



**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: <http://www.gsaadvantage.gov>

WORLDWIDE FEDERAL SUPPLY SCHEDULE CONTRACT

**SCHEDULE TITLE: ADVERTISING AND
INTEGRATED MARKETING SOLUTIONS (AIMS)**

FSC GROUP: R422

**CONTRACT NUMBER:
GS-07F-164AA**

**PERIOD COVERED BY CONTRACT:
March 1, 2013 through February 28, 2018**

Acxiom Government Services, Inc.

**601 E Third St
Little Rock, AR 72201-1709
(P) 501-342-9925
(F) 253-669-8840
www.acxiom.com**

**Contractor's Administration Source:
Daniel Lackner
501-342-9925
Dan.lackner@acxiom.com**

**Business Size: Large
DUNS: 96-354-4247**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

**GSA AWARDED TERMS AND CONDITIONS
ACXIOM GOVERNMENT SERVICES, INC.**

- 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 541-4A: Market Research and Analysis
SIN 541-5: Integrated Marketing Services
SIN 541-1000: Other Direct Costs

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

See Pricelist Below

2. Maximum order.

SIN 541-1: \$1,000,000 per order
SIN 541-4A: \$1,000,000 per order
SIN 541-5: \$1,000,000 per order
SIN 541-1000: \$1,000,000 per order

If the "best value" selection places your order over this Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement; (2) offer the lowest price available under this contract; or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404

3. Minimum order.

\$100.00

4. Geographic coverage (delivery area).

50 States, US Territories

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

NOT APPLICABLE

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

GSA Net Prices are shown on the attached GSA Pricelist.
Negotiated discount has been applied and the IFF has been added.

7. Quantity discounts.

Not Applicable

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 NOT accepted** above the micro-purchase threshold

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

NOT APPLICABLE

- 11a. Time of delivery.
Determined at the Task Order Level
- 11b. Expedited Delivery.
Determined at the Task Order Level
- 11c. Overnight and 2-day delivery.
Determined at the Task Order Level
- 11d. Urgent Requirements.
Determined at the Task Order Level
12. F.O.B. point.
DESTINATION
- 13a. Ordering address.
**Axiom Government Services, Inc.
601 E Third St
Little Rock, AR 72201-1709
P: 501-342-9925
F: 253-669-8840**
- 13b. **Ordering procedures:** Ordering activities shall use the ordering procedures described in Federal Acquisition Regulations 8.405 when placing an order or establishing a BPA for supplies or services. The ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can also be found at the GSA/FSS Schedule Homepage (fss.gsa.gov/schedules).
14. Payment address.
**Axiom Government Services, Inc.
601 E Third St
Little Rock, AR 72201-1709
P: 501-342-9925
F: 253-669-8840**
15. Warranty provision.
STANDARD COMMERCIAL WARRANTY
16. Export packing charges, if applicable.
NOT APPLICABLE
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).
ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD
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 service and distribution points (if applicable).

Axiom Government Services, Inc.
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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/.

NOT APPLICABLE

25. Data Universal Number System (DUNS) number:

96-354-4247

26. Notification regarding registration in Central Contractor Registration (CCR) database.

REGISTERED

Labor Category	Minimum/General Experience	Functional Responsibilities	Minimum Education
<u>Analytics</u>			
Sr Analytic Consultant	15+ years of analytics experience	<ul style="list-style-type: none"> • Has primary responsibility for assigning and leading all analytic resources • Provides senior level input and review of all analytic deliverables 	Bachelor's degree in related field
Analytic Consultant	10+ years of analytic experience	<ul style="list-style-type: none"> • Primary analytic contact • Responsible for ongoing development and refinement of analytics strategies and tactics • Leads measurement and analysis efforts • Provides measurement and reporting strategies 	Bachelor's degree in related field
Research Analyst	5+ years of analytic experience		Bachelor's degree in related field
<u>Consulting</u>			
Sr Consultant	15+ years of consulting experience	<ul style="list-style-type: none"> • Has primary responsibility for assigning and leading all consulting resources • Provides senior level input and review of all consulting deliverables 	Bachelor's degree in related field
Consultant	10+ years of consulting experience	<ul style="list-style-type: none"> • Primary strategic contact • Responsible for ongoing development and refinement of strategies and tactics • Leads measurement and analysis efforts • Brings deep industry expertise 	Bachelor's degree in related field
<u>Creative</u>			
Global Creative Director	15+ years of creative experience	<ul style="list-style-type: none"> • Has primary responsibility for assigning and leading all creative resources • Provides senior level input and review of creative deliverables 	Bachelor's degree in related field
Creative Director	10+ years of creative experience	<ul style="list-style-type: none"> • Works directly with clients to collect and maintain branding guidelines, as well as ensuring adherence through final work product • Leads art and copywriting direction, development and review • Coordinates with copywriters and art directors on delivery of creative assets 	Bachelor's degree in related field
Art Director	5+ years of creative experience	<ul style="list-style-type: none"> • Primary development of creative materials • Concepts and creates assets as part of the creative team, with a main focus on design, art direction and branding continuity • Exports final creative files for execution 	Bachelor's degree in related field
Copywriter	5+ years of creative experience	<ul style="list-style-type: none"> • Primary development of creative materials • Concepts and creates assets as part of the creative team, with a main focus on copywriting and branding continuity • Responsible for proofing throughout the creative process 	Bachelor's degree in related field
<u>Account Services</u>			
Account Director	15+ years of agency experience	<ul style="list-style-type: none"> • Oversees client program performance and periodic reporting • Responsible for contract and project scoping • Manages account team; responsible for development of Account Managers (AM) and Associated Account Managers (AAM) 	Bachelor's degree
Senior Account Manager	10+ years of agency experience	<ul style="list-style-type: none"> • Proactively manages program according to client goals • Scope, price and manage integration projects • Authors and delivers client performance reports • Oversees campaign execution • Troubleshoots deliverability issues • Facilitates account strategy meetings • Accountable for client program effectiveness 	Bachelor's degree
Account Manager	5+ years of agency experience	<ul style="list-style-type: none"> • Proactively manages program according to client goals • Scope, price and manage integration projects • Authors and delivers client performance reports • Oversees campaign execution • Troubleshoots deliverability issues • Facilitates account strategy meetings • Accountable for client program effectiveness 	Bachelor's degree
Associate Account Manager	0-5 years of agency experience	<ul style="list-style-type: none"> • Manages all campaign related activities according to program goals • Owns campaign targeting, testing, QA, scheduling, enabling, tracking, data monitoring; oversees content integration and editing • Responsible for campaign reporting • Assist in preparation and presentation of client program reports • Measured on quality, client program effectiveness and executional excellence 	Associate's Degree or High School Diploma
Administrative Assistant	0-5 years of agency experience	<ul style="list-style-type: none"> • Plans and implements administrative projects, coordinates activities 	Associate's Degree or High School Diploma
<u>Data Services</u>			
Business Analyst (BA) - Senior	10+ years of analyst experience	<ul style="list-style-type: none"> • Has primary responsibility for assigning and leading all business analyst resources • Provides senior level input and review of all business analyst deliverables 	Bachelor's degree in related field

Labor Category	Minimum/General Experience	Functional Responsibilities	Minimum Education
Business Analyst (BA) - Junior	5+ years of analyst experience	<ul style="list-style-type: none"> • Consults with clients to design solutions and identify information technology requirements • Researches customer business information practices and assists in the design, implementation, and validation of Acxiom products for clients • Train clients Acxiom solutions and products 	Bachelor's degree in related field
Decision Support Analyst (DSA)	5+ years of analyst experience	<ul style="list-style-type: none"> • Provides data, analysis, and recommendations to support multiple technical operations • May specialize in particular tool • Leads application deployment and provide solution support once in production 	Bachelor's degree in related field
Client Engineer	5+ years of engineering experience	<ul style="list-style-type: none"> • Gathers requirements for IMPACT setup/custom technical projects and acts as a liaison between the multiple parties and overall management of the projects 	Bachelor's degree in related field
Content Specialist	5+ years of programming experience	<ul style="list-style-type: none"> • Authors Javascript rules library for CSS implementation • Creates content rules for dynamic content implementation • Implementing timely, high-quality text and html email production • Tests campaigns on 40+ platforms and performs content Quality Assurance (QA) • Troubleshoots templates, personalization, url/redirector issues • HTML and email package experts for client and service team 	Bachelor's degree in related field
Deliverability Specialist	5+ years of deliverability experience	<ul style="list-style-type: none"> • Monitors deliverability across all client campaigns • Manages relationships with ISP's • Manages escalation with ISP in case of campaign blocks/SPAM concerns 	Bachelor's degree in related field
Systems Engineer	5+ years of engineering experience	<ul style="list-style-type: none"> • Designs, constructs, tests and implements basic integrated network hardware and software solutions, distributed computing solutions, and physical/logical communications networks 	Bachelor's degree in related field
Web Developer	5+ years of web dev experience	<ul style="list-style-type: none"> • Engages in the development of World Wide Web applications, or distributed network applications that are run over HTTP from a web server to a web browser 	Bachelor's degree in related field

SIN(s)	Labor Category	GSA Price w/IFF 03/01/13 - 02/28/14	GSA Price w/IFF 03/01/14 - 02/28/15	GSA Price w/IFF 03/01/15 - 02/29/16	GSA Price w/IFF 03/01/16 - 02/28/17	GSA Price w/IFF 03/01/17 - 02/28/18
<u>Analytics</u>						
541-1; 541-4A; 541-5	Sr Analytic Consultant	\$ 317.38	\$ 325.95	\$ 334.75	\$ 343.79	\$ 353.07
541-1; 541-4A; 541-5	Analytic Consultant	\$ 249.37	\$ 256.10	\$ 263.02	\$ 270.12	\$ 277.41
541-1; 541-4A; 541-5	Research Analyst	\$ 158.69	\$ 162.97	\$ 167.38	\$ 171.89	\$ 176.54
<u>Consulting</u>						
541-1; 541-4A; 541-5	Sr Consultant	\$ 317.38	\$ 325.95	\$ 334.75	\$ 343.79	\$ 353.07
541-1; 541-4A; 541-5	Consultant	\$ 249.37	\$ 256.10	\$ 263.02	\$ 270.12	\$ 277.41
<u>Creative</u>						
541-1; 541-4A; 541-5	Global Creative Director	\$ 249.37	\$ 256.10	\$ 263.02	\$ 270.12	\$ 277.41
541-1; 541-4A; 541-5	Creative Director	\$ 204.03	\$ 209.54	\$ 215.20	\$ 221.01	\$ 226.97
541-1; 541-4A; 541-5	Art Director	\$ 172.29	\$ 176.94	\$ 181.72	\$ 186.63	\$ 191.67
541-1; 541-4A; 541-5	Copywriter	\$ 172.29	\$ 176.94	\$ 181.72	\$ 186.63	\$ 191.67
<u>Account Services</u>						
541-1; 541-4A; 541-5	Account Director	\$ 249.37	\$ 256.10	\$ 263.02	\$ 270.12	\$ 277.41
541-1; 541-4A; 541-5	Senior Account Manager	\$ 172.29	\$ 176.94	\$ 181.72	\$ 186.63	\$ 191.67
541-1; 541-4A; 541-5	Account Manager	\$ 158.69	\$ 162.97	\$ 167.38	\$ 171.89	\$ 176.54
541-1; 541-4A; 541-5	Associate Account Manager	\$ 136.02	\$ 139.69	\$ 143.46	\$ 147.34	\$ 151.32
541-1; 541-4A; 541-5	Administrative Assistant*	\$ 90.68	\$ 93.13	\$ 95.64	\$ 98.23	\$ 100.88

SIN(s)	Labor Category	GSA Price w/IFF 03/01/13 - 02/28/14	GSA Price w/IFF 03/01/14 - 02/28/15	GSA Price w/IFF 03/01/15 - 02/29/16	GSA Price w/IFF 03/01/16 - 02/28/17	GSA Price w/IFF 03/01/17 - 02/28/18
Data Services						
541-1; 541-4A; 541-5	Business Analyst (BA) - Senior	\$ 204.03	\$ 209.54	\$ 215.20	\$ 221.01	\$ 226.97
541-1; 541-4A; 541-5	Business Analyst (BA) - Junior	\$ 158.69	\$ 162.97	\$ 167.38	\$ 171.89	\$ 176.54
541-1; 541-4A; 541-5	Decision Support Analyst (DSA)	\$ 136.02	\$ 139.69	\$ 143.46	\$ 147.34	\$ 151.32
541-1; 541-4A; 541-5	Client Engineer	\$ 181.36	\$ 186.26	\$ 191.29	\$ 196.45	\$ 201.75
541-1; 541-4A; 541-5	Content Specialist	\$ 136.02	\$ 139.69	\$ 143.46	\$ 147.34	\$ 151.32
541-1; 541-4A; 541-5	Deliverability Specialist	\$ 136.02	\$ 139.69	\$ 143.46	\$ 147.34	\$ 151.32
541-1; 541-4A; 541-5	Systems Engineer	\$ 181.36	\$ 186.26	\$ 191.29	\$ 196.45	\$ 201.75
541-1; 541-4A; 541-5	Web Developer	\$ 181.36	\$ 186.26	\$ 191.29	\$ 196.45	\$ 201.75

*SCA Applicable. Refer to SCA Matrix

SIN	SUPPORT PRODUCT (ODCs)	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541-1000	Custom Retention/coss-sell Model Development	\$ 25,188.92
Postcard		
541-1000	Specs: - Postcard 6 x 9 - 3 templates - 5 colors + coating 2 sides - 100# Dull Cover - print litho and postal processing - inkjet address block	\$ 12,594.46 \$ 22,166.25 \$ 38,539.04
Self Mailer		
541-1000	Specs: - Self Mailer - 2 templates - 6 colors + coating 2 sides - fold, glue, inkjetting, postal processing - 100# Dull cover	\$ 26,826.20 \$ 54,785.89 \$ 101,385.39
Email <i>Assumptions: All email address are existing and previously opted-in Current opt-out file will be provided to Acxiom Government Services, Inc. by client w/in 10 days prior to deployment, for compliance purge Opt-out collection and management will be handled by client</i>		
541-1000	Email Design- 1 template, 2 copy versions, 3 revision rds	\$ 10,075.57
541-1000	HTML Coding of PSD Files	\$ 1,007.56
541-1000	Includes summarized click-reporting: 24 hr, 48 hr, 9-day	\$ 0.0252
541-1000	One file of hard-bounced or undeliverable email addresses	\$ 352.64

Service Contract Act Compliance Notification

The Service Contract Act (SCA) is applicable to this contract and it 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 SCA matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

Wage Determination No.: 2005-2033

Revision No.: 12

Revision Date: 6/13/2012

State: Arkansas

Area: Pulaski County

SCA Matrix

SCA Eligible

<u>Contract Labor Category</u>	<u>SCA Equivalent Code – Title</u>	<u>WD Number</u>
Administrative Assistant	01020- Administrative Assistant	2005-2033