

GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Online 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: www.GSAAdvantage.gov

Advertising, Public Relations & Integrated Marketing Solutions (AIMS) FSC Group: 541

CONTRACT NO.: GS-23F-0004R

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

CONTRACT PERIOD: OCTOBER 3, 2009 TO OCTOBER 3, 2014

STRATEGIC COMMUNICATIONS FOR THE PUBLIC INTEREST

Arch Street Communications, Inc.



7 Broad Street, Pawling, New York 12564-1002

Phone 845.855.7077

Fax 845.855.7078

www.asc-pr.com

Contract Administrator: Nora Madonick

nmadonick@asc-pr.com

Business Size: Small, Woman-owned, Disadvantaged Business

CUSTOMER INFORMATION

1a. *Awarded Special Item Numbers*

Under this contract, ASC, Inc. is authorized to provide services under the following Special Item Numbers (SINs):

SIN No.	Title
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web-Based Marketing Services
541-4D	Conference Events & Tradeshow Planning Services
541-5	Integrated Marketing Services
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.*

Not applicable

1c. *Hourly Rates*

See GSA Labor Category Rates and Definitions section of this catalog for hourly rates by labor category and labor category definitions.

2. *Maximum order*

\$1,000,000 for Awarded SINs

3. *Minimum order*

\$100.00

4. *Geographic coverage (delivery area)*

Domestic, 50 states, Washington, DC, Puerto Rico and US Territories

5. *Point(s) of production*

Pawling, Dutchess County, New York

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

All prices herein are net

7. *Quantity discounts*

Discounts may be negotiated at the time of order based on contract value

8. *Prompt payment terms*
Net 30

9. *Acceptance Government Commercial Credit Card*
 - 9a. *Acceptance at or below the micro-purchase threshold*
ASC will accept the Government purchase credit card for purchases equal to or less than the micro-purchase threshold.

 - 9b. *Acceptance above the micro-purchase threshold*
ASC will not accept the Government purchase credit card for purchases above the micro-purchase threshold.

10. *Foreign items*
Not applicable

- 11a. *Time of delivery:*
To be negotiated with the ordering agency on each task order.

- 11b. *Expedited Delivery*
Contact ASC, Inc. for expedited delivery.

- 11c. *Overnight and 2-day delivery*
Available. Contact ASC, Inc. for rates for overnight and 2-day delivery.

- 11d. *Urgent Requirements*
Contact ASC, Inc. for faster delivery or rush requirements.

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

- 13a. *Ordering address*
7 Broad Street, Pawling, New York, 12564-1002

- 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*
7 Broad Street, Pawling, New York, 12564-1002

15. *Warranty provision*

Not applicable

16. *Export packing charges*

Not applicable

17. *Terms and conditions of Government purchase card acceptance*

See Item #9, above.

18. *Terms and conditions of rental, maintenance, and repair*

Not applicable

19. *Terms and conditions of installation*

Not applicable

20. *Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices*

Not applicable

20a. *Terms and conditions for any other services*

Not applicable

21. *List of service and distribution points*

Not applicable

22. *List of participating dealers*

Not applicable

23. *Preventive maintenance*

Not applicable

24a. *Special attributes such as environmental attributes*

Not applicable

24b. *Section 508*

ASC, Inc. is able to develop web-based technology products in compliance with Section 508.

25. *DUNS number*

12-593-1159

26. *System for Award Management (SAM)*

ASC's SAM registration is up to date.

ATTACHMENT 1

AWARDED CONTRACT PRICE LIST

541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4D	Conference Events & Tradeshow Planning Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

GSA LABOR CATEGORY RATES

HOURLY RATE

LABOR CATEGORY	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Principal / Strategist	\$169.72	\$176.51	\$183.57	\$190.91	\$198.55
Senior Project Manager / Task Manager	\$164.24	\$170.81	\$177.64	\$184.75	\$192.14
Communications Specialist	\$153.29	\$159.42	\$165.80	\$172.43	\$179.33
Senior Editor	\$136.87	\$142.34	\$148.04	\$153.96	\$160.12
Website Developer / Technology Specialist	\$169.72	\$176.51	\$183.57	\$190.91	\$198.55
Media Buyer	\$131.39	\$136.65	\$142.11	\$147.80	\$153.71

GSA Labor Category Rates continued...

LABOR CATEGORY	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Events Coordinator	\$153.30	\$159.43	\$165.81	\$172.44	\$179.34
Creative Director	\$164.30	\$170.87	\$177.71	\$184.82	\$192.21
Graphic Artist	\$131.39	\$136.65	\$142.11	\$147.80	\$153.71
Editor / Writer	\$120.45	\$125.27	\$130.28	\$135.49	\$140.91
Production Assistant	\$87.59	\$91.09	\$94.74	\$98.53	\$102.47
Administrative	\$71.17	\$74.02	\$76.98	\$80.06	\$83.26

LABOR CATEGORY DEFINITIONS

TITLE	DESCRIPTION
Principal/Strategist	Directs strategic plan and program direction for agency contracts. Develops methods, strategies and techniques for PR, advertising and interactive outreach activities. Oversees contracts with multiple projects and work teams. Extensive knowledge of the government services business sector.
Senior Project/Task Manager	Creates and executes project work plans, manages operations and budgets of a project. Administers all aspects of the project scope, including managing staff and subcontractors to meet deadlines. Reviews deliverables and invoicing prior to submission to the client. Facilitates team meetings and holds regular status meetings with the project team to maintain schedule, deliverables and quality.
Communications Specialist	Implements specific communications takes under direct supervision of project/task manager. May coordinate specific tasks and facilitates communication with client. Reviews all communication materials for completeness/accuracy prior to review by Senior Project/Task Manager.
Senior Editor	Responsible for conceptualizing and writing compelling copy and web content for branded awareness campaigns and related communications products. Member of the creative team.

Labor Category Definitions continued...

TITLE	DESCRIPTION
Web Site Developer/ Technology Specialist	Responsible for strategic web-based communications, including websites and social media executions. Able to work across multiple technology platforms and optimize websites for search engines. Provides expertise on e-mail and e-newsletter outreach to increase site traffic while measuring and improving online performance. Develops content management systems, integrates videos, animation, webcasts, video conferencing, etc., into site design.
Media Buyer	Executes strategic marketing plans through paid media programs and secures value-added donated media space.
Events Coordinator	Plans, coordinates and supervises meetings, events and press conferences, including venue selection and negotiation, attendee management, travel coordination, audio visual, meals, presentations, booths, exhibits and event communication. Manages budgets, vendor payment and reconciliation.
Creative Director	Develops campaign concepts; responsible for overall look and design of all communication material.
Graphic Artist	Executes design layouts and concepts for print and online projects.
Editor/Writer/ Copywriter	Develops advertising/outreach concepts; writes compelling headline, body copy, newsletters, fact sheets, brochures, websites, reports.
Production Assistant	Prepares files for print production, assists video and TV production, coordinates production requirements. Ensures layouts and support files are printer or studio ready, including images and fonts. Manages talent releases, required credits. Ensures Section 508 compliance. Prepares files for transfer to client and online use.
Administrative	Coordinates and supervises all administrative tasks and day-to-day operations, including technology and information management. Coordinates production of large projects involving word processing input, editing, copying and binding.

OTHER DIRECT COSTS

SIN 541-1000 OTHER DIRECT COSTS:

Expenses in addition to labor hours are often required to complete a project. ASC does not mark-up these expenses; instead, they are invoiced at-cost to the agency, following the agency's authorization of the expenditure. GSA has approved the following Other Direct Costs (ODC) for ASC's Advertising and Marketing Solutions contract. Any additional ODCs will require procurement through a contract modification—as appropriate and required, ASC will submit contract modifications to fulfill task order requirements. Prices include Industrial Funding Fee.

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ITEM	DETAILS	QUANTITY	PRICE
Mailer	Self-mailer including design, concept, prepress, production	87,000	\$18,873.78
Newsletter	Newsletter including artwork, photography, prepress and delivery	20,000	\$15,271.18
Postcards	Series of three 4color postcards to include artwork, prepress, printing, delivery	3 sets of 63,333	\$15,805.88
Reprints	Reprints of single sheet 4 color advertisements	3 sets of 60,000	\$13,039.06
Advertisement	Creative development including concept, design, photo research, copywriting, revisions	3	\$15,112.50
Brochure	Brochure production, including photography, printing	1,500	\$21,849.36

Contract Period continued...

ITEM	DETAILS	QUANTITY	PRICE
Event Material	Support materials required for special event production, including invitations, event brochures, nametags and posters, printing, prepress and delivery. Quantity and materials may vary by job.	Per job including such things as: <ul style="list-style-type: none"> • 600 invitations (including envelopes, direction cards) • 500 posters and mailing tubes (design - print) • Scans & retouching of photos (website, print, etc.) • 16-page B&W high gloss brochure to inc. design - print of 5,000 pieces 	\$13,945.82

CAPABILITIES

Arch Street Communications is a public relations firm delivering national public awareness and outreach programs for Federal agencies

Under our GSA Schedule Contract, ASC provides Federal agencies and departments with strategic communications programs that meet requirements for effectiveness, accessibility, transparency, and project management. Our winning creative solutions use every discipline—advertising, websites, social media, community building, and events—to advance messages and understanding about topics like transportation, safety, air quality, energy, and the environment.

SIN-541-1: ADVERTISING SERVICES

Under this SIN, ASC promotes public awareness of Agency missions, programs, and initiatives through development and execution of advertising and outreach campaigns to inform Americans about important technical and social issues. ASC works in collaboration with Agencies to identify approaches to disseminating materials and approved key messages to the public and industry, and measuring the effectiveness of campaign tactics. Services include strategic integrated marketing and communication plans; market research, focus groups, surveys; print, broadcast, digital, social media campaigns; earned, owned, paid media materials including advertisements, TV PSAs, radio scripts and PSAs; development of positioning statements and key messaging; direct mail; planning and placement of paid advertising (radio, TV, social media, outdoor, online); analytics, measurement, and reporting.



SIN-541-2: PUBLIC RELATIONS SERVICES

Under this SIN, ASC delivers comprehensive national awareness programs to raise public understanding of an agency's mission and initiatives, through development of key messaging, community building, public outreach, and distribution of materials and information to the public, media, and Congress. Services include stakeholder identification, market research, focus groups, awareness campaign planning, talking points, media materials, press releases, presentations, press kits and media programs including press conferences, distribution of press materials, and scheduling of broadcast, print and online interviews.

SIN-541-3: WEB-BASED MARKETING SERVICES

Services include a wide range of strategic Web-based communications, including websites and social-media executions. ASC's technology team delivers strategic communications programs across multiple technology platforms, develops and implements e-mail and e-newsletter outreach efforts, and implements metrics and techniques to drive audiences to Web information centers and improve online performance. Work under this SIN may also include development of content management systems, video, animation, webcasts, and video conferences. All Web-based marketing is developed in compliance with Section 508 requirements, federal regulations and guidance for transparency and social media interaction.

SIN-541-4D: SPECIAL EVENTS AND CONFERENCES

Services include planning, coordination and supervision of special events and conferences, including small meetings, large conferences, press conferences, special programs and events, from initial event conceptualization through execution and reconciliation of expenses and payments. Includes venue selection and negotiation, attendee invitations, speaker coordination, travel arrangements, meal planning, displays and presentations, booths and exhibits, audio visual requirements, PowerPoint development, rehearsals and walk-throughs, registration tables and online registration systems, budgets, vendor payments and invoice verification.

SIN-541-5: INTEGRATED MARKETING SERVICES

Services provided under this SIN include development of complete integrated marketing programs that include services provided individually under the other SINs. Services include development of comprehensive solutions using qualitative/quantitative market research, branding, positioning, and key messaging, strategic planning and implementation of creative, integrated and layered multimedia campaigns, media planning and placement, and a full range of tactics typically included in an integrated marketing plan, such as direct mail, conferences and events, advertisements, video, workshops, social media integration, Field Staff toolkits and training materials, and other services, including those offered under: SINs 541-1 Advertising Services, 541-2 Public Relations Services, 541-3 Web-based Marketing Services and SIN-541-4D: Special Events and Conferences.