



U.S. 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: GSAAdvantage.gov.

**ADVERTISING & INTEGRATED
MARKETING SOLUTIONS (AIMS)**

FSC Group 541

Contract Numbers:

GS-23F-0010M

(For SINs: 541-3, 541-1000)

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

Contract Period: October 1, 2006 to September 30, 2011

Business Size: Large Business



6858 Old Dominion Drive

Suite 250

McLean, VA 22101

Phone: (703) 448-6155

Fax: (703) 442-9015

www.cessi.net

Prices Shown Herein are Net (discount deducted)

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Customer Information

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

541-3 Web Based Marketing Services
541-1000 Other Direct Costs (ODCs) are expenses other than labor hours

- 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 Authorized Price List)**
- 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: **No Commercial Rates Available.**

2. Maximum Order: **\$1,000,000**

3. Minimum Order: **\$100**

4. Geographic Coverage (delivery area): **Domestic Only**

5. Point(s) of production (city, county and State or foreign country): **McLean, Virginia and various customer locations.**

6. Discount from list prices or statement of net price: **Net all discounts deducted.**

7. Quantity discounts: **None**

Media Buying Commissions: CESSI will not charge commission on media buys. CESSI will charge the Government by projects in the same manner it charges for other services under the task categories. Any commissions provided by media placement will (a) be either returned to the ordering agency or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.

8. Prompt payment terms: **CESSI is offering a prompt payment discount of 1% for payments received within 30 days.**

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **CESSI accepts Government Purchase Cards.**

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **CESSI accepts Government Purchase Cards.**

10. Foreign items (list items by country of origin): **N/A**

- 11a. Time of delivery: **Time of delivery for Services will vary depending upon the complexity of the task requested.**
- 11b. Expedited Delivery: **Contact Vendor**
- 11c. Overnight and 2-day delivery: **Contact Vendor**
- 11d. Urgent Requirements: **Contact Vendor**
12. F.O.B. point(s): **Destination**
- 13a. Ordering Address: **CESSI
6858 Old Dominion Drive
Suite 250
McLean, VA 22101**
- 13b. Ordering Procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).**
14. Payment Address: **CESSI, Attn: Accounts Receivable, 6858 Old Dominion Drive, Suite 250, McLean, VA 22101**
15. Warranty Provision: **None**
16. Export packing charges, if applicable: **N/A**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **CESSI accepts Government Purchase Cards.**
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 services and distribution points (if applicable): **N/A**
22. List of participating dealers (if applicable): **N/A**
23. Preventive maintenance (if applicable): **N/A**

- 24a. Special attributes such as 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. contractor's website or other location.): **Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. For more details please contact CESSI at (703) 448-6155 or visit our website at www.cessi.net.**
25. Data Universal Number System (DUNS) number: **933508301**
26. Notification regarding registration in Central Contractor Registration (CCR) database: **CESSI is registered in the Central Contractor Registration (CCR) System through 05/26/2010.**

Description of Services

SIN 541-3 Web Based Marketing Services

CESSI has developed strategies for agencies to provide the maximum use of their Internet capabilities. Typical tasks have included consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- On-Line media management
- Related activities to web based marketing services

Labor Category Rates

(For All SINs Awarded)

Labor Category	10/1/08-9/30/09 Year 8 Hourly Price
Project Director A	178.29
Project Director B	111.62
Project Director C	96.75
Project Director D	69.72
Project Manager A	99.65
Project Manager B	94.98
Project Manager C	75.14
Project Manager D	73.30
Expert Technical Writer/Editor	139.51
Sr. Technical Administrator	110.55
Technical Administrator A	73.24
Technical Administrator B	65.44
Communications Director	103.64
Communication Manager	51.96
Webmaster A	96.75
Webmaster B	76.01
Events Coordinator A	73.83
Events Coordinator B	66.34
Events Assistant A	76.01
Events Assistant B	63.55
Events Assistant C	63.01
Senior Graphic Designer	96.75
Graphics A	55.27
Graphics B	46.51
Administrative Assistant A	42.70
Administrative Assistant B	41.44
Administrative Assistant C	35.92

Other Direct (Material) Costs

(For All SINs Awarded)

	ODC Item	Not-to-Exceed Amount/Task Order
1	Supplies (badges, tent cards, folders, labels, etc.)	\$761.66
2	Sign Language Interpreters	\$2,200.00
3	Real-time Translation	\$1466.40
4	Catering	\$25,879.89
5	Alternate Formats	\$3,836.00
6	Postage and Shipping	\$4,540.69
7	Audio Visual/Recording (Microphones, LCD projector, Technician, etc.)	\$4,633.74
8	Personal Assistants	\$693.50
9	Meeting/Conference Room	\$3,600.00
10	Assistive Listening System	\$585.00
11	Scooter/Wheelchair Repair and Rental	\$212.00
12	Copying/Binding	\$11,027.35