



GENERAL SERVICES ADMINISTRATION

Advertising & Integrated Marketing Solutions

Branding
Strategy
Communications

Federal Supply Schedule Price List

FSC GROUP: 541

CONTRACT NUMBER: GS-23F-0053N

CONTRACTOR:

Rock Creek Publishing Group, Inc.
DBA Rock Creek Strategic Marketing
Two Wisconsin Circle, Suite 1010
Chevy Chase, MD 20815
www.rockcreeksm.com

CONTACT FOR CONTRACT ADMINISTRATION:

David Rinaldo, Chief Operating Officer
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CONTRACT PERIOD: Nov 1, 2012 - Oct 31, 2017

BUSINESS SIZE/CLASSIFICATION: Small, Disadvantaged, 8(a), Woman Owned

FOR MORE INFORMATION ON ORDERING FROM FEDERAL SUPPLY SCHEDULES,
CLICK ON FSS SCHEDULES AT FSS.GSA.GOV.

GENERAL CONTRACT INFORMATION

1A. Awarded Special Item Numbers: 541-1 Advertising Services, 541- 2 Public Relations Services, 541- 3 Web Based Marketing Services, 541- 4A Market Research and Analysis, 541- 4B Video/Film Production, 541- 4C Exhibit Design and Implementation Services, 541- 4D Conference, Events, and Tradeshow Planning Services, 541- 4E Commercial Photography Services, 541- 4F Commercial Art and Graphic Design Services, 541- 4G Challenges and Competitions Services, and 541- 5 Integrated Marketing Services.

1B. Lowest Priced Model Number and Lowest Unit Price: See pricing on the following pages.

1C. Hourly Rates/Pricing: See pricing on the following pages.

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

3. Minimum Order: \$100.

4. Geographic Coverage: Domestic, including CONUS, AK, HI, PR.

5. Points of Production: Chevy Chase, Maryland.

6. Discount from List Price: Prices shown in the price list are net with all discounts deducted.

7. Quantity Discounts: 2% on all orders exceeding \$250,000.

8. Prompt Payment Terms: Net 30 days.

9A. Government Purchase Cards Accepted Up to the Micropurchase Threshold: Yes.

9B. Government Purchase Cards Accepted Above the Micropurchase Threshold: Yes.

10. Foreign Items: None.

11A. Time of Delivery: Specified on task order.

11B. Expedited Delivery: Contact contractor.

11C. Overnight and 2-day Delivery: Contact contractor.

11D. Urgent Requirements: Contact contractor.

12. F.O.B. Points: Destination.

13A. Ordering Address: Two Wisconsin Circle, Suite 1010, Chevy Chase, MD 20815.

GENERAL CONTRACT INFORMATION

- 13B. Ordering Procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPA can be found at the GSA/FSS schedule homepage (www.fss.gsa.gov/schedules).
- 14. Payment Address:** Two Wisconsin Circle, Suite 1010, Chevy Chase, MD 20815.
- 15. Warranty Provision:** Rock Creek warrants that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. Export Packing Charges, if Applicable:** N/A.
- 17. Terms and Conditions of Government Purchase Card Acceptance:** Contact contractor.
- 18. Terms and Conditions of Rental:** N/A.
- 19. Terms and Conditions of Installation:** N/A.
- 20. Terms and Conditions for Any Other Services:** N/A.
- 21. List of Service and Distribution Points:** N/A.
- 22. List of Participating Dealers:** N/A.
- 23. Preventive Maintenance:** N/A.
- 24A. Special Attributes:** N/A.
- 24B. Section 508 Compliance:** Rock Creek offers expertise in Section 508 Compliance.
- 25. Data Universal Number System (DUNS) Number:** 603437377.
- 26. Notification regarding registration in the Central Contractor Registration (CCR) database:** Registered—CAGE Code 1XH42.

COMPANY OVERVIEW

Consistently named a top creative firm by the *Washington Business Journal*, Rock Creek Strategic Marketing is a minority- and woman-owned (8a) branding, strategy, and communications firm certified as a small disadvantaged business (SDB).

For more than 25 years, the world's largest and most complex government agencies, nonprofits, and businesses have relied on Rock Creek for solutions to a wide range of communications challenges. Our highly qualified teams and wide range of in-house capabilities enable us to complete complex projects on schedule and within budget while maintaining the highest standards of quality.

By combining solid business, marketing and communications experience with technological expertise, Rock Creek helps our clients chart a successful course, neither swamped by the latest trend nor stranded when the tide turns. We are staffed for large customer orders and are also highly scalable when tasked with quick-turnaround surge requirements.

Rock Creek offers a thorough understanding of government needs and deep experience with government contracting and procurement. We work hard to understand our clients' unique goals, needs, and requirements so we can minimize risk while achieving your goals.

We are proud to offer our clients an unparalleled level of thought leadership, marketing experience, creativity, and customer service.

Government leaders rely on Rock Creek for a wide range of services from individual projects to full integrated campaigns. These include:

- **Branding:** naming, logo & identity design, taglines, brand guidelines
- **Design:** print, web, mobile, motion/video
- **Content Strategy & Development:** copywriting and editing, governance, content strategy
- **User Experience Design:** information architecture, taxonomy, process workflows, usability testing, interactive design, user persona development
- **Website & Mobile Design & Development:** scalability, responsive design, content migration, testing, accessibility, Drupal development, CMS implementation
- **Social Media & Online Marketing:** social media strategy and advertising, search engine optimization, blogging, analytics and SEO analysis, pay per click advertising, keyword research
- **Marketing & Communications:** challenge and prize, recruiting and retention, outreach and public awareness campaigns, public relations and public affairs, media buying
- **Instructional Design & Training:** training analysis, design, development, implementation, evaluation, and refinement
- **Program Management:** full strategy development, planning, administration, and implementation of programs including infrastructure, governance, and fiscal management

LABOR CATEGORY HOURLY RATES & DESCRIPTIONS

The following are Rock Creek's net prices including the industrial filing fee (IFF) and discounts.

| Labor Category | 11/1/12- 10/31/13 | 11/1/13- 10/31/14 | 11/1/14- 10/31/15 | 11/1/15- 10/31/16 | 11/1/16- 10/31/17 |
|---------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Communications Consultant I | \$116.00 | \$119.48 | \$123.06 | \$126.76 | \$130.56 |
| Communications Consultant II | \$172.00 | \$177.16 | \$182.47 | \$187.95 | \$193.59 |
| Project Manager I | \$93.75 | \$96.56 | \$99.46 | \$102.44 | \$105.52 |
| Project Manager II | \$120.00 | \$123.60 | \$127.31 | \$131.13 | \$135.06 |
| Visual/Graphic Designer I | \$100.00 | \$103.00 | \$106.09 | \$109.27 | \$112.55 |
| Visual/Graphic Designer II | \$120.00 | \$123.60 | \$127.31 | \$131.13 | \$135.06 |
| Interactive Media Specialist I | \$100.00 | \$103.00 | \$106.09 | \$109.27 | \$112.55 |
| Interactive Media Specialist II | \$120.00 | \$123.60 | \$127.31 | \$131.13 | \$135.06 |
| A/V Specialist I | \$93.75 | \$96.56 | \$99.46 | \$102.44 | \$105.52 |
| A/V Specialist II | \$120.00 | \$123.60 | \$127.31 | \$131.13 | \$135.06 |
| Administrative Assistant | \$45.00 | \$46.35 | \$47.74 | \$49.17 | \$50.65 |

The following are Rock Creek's labor category descriptions including education level and years of experience.

Communications Consultant I: 2+ years experience and Bachelor's degree (or equivalent).

- Researches (through quantitative and qualitative methods), plans, and executes complex marketing, public relations, branding, strategy, media, branding, and communications projects with multiple deliverables.
- Recommends solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns, and other learning initiatives.
- Strategizes, develops, writes, and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style, and terminology.
- Reads from scripts and speaks into the microphone as film is being projected, timing comments to fit action portrayed.
- Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese, etc.).
- Researches, plans, writes, and edits multimedia/interactive, train-the-trainer, and instructor-led/ classroom-based training programs.

LABOR CATEGORY HOURLY RATES & DESCRIPTIONS

Communications Consultant II: 6+ yrs. experience and Bachelor's degree (or equivalent).

- Researches (through quantitative and qualitative methods), plans, executes, and provides creative insight throughout complex marketing, public relations, branding, strategy, media, branding, and communications projects with multiple deliverables.
- Recommends and oversees the implementation of solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns, and other learning initiatives.
- Strategizes, develops, writes, and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style, and terminology.
- Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese, etc.).
- Researches, plans, writes, edits, and oversees multimedia/interactive, train-the-trainer, and instructor-led/classroom-based training programs.
- Provides key understanding of competitive landscapes through an understanding of the strategic communications landscape, emerging technology, business trends, established competitors, etc.

Project Manager I: 2+ yrs. experience and Bachelor's degree (or equivalent).

- Serves as client point of contact on project progress from start to completion.
- Maintains project schedules, provides estimates, coordinates with print and other vendors, makes copies of scripts, and manages the transportation of video crew and equipment.
- Coordinates personnel to assure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials.
- Manages the successful planning, coordination, and communication of all conference activities including travel logistics, materials shipping, event reservation, etc.

Project Manager II: 5+ yrs. experience and Bachelor's degree (or equivalent).

- Serves as client point of contact on project progress from start to completion by maintaining project schedules, providing estimates, and coordinating with print and other vendors.
- Coordinates personnel to assure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials.
- Manages and oversees the successful planning, coordination, and communication of all conference activities including travel logistics, materials shipping, event reservation, etc.
- Acts as central point of contact for speakers and identifies, recruits, and manages speaker participation throughout each conference, event, tradeshow, etc.

LABOR CATEGORY HOURLY RATES & DESCRIPTIONS

Visual/Graphic Designer I: 2+ years experience and Associate's degree (or equivalent).

- Prepares design files for print and web production including creating films, custom illustrations, bluelines, and matchprints; providing file layout to fit presses; and correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.).
- Performs all aspects of computer-based design, layout, and production for printed materials (brochures, posters, flyers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.), and booth displays.
- Involved with the planning, coordination, and control of production processes to ensure the correct amount is produced at the right cost and at the right level of quality.
- Knowledgeable of Flash, Adobe Illustrator, Photoshop, QuarkXpress, InDesign, PowerPoint, etc.

Visual/Graphic Designer II: 5+ years experience and Bachelor's degree (or equivalent).

- Prepares design files for print and web production including creating films, custom illustrations, bluelines, and matchprints; providing file layout to fit presses; correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.); and conducting quality assurance checks.
- Performs and oversees all aspects of computer-based design, layout, and production for printed materials (brochures, posters, flyers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.), and booth displays.
- Manages creative projects from concept to completion, translates marketing objectives into creative strategies, and directs the creative team in the production of advertising, public relations, outreach, and marketing collateral.
- Knowledgeable of Flash, Adobe Illustrator, Photoshop, QuarkXpress, InDesign, PowerPoint, etc.

Interactive Media Specialist I: 2+ yrs. experience and Bachelor's degree (or equivalent).

- Assists in the production of a television program or film by contributing to the content of a production, and suggesting topics and themes.
- Plans, designs, builds, and manages web development including web-based applications, multimedia elements, and interactive animations.
- Creates graphic effects that enrich multimedia products including narration, 3D animation, sound effects, and progress reporting.
- Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, CGI, and .NET.
- Creates, measures, analyzes, optimizes, and deploys highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing/search engine optimization, etc.

LABOR CATEGORY HOURLY RATES & DESCRIPTIONS

Interactive Media Specialist II: 5+ yrs. experience and Bachelor's degree (or equivalent).

- Plans, designs, builds, manages, and oversees web development including web-based applications, multimedia elements, and interactive animations.
- Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, CGI, and .NET.
- Creates, measures, analyzes, optimizes, deploys, and oversees highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing/search engine optimization, etc.
- Writes, edits, trouble-shoots, and oversees programming for websites and HTML documents to function with all commonly used browsers (Safari, Internet Explore, Mozilla Firefox, etc.).
- Conducts rehearsals and directs activities of cast, photographers, and technical crews during final rehearsals and final filming of videos through working with scenery, lights, props, music, costumes, etc.
- Determines treatment and scope of productions, establishes operating budgets, selects cast members, reviews filmed scenes, and approves final editing of filmed productions.

A/V Specialist I: 2+ yrs. experience and Associate's degree (or equivalent).

- Controls video console to regulate transmission of television scenes, including test patterns and black-and-white or color telecasts.
- Conducts video shooting in line with cinematographer's instructions.
- Photographs events, locations, people, and other illustrative or educational material for use in publications or videos, using still cameras.
- Travels to assigned locations and takes pictures, as well as develops negatives and printing film.

A/V Specialist II: 5+ yrs. experience and Bachelor's degree (or equivalent).

- Films motion pictures, videos, television shows, and commercials.
- Assembles raw footage in preparation for inputting into the computer.
- Inputs uncut rushes and sound, and synchronizes and stores them into files on the computer.
- Assembles the final product from the raw camera footage, dialogue, sound effects, and graphics.

Administrative Assistant: 2+ yrs. experience and Associate's degree (or equivalent).

- Provides exceptional customer service.
- Responsibilities include general filing, typing, data entry, copying, and printing.
- Manages print projects by obtaining estimates, sending print-ready files to printer, ordering printer supplies, and coordinating delivery and schedule with the printer.
- Orders quantities of materials used in video production and schedules their delivery.