

## GOOGLE FOR GOVERNMENT

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### **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>

**General Services Administration  
Federal Supply Service  
Advertising & Integrated Marketing Solutions (AIMS)  
Schedule 541**

FSC Group: **541-1**  
Contract Number: GS-07F-227BA

Contract Period: **June 2, 2014 to June 1, 2019**

Contract Administrator Information:  
Courtney Kuhl Rose  
25 Massachusetts Avenue NW  
Washington, DC 20001  
[GoogleforGovernment@google.com](mailto:GoogleforGovernment@google.com)/202.346.1241

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## CUSTOMER INFORMATION

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- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).  
**SIN 541-1: Advertising Services**
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.  
**GSA Net Prices are shown on the attached GSA Pricelist.**
- 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.  
**Not applicable**
2. Maximum order\*: **\$ 1,000,000**  
\*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.
3. Minimum order: **\$ 5,000**
4. Geographic Coverage (delivery area): **Worldwide**
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 Industrial Funding Fee (IFF) has been added.**
7. Quantity discounts: **None**
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.

## CUSTOMER INFORMATION

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10. Foreign items (list items by country of origin):  
**None**
- 11a. Time of delivery:  
**To be negotiated on the task order level.**
- 11b. Expedited Delivery:  
**None offered**
- 11c. Overnight and 2-day delivery:  
**None offered**
- 11d. Urgent Requirements:  
**Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.**
12. F.O.B. point(s):  
**Destination**
- 13a. Ordering address:  
**Google Inc.  
25 Massachusetts Ave NW  
Washington, DC 20001  
(P): 202.346.1241  
(F): 202.346.1101**
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), 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:  
**Google Inc.  
Department 33654  
PO Box 39000  
San Francisco, CA 94139  
(P): 202.346.1241  
(F): 202.346.1101**
15. Warranty provision:  
**Standard Commercial, see attached terms.**
16. Export packing charges, if applicable.  
**Not applicable**

## CUSTOMER INFORMATION

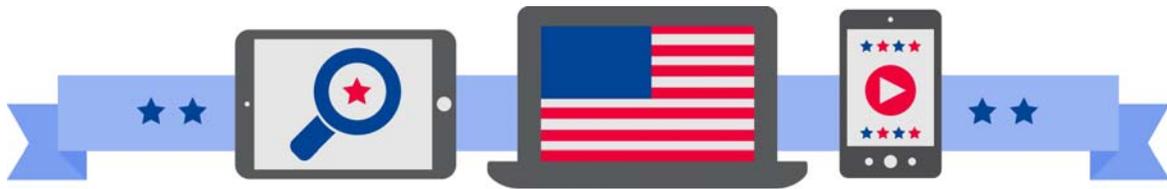
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17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).  
**The Government purchase card is accepted above the micro-purchase threshold.**
18. Terms and conditions of rental, maintenance, and 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):  
**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/).  
**As applicable**
25. Data Universal Number System (DUNS) number:  
**06-090-2413**
26. Notification regarding registration in Central Contractor Registration (CCR) database:  
**CAGE Code: 1XAU1; registration valid through 5/19/2015**

## CUSTOMER INFORMATION

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17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).  
**The Government purchase card is accepted above 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):  
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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/).  
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### GOOGLE OVERVIEW

Whether your goal is to educate citizens on important issues, reach special audiences, inspire behavior change, or encourage immediate action, Google's communication technology solutions can enhance government outreach efforts and reach Americans online across devices. The Google for Government team has partnered with dozens of federal agencies on hundreds of campaigns to bring public sector communications online.

Learn more at: [www.think.com/googleforgovernment](http://www.think.com/googleforgovernment)

### AIMS SERVICES OFFERING

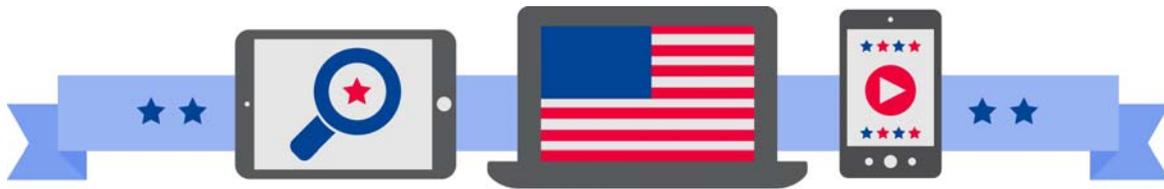
Google for Government provides government agencies a partner to support their communication and marketing efforts using Google AdWords, and online advertising services program.

**To initiate a campaign, email: [GoogleforGovernment@google.com](mailto:GoogleforGovernment@google.com)**

### SIN 541-1 ADVERTISING SERVICES

Using Google AdWords, an online advertising program, GSA customers can create text, video, image or other interactive ads that are uploaded to AdWords and appear beside related search results or on affiliated websites as directed by the advertiser.

With the assistance of a Google Account Manager, GSA customers set various parameters that direct the placement of ads on the Google Network. The Google Network includes all of the places where AdWords ads can appear, including Google sites, websites that partner with Google, and other placements like mobile phone apps. Google's advertising support services are included for all GSA customers who purchase an AdWords Advertising Campaign (minimum \$5,000).



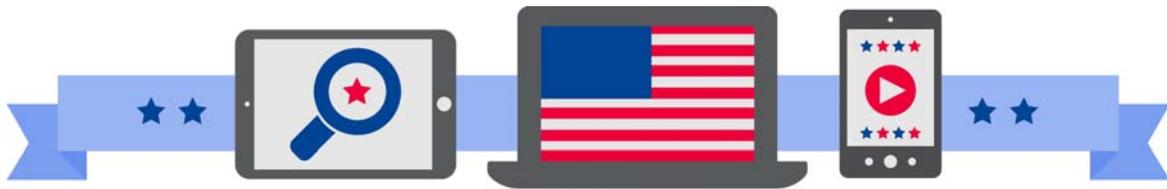
## GOOGLE FOR GOVERNMENT

### GOOGLE INC. AWARDED GSA PRICELIST

SIN	SKU#	SERVICE	SERVICE DESCRIPTION	UNIT OF ISSUE	GSA PRICE (WITH IFF)
541-1	AW-5	AdWords Advertising Service Usage*	A \$5,000 advertising budget increment that can be used for an advertising campaign	Advertising Campaign (\$)	\$5,000.00
541-1	AW-1		A \$1,000 advertising budget increment that can be used for an advertising campaign		\$1,000.00

*\* Minimum advertising campaign budget is \$5,000. GSA customers can set their advertising campaign budgets by purchasing quantities of \$5,000 and \$1,000 AdWords advertising spend. For example, if you want to run a \$74,000 campaign you would purchase quantity 14 of AW-5 and quantity 4 of AW-1.*

All GSA customers who purchase an AdWords Advertising Campaign with a budget of \$5,000 or more will be paired with one of Google's AdWords Account Managers who provide a variety of value-added advertising support services at the customers' request.



## GOOGLE FOR GOVERNMENT

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### GOOGLE INC. TERMS & CONDITIONS

- In order to launch a Google AdWords campaign, the customer must Google's Service Agreement. This is a click-to-accept agreement that will be generated following receipt of the Standard Form from the customer.
- The click-to-accept agreement will be sent via email to the customer for acceptance. It will include the Terms indicated at <http://www.google.com/ads/terms>. **It will also include the language below noting that where GSA Terms and AdWords Terms conflict, the terms of the GSA will prevail.**

This Service Agreement will be governed by (x) the Google Inc. Advertising Program Terms available at <http://www.google.com/ads/terms> during the date(s) that the Ads under this Service Agreement are running ("**Terms and Conditions**") and (y) the General Services Administration Schedule Contract Number GS-07F-227BA dated June 2, 2014 between the parties ("**GSA Schedule Contract**").

In the event of a conflict between the Terms and Conditions and the GSA Schedule Contract, the terms of the GSA Schedule Contract will prevail.

Any capitalized terms not defined in this Service Agreement have the meanings assigned to them in the Terms and Conditions.

#### **BILLING TERMS**

1) Google may, in its sole discretion, extend, revise or revoke credit for any Customer at any time. Google is not obligated to deliver any Ads in excess of any credit limit.

2) Customer will be billed at the end of each month and must remit all payments under this Service Agreement to Google in accordance with the "Payment Terms" indicated on the first page of this Service Agreement.