\$162.37	\$167.24	\$172.26	\$177.42	\$182.75
Communication/Marketing Researcher – Level 4	\$126.55	\$130.35	\$134.26	\$138.28	\$142.43
Communication/Marketing Support – Level 1	\$100.75	\$103.77	\$106.88	\$110.09	\$113.39
Communication/Marketing Support – Level 2	\$79.15	\$ 81.53	\$ 83.97	\$ 86.49	\$89.09
Communication/Marketing Support – Level 3	\$67.83	\$ 69.86	\$ 71.96	\$ 74.12	\$76.34
Writer/Editor	\$139.34	\$143.52	\$147.82	\$152.26	\$156.82
Graphic Designer – Level 1	\$140.32	\$144.53	\$148.87	\$153.33	\$157.93
Graphic Designer – Level 2*	\$101.74	\$104.80	\$107.94	\$111.18	\$114.51
IT/Security/Digital Media/Web Staff – Level 1	\$217.76	\$224.30	\$231.03	\$237.96	\$245.09
IT/Security/Digital Media/Web Staff – Level 2	\$148.53	\$152.99	\$157.58	\$162.31	\$167.18
IT/Security/Digital Media/Web Staff – Level 3	\$92.36	\$ 95.13	\$ 97.99	\$100.93	\$103.96
Programmer Staff – Level 1	\$175.31	\$180.57	\$185.99	\$191.57	\$197.32
Programmer Staff – Level 2	\$133.20	\$137.19	\$141.31	\$145.55	\$149.92
Programmer Staff – Level 3	\$89.94	\$92.64	\$95.42	\$98.28	\$101.23



Financial Coordinator – Level 1	\$141.77	\$146.03	\$150.41	\$154.92	\$159.57
Financial Coordinator – Level 2	\$101.74	\$104.80	\$107.94	\$111.18	\$114.51
Survey Interviewer*	\$58.55	\$60.31	\$62.11	\$63.98	\$65.90

\*Denotes SCA Eligible Category

## GSA Approved ODC Rates

GSA Approved Other Direct Cost (ODC)	Unit of Issue	Ceiling Rate
Publications, Subscriptions, or Memberships	Per Year	\$4,875.37
Transcription - Rush	Per Audio Minute	\$3.17
Translation	Per Hour	\$79.22
Transcription - Standard	Per Audio Minute	\$2.19
Video Captioning (4-5 min Video)	Per Video	\$336.40
Focus Groups	Per Focus Group	\$6,519.72
Video Service - 4 Min Video	Per Video	\$5,217.87
Speechwriting	Per Speech	\$2,624.69
Conference and Seminars	Per Conference	\$111,202.34
Web Hosting	Per Month	\$1,102.37
Email Broadcast	Per month	\$157.48
<b><u>Printing</u></b>		
Posters: 30" x 40" print, mounted on gator board, laminated	Per Board	\$181.61
Brochures: 3 Panel, 8.5" x 11" flat size, 100# endurance, silk text, 4/4 color, trim & fold	Per Brochure - Based on Print Run for 250 Units	\$2.43
Postcards: 4" x 6", 100# endurance silk cover, 4/4 color, CMYK, trim	Per Postcard - Based on Print Run for 250 Units	\$1.61
<b><u>Standard Duplicating Rates</u></b>		
Color Copy	Per Page	\$0.49
Copy Center Base Charge	Per Page	\$0.09
Convenience Copy Charge	Per Page	\$0.12
<b><u>Standard Postage Rates</u></b>		
FedEx Pak: Next day service up to 1 lb.	Per FedEx Pak	\$7.33



(government rate)		
FedEx Pak: next day service up to 20 lb. (government rate)	Per FedEx Pak	\$31.13
<b><u>Other ODCs</u></b>		
Telephone Line Charge	Per Hour	\$1.50
Web Access Fee	Per Web Interview	\$0.16

## SCA Matrix

SCA Eligible Contract Labor Category	SCA Equivalent Code	WD Number
Survey Interviewer	01420 - Survey Worker	WD 05-2375 (Rev. 12) 6/13/2012
Graphic Designer - Level 2	15080 - Graphic Artist	WD 05-2375 (Rev. 12) 6/13/2012

Abt Associates provides predominantly professional services. SCA applicability will be determined at the Task Order level.

The State and County used for this table is: Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester, New York.

\*The Service Contract Act (SCA) is applicable to this contract and includes SCA applicable labor categories. The prices for the indicated SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the matrix. The prices offered are based on the preponderance of where work is performed and should work be performed in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.