

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.

Schedule Title: Advertising & Integrated Marketing Solutions
FSC Group: 541
Contract Number: GS-23F-0035K

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

Contract Period: November 1, 2004 through October 31, 2009
Contractor Name: Casals & Associates, Inc.
Address: 1199 North Fairfax Street, 3rd Floor, Alexandria, VA 22314
Phone Number: 703-920-1234
Fax Number: 703-920-5750
Web site: www.casals.com
Contact for contract administration: Michael Geertson

Business size: Small Disadvantaged, Woman-Owned, Minority-Owned (Hispanic)

Prices Shown Herein are Net (discount deducted)

Date: 1/24/2006

CUSTOMER INFORMATION PAGE

1a. Table of Award Special Item Numbers (SINs):

Contract GS-23F-0035K (Small Business Set-Aside):

SIN 541-3 Web Based Marketing Services

SIN 541-4D Conference Events and Tradeshow Planning

SIN 541-4F Commercial Art and Graphic Design Services

SIN 541-1000 Other Direct Costs

1b. Prices

Prices shown in this section are net and valid worldwide and include GSAs industrial funding fee. All discounts have been deducted. Hourly labor rates do not include non-labor other direct costs (ODCs). Examples of ODCs associated with each SIN also are provided. ODC amounts and number of labor hours required will vary based on individual scopes of work. All travel costs are governed by Federal Acquisition Regulation 31.205-46.

SIN 541-3: Web Based Marketing Services

Position	Hourly Rates Year 6	Hourly Rates Year 7	Hourly Rates Year 8	Hourly Rates Year 9	Hourly Rates Year 10
	11/10/04- 11/09/05	11/10/05- 11/09/06	11/10/06- 11/09/07	11/10/07- 11/09/08	11/10/08- 11/09/09
Webmaster	124.02	127.99	132.08	136.31	140.67
Web Technician	60.24	62.17	64.16	66.21	68.33
Creative Director	137.31	141.70	146.24	150.92	155.75

SIN 541-1000 - Other Direct Costs (ODCs):

SIN 541-3 Web Based Marketing Services does not have ODCs. If ODCs are required under any task order, Casals & Associates will be required to request a modification to the contract to add new ODCs.

SIN 541-4D: Conference Events and Tradeshow Planning

Position	Hourly Rates Year 6	Hourly Rates Year 7	Hourly Rates Year 8	Hourly Rates Year 9	Hourly Rates Year 10
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	11/10/04- 11/09/05	11/10/05- 11/09/06	11/10/06- 11/09/07	11/10/07- 11/09/08	11/10/08- 11/09/09
Project Director	153.02	157.92	162.97	168.19	173.57
Project Manager	101.75	105.01	108.37	111.83	115.41
Meeting Planner 1	48.30	49.85	51.44	53.09	54.79
Meeting Planner 2	62.03	64.01	66.06	68.18	70.36
Meeting Planner Assistant	38.76	40.00	41.28	42.60	43.96
Administrative Assistant	52.08	53.75	55.47	57.24	59.07

SIN 541-1000 - Other Direct Costs (ODCs):

Conference facility package
 600 participants for 2 days
 Audio/Visual
 Poster Session
 Luncheon
 Reproduction
 Handouts and conference materials
 Materials
 Tote Bags 641 units Black/Natural
 Binders (630 2 White 3 Ring)
 Binder Tabs (630 12 Tabs/Set)
 Covers & Spines (700)
 Name Tag (1200)
 Name Tag Ribbon (100 2 by 4)
 Invitational Brochures (2500 4x6 White)
 Poster Exhibit Equipment Rentals
 Honorariums
 Services
 Poster and manipulation of images
 Design of Cards & Brochures
 Security Services
 Photo Shoot

TOTAL: \$167,946

Awarded non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements.

SIN 541-4F: Commercial Art and Graphic Design Services

Position	Hourly Rates Year 6	Hourly Rates Year 7	Hourly Rates Year 8	Hourly Rates Year 9	Hourly Rates Year 10
	11/10/04- 11/09/05	11/10/05- 11/09/06	11/10/06- 11/09/07	11/10/07- 11/09/08	11/10/08- 11/09/09
Webmaster	137.31	141.70	146.24	150.92	155.75
Web Technician	93.03	96.01	99.08	102.25	105.52
Creative Director	79.55	82.10	84.72	87.43	90.23

SIN 541-4F: Commercial Art and Graphic Design Services does not have ODCs (SIN 541-1000). If ODCs are required under any task order, Casals & Associates will be required to request a modification to the contract to add new ODCs.

1c. **Labor Category Descriptions**

See page below

2. **Maximum order:**

Maximum dollar value of any order will be \$1,000,000, except for requirements exceeding the Maximum Order, which will be processed in accordance with clause I-FSS-125.

3. **Minimum order:**

The minimum value of a task order is \$100.00.

4. **Geographic coverage:**

Worldwide

5. **Point(s) of production:**

Abuja, Nigeria
 Alexandria (Fairfax County), Virginia, USA
 Antananarivo, Madagascar
 Bogotá, Colombia
 Guatemala City, Guatemala
 La Paz, Bolivia
 Managua, Nicaragua
 Miami, Florida, USA
 Mexico City, Mexico
 Panama City, Panama
 San Salvador, El Salvador

Tirana, Albania

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

Labor rate prices shown are net and valid worldwide. All discounts have been deducted.

7. **Quantity discounts:**

None

8. **Prompt payment terms:**

None

9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold.**

Casals & Associates accepts government purchase cards for orders up to \$2,500.

9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.**

Casals & Associates does not accept government purchase cards for orders over \$2,500.

10. **Foreign items:**

Not applicable.

11a. **Time of delivery:**

Casals & Associates will adhere to delivery schedules as specified by task orders issued by purchasing agencies.

11b. **Expedited delivery:**

Contact Casals & Associates for expedited delivery.

11c. **Overnight and 2-day delivery:**

Contact Casals & Associates for overnight and 2-day delivery.

11d. **Urgent requirements:**

Contact Casals & Associates for faster delivery or rush requirements.

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

Destination

13. **Ordering address:**

Michael C. Geertson, Jr.
Casals & Associates
1199 North Fairfax Street, Third Floor
Alexandria, VA 22314
Phone: (703) 920-1234
Fax: (703) 920-5750
Email: gsa@casals.com

14. **Payment address:**

Casals & Associates, Inc
1199 North Fairfax Street, Third Floor
Attention: Accounting Department
Alexandria, VA 22314

Casals & Associates also accepts electronic funds transfers.

Please contact Carmelita G. Gamallo, Contract Administrator at (703) 920-1234.

15. **Warranty provision:**

Casals & Associates warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. **Export packing charges:**

Not applicable

17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):**

Not applicable

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:**

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. **Preventative maintenance:**

Not applicable.

24a. **Special attributes such as environmental attributes:**

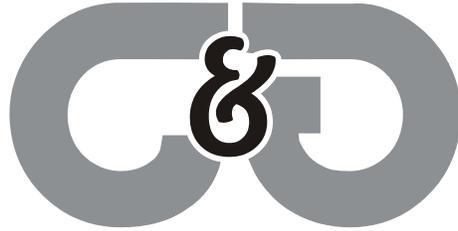
Not applicable.

25. **Data Universal Number System (DUNS) number:**

Casals & Associates DUNS Number is 61-696-8269.

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

Casals & Associates is registered in the CCR Database, and registration is valid until 5/13/2006.



Casals & Associates, Inc. (C&A) is an international management consulting and communications firm helping public and private clients promote ideas and create change, at home and abroad, in a variety of languages and cultural contexts.

Our major areas of focus include democracy and good governance, health and nutrition, energy efficiency and the environment, immigration, housing and urban development, and international broadcasting and telecommunications. In all focus areas, we are known for our creative solutions, commitment to integrity, success in difficult overseas settings, and respect for cultural and geographic differences.

To date, C&A has worked all across the United States and with more than 30 countries around the world. Our headquarters are in Alexandria, Va., and we also operate offices in Albania, Bolivia, Colombia, Guatemala, and Mexico as well as Miami, Fla. Established in 1986 by Beatriz Casals, C&A is a woman-owned corporation and holds a Small Disadvantaged Business Certification issued by the U.S. Small Business Administration.

Labor Category Descriptions

Art Director

Supervises implementation of conceptual development; oversees activities of all design and production staff. Maintains quality control, and interfaces with printers, producers, and web masters/publishers to provide designs in acceptable formats.

Copywriter/editor

Researches and writes copy for graphic materials, brochures, booklets, advertisements, postcards, posters, covers, etc. Edits all text; maintains quality control over all text contained in graphics.

Creative Director

Provides conceptual creative design and development to major marketing and public outreach efforts. Functions as project manager responsible for overall creative design, budgeting, consistency of style and message. Often interfaces with clients and other outside senior creative personnel from government agencies or commercial establishments who may also be involved in the same or related projects, e.g. editors, publishers, project directors, account executives.

Project Director

Manages all strategic aspects of projects, oversees financial management, develops business plan and collaborates with cross-functional teams to translate the clients' goals. Meets with government program manager to discuss performance, reviews project progress and establish priorities.

Project Manager

Manages strategic aspects of projects, controls financial management, assists in developing business plan and collaborates with cross-functional teams to translate the clients' goals. Meets with government program manager to discuss performance, reviews project progress and establishes priorities.

Meeting Planner

Oversees planning aspects of conference events or tradeshow, securing venues and vendors and assuring that the event runs seamlessly. Establishes an agenda, invites speakers and organizes workshops and training sessions. Collaborates with the customer to insure that all facets of the event satisfy their requirements.

Administrative Assistant

Provides administrative and clerical support. Duties include word processing, filing, data entry and any other tasks that support the project.

Webmaster

Develops, maintains and supervises all Internet and website activities. Performs backups and ensures user accessibility to the site. Monitors site traffic and helps scale site capacity to meet traffic demands performance. Improves the site's efficiency and

designs the look for the site. Must have a working knowledge of HTML, JavaScript, and SQL. Supervises Web Technician on website and multi-media design projects; interacts with Creative Director, Art Director and Project Director.

Web Technician

Set up and maintain Internet and intranet websites and web server hardware and software, and monitor and optimize network connectivity and performance. Provides Web-based technical support, responds to requests ranging from password requests to connectivity concerns, providing technical support via telephone during business hours by answering help desk phone calls. Also assists designing and programming multi-media projects.