



**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
Mission Oriented Business Integrated Services
Schedule 874**

CONTRACT NUMBER:
GS-10F-0225W

PERIOD COVERED BY CONTRACT:
June 10, 2010 to June 9, 2015

**GfK Custom Research, LLC
GfK Roper Public Affairs & Corporate Communications**

**200 Liberty Street, 4th Floor
New York, NY 10281
Phone: (212) 240-5300
Fax: (212) 240-5353
www.gfk.com**

General Services Administration
Management Services Center Acquisition Division

Business Size: **Large Business**
DUNS: **07-870-4251**

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

About GfK Custom Research



GfK Custom Research
North America



Part of **GfK Custom Research North America – GfK Roper Public Affairs & Corporate Communications** – is a full-service research consultancy providing **expertise at every stage of the communication process to drive clients’ objectives**. Comprised of professionals from government, academia, public relations, and journalism, our research team works with clients on research to inform strategic planning, issues management, external execution, and public opinion polling, as well as measurement of reputations and results.

Strategic Communications

- Clarify big picture trends affecting issues and audiences
- Identify and prioritize influences on audiences and stakeholders
- Refine strategic objectives and build communications platforms

Issues Management

- Manage risk by staying on top of evolving issues
- Ensure that the right messages are reaching the right audiences
- Hone tactics that win communication campaigns

PR & Polling

- Develop insights to support policy and thought leadership
- Execute communication platforms with publicly-released research
- Win press and attention of key stakeholders
- Call audiences to action

Reputation & Results

- Evaluate and monitor reputation among key stakeholders
- Track ROI of tactics
- Inform enhancements to strategy

GfK Custom Research North America is part of the GfK Group, the world's fourth largest market research company with more than 10,000 employees in over 100 countries. GfK Custom Research North America combines the global resources of the GfK Group with the local knowledge of North America's leading research and consulting companies delivered by more than 700 employees in the U.S. and Canada. The US-based GfK Roper Public Affairs & Corporate Communications team is staffed with some of the most experienced multi-national and multi-cultural research professionals in the world who regularly lead complex global assignments. Our team is expert in reaching all type of key audiences here in the US and around the world, including Influentials[®], media, business leaders, NGOs and government officials. GfK has an extensive track record working successfully with government clients, including several projects with the U.S. Department of State. GfK is the only firm in the world that conducts comprehensive global surveys on nations’ images and reputations – used by governmental, tourism and business development organizations internationally.

In addition to its experience with the **Government** sector, GfK Custom Research North America has expertise in the **Financial, Technology, Media, Consumer, Healthcare** and **Automotive** sectors – as well as specialty practice areas including GfK Roper **consumer trends** and **public opinion polls, customer loyalty, mystery shopping, brand management, strategic brand innovation** and much more...all with the reach of GfK’s global network. By offering clients access to several of the world's largest databases combined with a full-range of ad-hoc research services, GfK Custom Research North America delivers proven, state-of-the-art research solutions.

Since inception, our firm has attained a national reputation for high-quality, pragmatic approaches to providing information, consultancy and survey services. Our numerous awards from professional associations include the 2009 Silver Beacon award for excellence in business.

GSA AWARDED TERMS AND CONDITIONS GfK CUSTOM RESEARCH, LLC

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

874-1: Integrated Consulting 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.

See attached pricing for details

- 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 attached job qualifications document for details

2. Maximum order **\$1,000,000**
3. Minimum order. **\$100**
4. Geographic coverage (delivery area).

Geographic scope will cover the contiguous United States and the District of Columbia

5. Point(s) of production.

Major U.S. branch offices include:

**200 Liberty Street
4th Floor
New York, NY 10281**

**1250 I St. NW, Suite 330
Washington, DC 20005**

**120 Eagle Rock Avenue, Suite 200
East Hanover, NJ 07936**

**1060 State Road
Princeton, NJ 08540**

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

Net GSA pricing is listed in the attached pricing table

7. Quantity discounts.

None



8. Prompt payment terms.

0% Net 30

9a Government Purchase Cards are to be accepted at or below the micro-purchase threshold.

9b Government Purchase Cards above the micro-purchase threshold are not accepted.
Call contractor's representative for more information.

10. Foreign items (list items by country of origin). **Not Applicable**

11a. Time of delivery.

Time of delivery to be determined at task order level.

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery.

Expedited delivery time is to be determined at task order level.

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day deliveries are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery.

Overnight and 2-day delivery time is to be determined at task order level.

11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery.

Urgent Requirements delivery time is to be determined at task order level.

12. F.O.B. point(s).

Destination

13a. Ordering address(es).

**200 Liberty Street
4th Floor
New York, NY 10281
Phone: (212) 240-5407
Fax: (212) 240-5353
Email: david.lintern@gfk.com**

**1250 I St. NW, Suite 330
Washington, DC 20005
Phone: (202) 747-1820
Fax: (202) 589-1380
Email: christopher.fleury@gfk.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).
**GfK Custom Research, LLC
PO BOX 347353
Pittsburgh, PA 15251-4353**
15. Warranty provision. **Standard Commercial Warranty terms apply**
16. Export packing charges, if applicable. **Not Applicable**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).
GfK Custom Research, LLC will accept purchase up to the Micro Purchase Threshold currently established at \$3,000. For purchases in excess of the Micro Purchase Threshold, please call the contractor's representative.
18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not Applicable**
19. Terms and conditions of installation (if applicable). **Not Applicable**
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **Not Applicable**
- 20b. 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/. **Not Applicable**
25. Data Universal Number System (DUNS) number
07-870-4251
26. Notification regarding registration in Central Contractor Registration (CCR) database.
CAGE Code No. 1P6L6 active in CCR



GfK Custom Research, LLC

Awarded Pricelist

GS-10F-0225W

Effective: June 10, 2010

SIN 874-1: Integrated Consulting Services					
Labor Category	Awarded GSA Rates - Base Term, Year 1	Awarded GSA Hourly Rate - Year 2	Awarded GSA Hourly Rate - Year 3	Awarded GSA Hourly Rate - Year 4	Awarded GSA Hourly Rate - Year 5
<i>Effective Dates</i>	6/10/10 - 6/9/11	6/10/11 - 6/9/12	6/10/12 - 6/9/13	6/10/13 - 6/9/14	6/10/14 - 6/9/15
Managing Director	\$360.74	\$370.85	\$381.23	\$391.90	\$402.88
Sr. Vice President	\$235.79	\$242.39	\$249.18	\$256.16	\$263.33
Vice President	\$224.15	\$230.43	\$236.88	\$243.51	\$250.33
Sr. Consultant	\$200.51	\$206.13	\$211.90	\$217.83	\$223.93
Reporting Analyst	\$132.13	\$135.83	\$139.64	\$143.55	\$147.57
Analyst	\$126.24	\$129.77	\$133.41	\$137.14	\$140.98
Account Coordinator	\$87.97	\$90.44	\$92.97	\$95.57	\$98.25
Associate	\$91.60	\$94.17	\$96.80	\$99.51	\$102.30

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire MOBIS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.

1. Managing Director

Minimum/General Experience: Fifteen years within the custom research and survey industry. Twelve years of industry sector experience, and twelve years managing the Project Lead of a group, division or business in the defined industry.

Functional Responsibility: Provides senior level guidance and executive level expertise on all initiatives. Advises on survey planning, strategic vision, and budgetary guidelines. Provides corporate recommendations based upon the validation of reporting and survey results.

Minimum Education: Master's degree in business, mathematics, or the sciences.

2. Sr. Vice President

Minimum/General Experience: Ten years within the custom research and survey industry. Ten years of industry sector experience, and seven years managing the Project Lead of a group, division or business in the defined industry.

Functional Responsibility: Assists in development of senior level initiatives surrounding all major aspects of survey based projects. Responsible for presentation, design, project budgets, resource management and sales of multiple, large volume portfolios. Responsible for actionable recommendations based upon survey data acquired.

Minimum Education: Master's degree in business, mathematics, or the sciences.

2. Vice President

Minimum/General Experience: Five years within the custom research and survey industry. Ten years of industry sector experience, and four years managing the Project Lead of a group, division or business in the defined industry.

Functional Responsibility: Contributes in the development of senior level initiatives surrounding major aspects of survey based projects. Responsible for presentation, design, project budgets, resource management and sales of multiple, large volume portfolios. Responsible for actionable recommendations based upon survey data acquired.

Minimum Education: Bachelor's degree in business, mathematics, or the sciences.

3. Sr. Consultant

Minimum/General Experience: Ten years of general experience within the custom research and survey industry, and seven years of industry/sector experience.

Functional Responsibility: Works toward execution of survey goals and initiatives through selection and use of data tools and related resources. Is independently responsible for resource management, design and presentation of multiple projects. Oversees and assists with data collection, survey execution and report production.

Minimum Education: Bachelor's degree in business, mathematics or the sciences.



4. Reporting Analyst

Minimum/General Experience: Five years of general experience within the Custom research and survey industry.

Functional Responsibility: Responsible for analyses and interpretation of quantitative and qualitative survey data, formulating reports and assisting with making recommendations based upon the research findings in accordance with senior level consultation and discussions with Managing Director and Sr. Vice President.

Minimum Education: Bachelor's degree in business, mathematics or the science.

5. Analyst

Minimum/General Experience: Five years of general experience within the research and survey industry.

Functional Responsibility: Responsible for multiple projects and/or complex projects, working more independently while contributing and managing reports and analysis. Ensures successful collection of data and assists Reporting Analyst in effort to organize relevant data based upon established mission-oriented business issues.

Minimum Education: Bachelor's degree in business, mathematics, or the sciences.

6. Account Coordinator

Minimum/General Experience: Four years of general experience within the research and survey industry.

Functional Responsibility: Responsible for multiple projects and/or complex projects, working more independently while contributing and managing reports and analysis. Assists in activities related to survey execution and data collection. Employs various types of data collection methods and survey database administration procedures.

Minimum Education: Bachelor's degree in business, mathematics, or the sciences.

7. Associate

Minimum/General Experience: One year of general experience within the research and survey industry.

Functional Responsibility: Responsible for survey project coordination, database monitoring and input, and supporting management in the execution of the project in accordance with the specific initiatives set by senior management.

Minimum Education: Bachelor's degree in business, mathematics, or the sciences.