



**General Services Administration
Federal Acquisition 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>

The Professional Services Schedule (PSS)

Services Offered:

Advertising & Integrated Marketing Solutions

Contract Number: GS-23F-0040L

Contract Period:

October 27, 2000 through October 26, 2020

CROSBY MARKETING COMMUNICATIONS, INC.

705 Melvin Avenue, Suite 200

Annapolis, MD 21401

Telephone 410-626-0805

Fax 410-269-6547

<http://www.crosbymarketing.com>

Point of Contact:

Mike Cosgrove

Email: govteam@crosbymarketing.com

Business Size/Status: Small Business

Price list current through Modification #PO-0038 Effective April 24, 2016

For more information on ordering from Federal Supply Schedules, see Ordering Guidelines at:

<http://www.gsa.gov/schedules-ordering>



Contract Holder

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GENERAL CONTRACT INFORMATION

- 1a. Table of awarded special item numbers (SINS):
(Please refer to pg. [6](#) or [GSA eLibrary](#) for detailed descriptions)

SIN 541-1 / 541-1RC	Advertising Services
SIN 541-2 / 541-2RC	Public Relations Services
SIN 541-4A / 541-4ARC	Market Research and Analysis
SIN 541-5 / 541-5RC	Integrated Marketing Services
SIN 541-1000 / 541-1000RC	Other Direct Costs

State & Local Purchasing Programs:

- DISAST**
RECOV

- *Disaster Recovery Purchasing Program (RC) Section 833 of the National Defense Authorization Act allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.*
 - *Federal Grants During Public Health Emergencies Section 319 of Public Health and Services Act.*

- | | |
|--|---|
| 1b. Lowest Unit Price: | See price list on page 12 |
| 1c. Labor Category Descriptions: | Please see page 7 |
| 2. Maximum order: | \$1,000,000
<i>Note: Agencies may place, and Contractor may, but is not obligated to honor, orders exceeding this limit.</i> |
| 3. Minimum order: | \$100.00 |
| 4. Geographic coverage: | Domestic Only |
| 5. Point (s) of Production: | Not Applicable |
| 6. Discount from List Price: | Prices are shown as net |
| 7. Quantity Discounts: | 1.0% volume discount off of standard commercial markup rates for definite delivery, definite quantity FFP and/or T&M task orders with a funded initial ODCs value greater than \$1,000,000. |
| 8. Prompt Payment Terms: | 0.5% 10 days, otherwise net 30 days |
| 9a. Government Purchase Card is accepted at or below micro-purchase threshold. | |
| 9b. Government Purchase Card is accepted above the micro-purchase threshold without any additional discount. | |
| 10. Foreign items: | None |
| 11a. Time of Delivery: | To be negotiated with ordering agency |
| 11b. Expedited Delivery: | To be negotiated with ordering agency |
| 11c. Overnight and 2-day Delivery: | To be negotiated with ordering agency |
| 11d. Urgent Requirement: | To be negotiated with ordering agency |
| 12. F.O.B. Point (s): | Destination |

GENERAL CONTRACT INFORMATION (continued)

- 13a. Ordering Address: Crosby Marketing Communications Inc.
705 Melvin Avenue, Suite 200
Annapolis, Maryland 21401
- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: Crosby Marketing Communications Inc.
705 Melvin Avenue, Suite 200
Annapolis, Maryland 21401
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable
17. Terms and Conditions of Government Purchase Card Acceptance: Accept at or below the micro-purchase threshold without any additional discount.
18. Terms and Conditions of rental, maintenance and repair: Not Applicable
19. Terms and Conditions of installation: Not Applicable
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable
- 20b. Terms and Conditions for any other services: To be negotiated with ordering agency
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 (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not Applicable
- 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: www.Section508.gov.
25. Data Universal Number System (DUNS) Number: 077406270
26. Crosby Marketing Communications, Inc. is registered in the System for Award Management (SAM): CAGE 3E4G2

COMPANY OVERVIEW

Crosby Marketing Communications is a leading communications firm with offices in the Washington, D.C. metro area and Annapolis, Md. The firm currently provides a broad range of marketing services to federal government clients such as the US Department of Education, HRSA, the Social Security Administration and USDA. In addition, we provide consulting and marketing support to many Fortune 500 and private sector clients on a regional and national basis.

For more than 35 years, Crosby has developed award-winning communications programs that utilize strategic marketing research, advertising, public relations, online promotion, social media and PSA campaigns. These programs touch the lives of virtually every American.

Crosby is a member of the American Association of Advertising Agencies (AAAAs) and consistently receives recognition for high-quality, outstanding service and significant value provided to our clients. Below is a list of Crosby's capabilities (see [Description of Services](#)). Please visit www.crosbymarketing.com for additional information, creative samples and case studies.

CONTRACT OVERVIEW

GSA awarded Crosby Marketing Communications a GSA Federal Supply Schedule contract for The Professional Services Schedule (PSS), Advertising & Integrated Marketing Solutions (AIMS), Contract Number GS-23F-0040L. The current period is Option Three, 10/27/2015 – 10/26/20. The contract was originally awarded 10/27/2000. This contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Professional Services, specifically, Advertising & Integrated Marketing Solutions (AIMS). Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

This GSA PSS AIMS contract can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act).

DESCRIPTION OF SERVICES

Below are examples of Crosby's services related to the awarded PSS, Advertising & Integrated Marketing Solutions (AIMS) SINs:

SIN 541-1

Advertising Services

- Provide services that promote public awareness and education of federal government programs and services.
- Services include but are not limited to: television, radio, print, cinema and online/mobile ads, search engine marketing, magazines, booklets, brochures, newsletters, catalogs, and web-based applications.
- Create and maintain materials and displays that may include but are not limited to traditional and/or electronic displays, posters, billboards, metro/transit, and banners.
- Provide outdoor and "out of home" marketing services that promote public and private sector marketing, media and public information efforts.

SIN 541-2

Public Relations Services

- Provide customized public relations services including the development of messaging and media strategies, and media relations programs.
- Prepare media materials including but not limited to background materials, press releases, media alerts, speeches, multi-media presentations, and press kits.
- Plan and execute diverse messaging and media platforms across all audience segments.
- Develop and implement programs including satellite media tours, VNRs, podcasts, social media, online reputation management, videos, webcasts, and education materials.

SIN 541-4A

Market Research and Analysis

- Provide qualitative and quantitative research methods, including focus groups, one-on-one and in-person interviews, telephone/mail and web-based surveys, consumer immersion studies, national polls, analysis of large data sets, and secondary research.
- Provide national research resources to pre-test messaging strategies.
- Develop and execute marketing and media plans based on objectives of clients, research criteria and the media consumption habits of target audiences.

SIN 541-5

Integrated Marketing Services

- Provide all phases, from conceptualization to execution, of marketing, media and public information services.
- Provide for a broad range of services required by public and private sector, short- and long-term, integrated marketing campaigns.
- Develop marketing solutions using strategic planning and implementation tactics that may include media plans and creative multimedia executions using, but not limited to, the following types of services: market research, message development and concept testing; creative services including online, print, broadcast (radio and television), direct marketing, outdoor advertising, web-based applications, and search engine marketing; PR services including public relations, media relations, and Public Service Announcements.

SIN 541-1000

Other Direct Costs (see page [13](#))

LABOR CATEGORY DESCRIPTIONS

*** Substitution Policy:** It is our policy to substitute the following experience for education: Four years experience as the equivalent of a BS/BA, three years for an MS/MA, four years for a Ph.D. Conversely, A BS/BA can also serve as the equivalent of two years experience, an MS/MA as two years experience, and a Ph.D. as three years experience.

GSA Title	Minimum Education	Minimum Years of Experience	GSA Labor Category Description
Account Director	Bachelors	10	Account Directors ensure that client relations are positive and productive, and that client needs and strategic goals are met by monitoring and integrating the firm's overall activities. Account Directors provide strong strategic/analytical thinking to help deliver effective branding, marketing and public outreach programs. They are responsible for managing the client's overall budget and directing those resources to produce the best outcomes.
Account Executive	Bachelors	3	Account Executives are responsible for ongoing client contact on assigned accounts and have a strong working knowledge of the client's business, target audiences and communications objectives. Account Executives interface with various internal team members to manage programs. They closely monitor project timelines and budgets, check and approve creative and production materials, assist in developing strategic marketing plans, and help carry out those plans.
Account Supervisor	Bachelors	6	Account Supervisors play a lead role in the ongoing integration and management of marketing programs to meet the needs and strategic goals for one or more clients. They maintain frequent contact with clients and are responsible for facilitating communication among account service and creative teams to keep programs and campaigns on target, on schedule and on budget.
Assistant Account Executive	Bachelors	0	Assistant Account Executives support Account Team members in the daily implementation of assigned client programs. Under the supervision of the more senior members of the Account Team, they interface with various departments within the firm to coordinate workflow and production work, and help develop client status reports.
Communications Director	Bachelors	10	Communications Directors lead the development of marketing communications, public outreach, public relations and social media campaigns that meet client goals and objectives. They work closely with senior-level client contacts and other subject matter experts, and play a lead role in developing key messages and content for the various elements of campaigns. Communications Directors help guide internal teams to deliver effective programs on behalf of clients.
Contract Manager	Bachelors	0	Contract Managers are responsible for administration of and compliance with government and commercial contracts, and vendor/contractor agreements, arrangements and subcontracts. They work with account teams to monitor contract requirements, budgets and billing, and assure that proper procedures are followed.

GSA Title	Minimum Education	Minimum Years of Experience	GSA Labor Category Description
Creative Director	Bachelors	10	Creative Directors lead creative teams and oversee the creative development activities for a designated group of clients. They interface with clients and work with account service and other team members to implement creative strategies, ideas and campaigns to achieve marketing objectives.
Data Processor	High School	1	Data Processors support the collection, input, tabulation and reporting of data. Primary responsibilities include supporting client service teams, reviewing the design of questionnaires, applying statistical methods, supporting the development of research and administrative reports, and the collection and presentation of secondary research information.
Designer	Associates	2	Designers work with other creative team members to produce communications materials and help maintain the highest possible standards of production for all print, audio/visual, online and collateral materials produced for clients. They develop visual approaches for all forms of communication, review production materials on assigned projects, and provide press-side inspection of print runs when required.
Digital Designer	Bachelors	2	Digital Designers implement creative ideas and visual executions for a wide array of projects including websites, online banner ads, multimedia presentations, intranets and social media programs. They use programs such as Photoshop, Illustrator, Dreamweaver, Fireworks and Flash, as well as new and emerging coding and development tools and technologies.
Digital Media/PR Specialist	Bachelors	1	Digital Media/PR Specialists help implement client programs including online advertising, social media, publicity and search engine marketing initiatives. They provide support to account, media and PR teams and assist with research, data collection and reporting campaign results.
Digital Program Manager	Bachelors	3	Digital Program Managers help implement web-based programs and online marketing projects on behalf of clients. They help develop the scope, implementation plan, and technical specifications of digital projects in conjunction with creative and technical programming staff. Digital Program Managers are responsible for scheduling, tracking, and managing project implementation from start to finish.
Digital Programmer	Bachelors	4	Digital Programmers develop code for a wide variety of websites and digital applications. They regularly update websites and other properties to ensure they stay functional as technology changes. Digital Programmers have extensive experience with web technologies and languages such as HTML, JavaScript, ASP, Macromedia, SQL Server, CGI, Windows NT, and XML. They also have extensive knowledge of content management systems, web server hardware, browser and platform compatibility and capability, and quality assurance and testing best practices.
Director, Marketing Technology	Bachelors	10	Directors of Marketing Technology play a lead role in overseeing the technical development and implementation of web-based solutions and technology applications created for clients. They lead the ongoing review, troubleshooting and testing of technology solutions and systems, as well as recommending proposed software and coding languages for designated projects. They also advise, guide, and direct teams of digital and technical specialists from project inception to completion.

GSA Title	Minimum Education	Minimum Years of Experience	GSA Labor Category Description
Director, Production Services	Bachelors	10	The Director, Production Services establishes and maintains the highest possible standards of production for all TV, print, outdoor, online, audio/visual and collateral materials produced for clients. They work with account and creative staff to develop project specifications, estimates and production schedules. They also maintain a wide list of vendors and service providers and oversee the competitive bidding process on projects to benefit clients.
Director, Public Relations/Social Media	Bachelors	8	The Director, Public Relations/Social Media oversees the development of strategic PR, reputation management and/or social media programs for clients. They play a lead role in message development, media relations outreach, social media initiatives, speech and presentation development, and community outreach programs. They have a deep understanding of a client's industry, issues, key stakeholders and news media outlets.
Executive Creative Director	Masters	20	The Executive Creative Director is responsible for the overall supervision of the firm's creative product. The Executive Creative Director turns strategic marketing direction into "big ideas." They interface with clients, account service and creative teams in developing creative strategy, concepts, themes and overall direction for campaigns/projects that help achieve strategic marketing objectives. The Executive Creative Director assigns creative projects and reviews and approves all creative work. Most of all, the Executive Creative Director sets the vision and standards for the creative product to achieve the client's success.
Managing Director	Masters	20	The Managing Director sets the strategic vision for the firm and assures that its operations and activities are conducted in a positive, professional manner in accordance with the highest industry standards. The Managing Director develops long-range marketing plans for clients and regularly assesses and assigns staff to ensure that the right resources are being used to most effectively serve clients.
Marketing Assistant	Bachelors	0	Marketing Assistants support Account Team members by helping to coordinate the implementation of communication projects including public relations, special events, advertising, and materials development. They support the preparation of plans and presentations using resource materials such as data, slides, photographs, and primary and secondary research results.
Media Buyer	Bachelors	0.5	Media Buyers assist Media Directors and Media Planners in the purchase and placement of broadcast, print, online, out-of-home and other forms of media on behalf of clients. They conduct research, communicate with media representatives, issue insertion orders, and ensure proper media tracking and verification.
Media Director	Bachelors	10	Media Directors are responsible for the strategic research, selection, and recommendation of media plans to clients, with the assistance of others on the media team. They evaluate comprehensive media research and competitive spending data to assess a wide variety of media options including broadcast, print, online, out-of-home and other media channels to determine the best media mix for client programs. They have deep working knowledge of media research, planning and buying software and tools.

GSA Title	Minimum Education	Minimum Years of Experience	GSA Labor Category Description
Media Planner	Bachelors	4	Media Planners manage the process of researching and recommending media plans to meet client's marketing objectives, which can include broadcast, print, online, out-of-home and any other form of media. They evaluate a wide range of media vehicles to determine which would most effectively reach the desired target audiences with the greatest impact and cost efficiencies.
Media Supervisor	Bachelors	5	Media Supervisors provide strategic guidance to media and account service teams related to preparation and implementation of media plans for clients. They utilize comprehensive media research and competitive spending data to assess, recommend and implement the best media mix for clients, including broadcast, print, online, out-of-home and other media channels.
Principal/EVP	Masters	20	Principals/EVPs are responsible for overall strategic development and guidance for client programs and campaigns at the highest level. Principals/EVPs participate in the creation and preparation of short-term and long-range plans based upon client goals and growth objectives. They maintain regular contact with senior personnel in client organizations, serve as trusted advisors, and provide high-level input on all strategic branding initiatives, marketing communications programs, and program evaluations.
Production Manager	High School	3	The Production Manager is responsible for overseeing the scheduling, production and on-time delivery of creative and production work through collaboration with account service and creative teams. The Production Manager interfaces with a variety of outside vendors to obtain competitive quotes, providing the best quality and price possible for all client projects. They also ensure that creative/production work adheres to the correct technical specifications to ensure accuracy and quality control.
Public Relations Manager	Bachelors	6	Public Relations Managers are responsible for developing and managing the implementation of public relations programs for clients on local, regional and national levels. They play a lead role in message and materials development, media relations outreach, reputation management, social media initiatives, speech and presentation development, and community outreach programs.
Research Manager	Bachelors	10	The Research Manager recommends and oversees the implementation of a broad array of qualitative and quantitative research programs, and advises on strategic issues and research requirements. They analyze and interpret research results and survey data and develop research reports, presentations, white papers and other communications. They are aware of and understand the variety of traditional and online research tools and methodologies that can be utilized for client success.
SEM / SEO Specialist	Bachelors	2	The SEM/SEO Specialist is responsible for day-to-day execution of paid and natural/organic search engine marketing (SEM) campaigns. They use search engine optimization (SEO) strategies to increase traffic and customer interactions to client websites and microsites, and have strong knowledge and experience using search marketing bid management and analytic tools.

GSA Title	Minimum Education	Minimum Years of Experience	GSA Labor Category Description
Senior Account Executive	Bachelors	6	Senior Account Executives maintain direct client contact and continually diagnose client needs. They are knowledgeable in both the client's business and integrating the appropriate resources to effectively implement programs. Senior Account Executives help supervise the activities of Account Executives, Assistant Account Executives and other support team members to ensure a high level of service to clients.
Senior Designer	Bachelors	4	Senior Designers work with other creative staff to design creative projects, particularly those involving more technical production. They help establish and execute the visual look and feel for a wide variety of print, online and collateral materials produced for clients. Besides contributing strong graphic design skills, they review production materials on assigned projects, and sign off prior to forwarding for further required approvals and outside production.
Senior Digital Program Manager	Bachelors	5	Senior Digital Program Managers oversee and implement digital marketing programs and technology projects on behalf of clients. They develop the scope and technical specifications for digital projects in conjunction with creative and technical programming staff, and manage project implementation to maximize success.
Senior Public Relations Manager	Bachelors	10	Senior Public Relations Managers play a lead role in working closely with client contacts to develop effective reputation management programs. They create public relations plans, and guide the implementation of a broad array of media relations, social media, community relations and constituent relations programs. Senior Public Relations Managers have extensive knowledge of key client issues and stakeholder groups, and they develop key messaging platforms and communications materials, and monitor and measure program success.
Senior Subject Matter Expert	Bachelors	15	Senior Subject Matter Experts demonstrate deep knowledge in a specific client issue, industry or marketing discipline. They work with clients at the highest level to develop strategies, plan research, create targeted communications campaigns and provide thought leadership on specific subject matter. The Senior Subject Matter Expert often writes content and strategic reports for client and public dissemination.
Senior Writer/Editor	Bachelors	5	Senior Writer/Editors are responsible for concepting and copywriting for a wide variety of creative projects including advertising, brochures, web content and other communications. They ensure that communications are accurate, clear, and complete, and maintain a consistent tone and voice.
Social Media Specialist	Bachelors	3	Social Media Specialists plan and implement programs relating to social media. They have extensive knowledge of the dynamics behind online communities, forums, blogging and micro-blogging. They produce content and deploy social media programs that create followers, fans, friends and build online communities.
Vice President	Bachelors	15	Vice Presidents maintain contact with and advise senior personnel in client organizations to establish the strategic direction and desired outcomes for marketing communications and outreach programs. They develop high-level strategies and plans, and determine key agency resources needed to carry out client programs. Vice Presidents provide direction and guidance to all team members to ensure that desired outcomes are realized.

GSA LABOR RATES

SIN(s)	GSA Title	GSA Rate
541-1,-2,-4A,-5	Account Director	\$ 173.68
541-1,-2,-4A,-5	Account Executive	\$ 124.06
541-1,-2,-4A,-5	Account Supervisor	\$ 158.79
541-1,-2,-4A,-5	Assistant Account Executive	\$ 89.32
541-1,-2,-4A,-5	Communications Director	\$ 198.49
541-1,-2,-4A,-5	Contract Manager	\$ 74.43
541-1,-2,-4A,-5	Creative Director	\$ 198.49
541-1,-2,-4A,-5	Data Processor	\$ 74.43
541-1,-2,-4A,-5	Designer	\$ 124.06
541-1,-2,-4A,-5	Digital Designer	\$ 138.94
541-1,-2,-4A,-5	Digital Media/PR Specialist	\$ 124.06
541-1,-2,-4A,-5	Digital Program Manager	\$ 138.94
541-1,-2,-4A,-5	Digital Programmer	\$ 158.79
541-1,-2,-4A,-5	Director, Marketing Technology	\$ 158.79
541-1,-2,-4A,-5	Director, Production Services	\$ 173.68
541-1,-2,-4A,-5	Director, Public Relations/Social Media	\$ 173.68
541-1,-2,-4A,-5	Executive Creative Director	\$ 248.11
541-1,-2,-4A,-5	Managing Director	\$ 297.73
541-1,-2,-4A,-5	Marketing Assistant	\$ 74.43
541-1,-2,-4A,-5	Media Buyer	\$ 109.17
541-1,-2,-4A,-5	Media Director	\$ 198.49
541-1,-2,-4A,-5	Media Planner	\$ 124.06
541-1,-2,-4A,-5	Media Supervisor	\$ 148.87
541-1,-2,-4A,-5	Principal/EVP	\$ 248.11
541-1,-2,-4A,-5	Production Manager	\$ 109.17
541-1,-2,-4A,-5	Public Relations Manager	\$ 124.06
541-1,-2,-4A,-5	Research Manager	\$ 158.79
541-1,-2,-4A,-5	SEM / SEO Specialist	\$ 138.94
541-1,-2,-4A,-5	Senior Account Executive	\$ 138.94
541-1,-2,-4A,-5	Senior Designer	\$ 158.79
541-1,-2,-4A,-5	Senior Digital Program Manager	\$ 148.87
541-1,-2,-4A,-5	Senior Public Relations Manager	\$ 158.79
541-1,-2,-4A,-5	Senior Subject Matter Expert	\$ 248.11
541-1,-2,-4A,-5	Senior Writer/Editor	\$ 138.94
541-1,-2,-4A,-5	Social Media Specialist	\$ 124.06
541-1,-2,-4A,-5	Vice President	\$ 238.19

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services 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 29CFR 5413.300), 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 applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

OTHER DIRECT COSTS

Other Direct Costs (ODCs) are not included in Crosby Marketing Communications, Inc.'s hourly rates. Awarded ODCs are comprised of the components as described below 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. Other Direct Cost line items may not exceed the awarded ODC ceilings as specified below without modification to this contract. ODCs are incorporated and made part of the contract.

SIN 541-1000 OTHER DIRECT COSTS

ODC Category	Description
Advertising Specialties	Advertising specialties for one campaign - \$22,466
Animation	:15 animation - \$4,030
Article Placement	Three 2-column matte articles - \$15,638
Artwork	Eight illustrations - \$9,531
Audio Teleconferencing	Conference call - \$385
Banner	Large full-color banner - \$7,166
Billboard Art Production	\$1,925
Billboard Printing	Printing of 3 versions on paper and vinyl - \$18,214
Booklet Printing	Full color, 3,000 copies - \$19,506
Brochure Printing	Full-color, 2,500 brochures - \$18,757
Cinema Ads	:30 spot, regional distribution - \$38,136
Client Food	\$28.00 per client
Clipping Services/Media Monitoring	Local per month - \$1,373
Color Copies	Each - \$3
Color Output/Proofs	Each - \$151
Community Based Program	Six-month local community outreach program - \$179,103
Digital Clips/Media Monitoring	Media coverage clip - \$380
Direct Response	37,000 mailers - \$47,646
Facility Rental	\$550.00 per group
Fax	Fees are accounted for with installed software by adding project accounting codes following recipient's fax number. Clients are charged \$1.00 per page for faxes. \$31.00
Federal Express	One next day package delivery - \$171
Flyer/Insert/Fact Sheet	750 flyers - \$2,176
Illustration	One-time use rights for one commissioned illustration for cover of two government publications and five stock illustrations - \$5,239
Incentives	\$115.00 per Focus Group Recruit / \$125.00 per one-on-one Recruit Interview
Interactive News Release	One release on wire service - \$3,494
Long Distance Calls	Calls are accounted for by project accounting codes - \$169.50
Media Placement	One multimedia campaign - \$633,867
Mobile Services Campaign	Local text message campaign - \$17,780
News Release Distribution	One release - \$1,990
Newsletter	Printing 223,000 newsletters - \$38,076
Online Advertising	One flight of online ads - \$101,736
Photocopying	\$200

ODC Category	Description
Photography	Three-day photo shoot (1 location): assistant, film and processing, 5-year unlimited use rights - \$47,249.00
Postage	Postage is accounted for in a postage log per piece by weight at the postage meter. Postage for pieces weighing more than 8 ounces, and priority, certified, and registered are priced using USPS.com \$250.00 Express Mail: \$1,357.06 Courier: \$112.94
Prepress Services	High-resolution scans approximately (30) 35-mm slides - \$3,232
Print Ad Placement	National quarter-page ad - \$159,110
Print Management	Proof review, press inspection - \$11,133
Printing Services	73,000 catalogs - \$77,078
Radio Production	Radio campaign production - \$32,119
Radio PSA Package/Distribution	Regional distribution - \$17,380
Recruiting Respondents	\$115.00 per Focus Group Recruit / \$125.00 per one-on-one Recruit Interview
Research- Phone Survey	Local survey of 300 - \$13,350
Research	Research, conduct interviews, write, and revise popular history of National Science Board - \$33,130
Respondent Food	\$12.00 per participant
Satellite Media Tour	2 hour regional satellite media tour - \$12,730
Stationary Videotaping	\$900.00 for transcripts of four audiotapes (1 hour each)
Stock Photo	Limited use, single image - \$1,778
Trade Show Booth/Display	Single display - \$7,456
Transcription	\$150.00 per Focus Group
Translation Services	One :30 and one :60 PSA translation plus print - \$3,819
TV Production	TV campaign production - \$218,013
TV PSA Package/Distribution	Packaging and distribution for regional PSA - \$27,561
URL Purchase	Purchase of one URL - \$2,859
Video News Release, Regional	Video crew of 2 (1 radio, 1 video), 4-hour booking including editing, excluding music and graphics; includes 20 copies and ideography; excludes streaming video for web site - \$20,999
Videotaping On-Site	Video production - \$56,297
VNR Tracking	\$8,479
Web Site Technical Development	Technical development of website component - \$36,347
Webinar	Regional webinar - \$13,631

TEAMING ARRANGEMENTS

Teaming Arrangements may be possible with any vendor holding Current GSA Multiple Award Schedule.