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 For: Multiple Award Schedule (MAS)
Federal Supply Group: Professional Services
Contract Number: GS-23F-0053S
For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gov

Contract Period: December 19, 2005 – December 18, 2025

Contractor: McAndrew Company, Inc.
6701 Democracy Blvd. Ste 300
Bethesda, MD 20817
Telephone: (240) 743-4452
Web Site: www.mcandrewcompany.com
E-mail: lara@mcandrewcompany.com
Contract Administration: Lara Jacobs

Business Size: Small Business, Women Owned Business

Pricelist current as of Modification #PO-0026, effective December 19, 2020
CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>512110-RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>541430-RC</td>
<td>Geographic Design Services</td>
</tr>
<tr>
<td>541810</td>
<td>541810-RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODC-RC</td>
<td>Other Direct Costs for Marketing and Public Relation Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820-RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>OLM-RC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. For complete price lists please see below.

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. If hourly rates are not applicable, indicate “Not applicable” for this item. For labor category description see below

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Within the United States

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). Not applicable

7. Quantity discounts: None

8. Prompt payment terms: Net 30 Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

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

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

11a. Time of Delivery (Contractor insert number of days): Contact Contractor

11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

11d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

12. F.O.B Points(s): Destination

Ste 300 Bethesda, MD 20817
Phone: (240) 743-4452
Fax: (240)743-4464
Website: www.mcandrewcompany.com

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(es): Same as ordering address

15. Warranty provision.: N/A

16. Export Packing Charges (if applicable): N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
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 service 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.) The EIT standards can be found at: www.Section508.gov/. N/A

25. Data Universal Numbering System (DUNS) number: 79-7370897

26. Notification regarding registration in System for Award Management (SAM) database. Registered
DESCRIPTION OF SERVICES

Strategic Planning

McAndrew Company helps organizations envision their future and develop strategies, goals, objectives, and action plans to achieve the future.

Project and Program Management

At McAndrew Company an employee are signed to projects and/or programs. These employees are responsible for the day-to-day business of managing the project/program. At McAndrew Company we deal directly with the client, vendors and the media.

Public Relations

Communications with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, or idea. At McAndrew Company

Brand Development

The development of a name, term, design, symbol, slogan, or any other feature that identifies an organization or service as distinct from those of other organizations.

Media Planning and Placement

A media plan is a plan designed to select the proper demographics for an advertising campaign through proper selection of media. The plan helps bring advertising messages to the attention of the consumers. Once the plan is approved we place or buy the media. Media placement may include purchasing print space, broadcast time, indoor and outdoor space, and other forms of media.

Creative Direction

At McAndrew Company the creative direction provides an outline of what message should be conveyed, to whom and with what tone. This provides the guiding principles for copywriters and art directors who are assigned to develop the advertisement.

Art Direction

The visual components of an ad, not including the typeset of text.

Graphic Design

Any form of visual artistic representation. The production of the artistic visual representation is guided by either the creative direction or art direction.
Copywriting and Editing

Guided by either creative direction or art direction, ideas for ads and commercials are conceived and written into words or copy.

Radio/TV and Multi-Media Production

Includes coordinating auditions for talent, selecting talent, managing the crew, managing the editing process, managing any post production processes and ensuring quality of finished product.

Desktop Production

Laying out and formatting brochures, catalogs, and magazines.

Photography and Illustration

Using photos or illustrations to communicate the message.

Displays/Signage

Creating artwork and visual components that communicate the message on displays and signage.

Publication Design and Management

At McAndrew Company we have one person who at all times is aware of the status of any given publication. This person typically designs the publication then monitors the publications throughout printing and distribution of the final product.
## PRICING

<table>
<thead>
<tr>
<th>SINs</th>
<th>Skill/Task Category</th>
<th>GSA Labor Rates (Loaded)</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Principal</td>
<td>$92.12</td>
</tr>
<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Account Supervisor</td>
<td>$48.66</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Account Executive</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Assistant Account Executive</td>
<td>$55.80</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Creative Director</td>
<td>$92.94</td>
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<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Art Director</td>
<td>$74.80</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Senior Copywriter</td>
<td>$73.85</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Senior Media Consultant</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Media Buyer</td>
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<tr>
<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Senior Web Developer</td>
<td>$117.50</td>
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<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Website Developer</td>
<td>$79.48</td>
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<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Broadcast Producer</td>
<td>$117.50</td>
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<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Public Relations Supervisor</td>
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<td>512110, 541430, 541810, 541810ODC, 541820, OLM</td>
<td>Public Relations Account Executive</td>
<td>$79.05</td>
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<tr>
<td>541-1, 541-2, 541-4B, 541-4F</td>
<td>Print Production Specialist</td>
<td>$69.38</td>
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</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

Principal

**Functional Responsibilities:**
Executive level management of company and client activities. Company activities include planning, budgeting and managing staff to meet program and company goals. Client responsibilities include senior account management, strategic planning and client team direction.

**Minimum Experience:** 12 years

**Minimum Education:** Bachelor’s Degree

Account Executive

**Functional Responsibilities:**
This individual serves as the direct liaison with the client. The account executive is responsible communications that identify projects goals and benchmark project progress. The account executive will also track program or project budgets and administrative details.

**Minimum Experience:** 5 years

**Minimum Education:** Bachelor’s Degree

Account Supervisor

**Functional Responsibilities:**
This person is responsible for all the members of the account executive team on multiple projects. The account supervisor oversees the account executives and their projects. The supervisor makes sure that the account executives meet their financial goals and objectives. This person also gives direction when needed and makes sure all projects remain on time and on budget on behalf of the principles of the company.

**Minimum Experience:** 7 years

**Minimum Education:** Bachelor’s Degree

Asst. Account Executive

**Functional Responsibilities:**
This individual who is responsible for much of the day-to-day business of servicing an account. Along with assisting the account executive, this individual oversees traffic, production and media scheduling within McAndrew Company.

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor’s Degree
**Creative Director**

**Functional Responsibilities:**
This person is responsible for directing message content as it relates to client goals, audience and media. The creative director provides the guiding principles for copywriters, art directors, illustrators, photographers and media producers as well as all elements and people that contribute to the creative product.

**Minimum Experience:** 7 years  
**Minimum Education:** Bachelor's Degree

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**Art Director**

**Functional Responsibilities:**
This person is responsible for the visual content of executions in all media. This includes graphic design for advertising, brochures, media, illustration direction, movie/video and website. This includes the technical details for executing these disciplines.

**Minimum Experience:** 4 years  
**Minimum Education:** Bachelor's Degree

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**Senior Copywriter**

**Functional Responsibilities:**
This person is responsible for generating creative concepts, writing copy for ads, brochures, websites, TV and radio. They often work in collaboration with the art director and creative director.

**Minimum Experience:** 7 years  
**Minimum Education:** Bachelor's Degree

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**Senior Media Consultant**

**Functional Responsibilities:**
This person is responsible for the developing the media strategy and writing the strategic media plan. Based on the clients’ goals and market research, the media consultant recommends a target audience and media channels to target those audiences.

**Minimum Experience:** 7 years  
**Minimum Education:** Bachelor's Degree

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**Media Buyer**

**Functional Responsibilities:**
This person is responsible for placing and buying all media. The media buyer negotiates all buys with the media sales representatives. This person tracts all buy details, budgets and billing affidavits.

**Minimum experience:** 3 years  
**Minimum education:** Bachelor’s Degree
**Senior Web Developer**

**Functional Responsibilities:**
This person is responsible for the direction of the technical functionality of web media. This includes site code, databases as well as media delivery capabilities.

**Minimum Experience:** 7 years  
**Minimum Education:** Bachelor's Degree

**Website Developer**

**Functional Responsibilities:**
This person is responsible for the execution of the technical functionality of web media. This includes writing site code, databases as well as media delivery capabilities.

**Minimum Experience:** 4 years  
**Minimum Education:** Bachelor's Degree

**Broadcast Producer**

**Functional Responsibilities:**
This person is responsible for directing the details in the creation of a television or radio advertising. This includes talent selection and direction and production details from technical to budget.

**Minimum Experience:** 7 years  
**Minimum Education:** Bachelor's Degree

**Public Relations Supervisor**

**Functional Responsibilities:**
The individual who serves as the liaison between McAndrew Company and the client. The public relations supervisor is responsible for the client's communication with various sectors of the public to influence their attitudes and opinions. This includes managing media outreach, media tours, events. This individual is also a writer who can develop advisories, press releases, speeches and white papers.

**Minimum Experience:** 5 years  
**Minimum Education:** Bachelor's Degree

**Public Relations Account**

**Functional Responsibilities:**
The individual who is responsible for much of the day-to-day business of public relations. Along with assisting the public relations supervisor, this individual oversees the details of promoting the client's product or cause. This includes media outreach, media tours, events. This individual is also a writer who can develop advisories, press releases, speeches and white papers.

**Minimum Experience:** 3 years  
**Minimum Education:** Bachelor's Degree
Functional Responsibilities:
The person responsible for the administrative and technical details for all printed projects. This includes estimates, schedules as well as reviewing the files for press ready details. This person communicates directly with the printer to maintain all schedules.

Minimum Experience: 3 to 5 years
Minimum Education: Bachelor's Degree in graphics and/or related experience

The Service Contract Labor Standards, formerly the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.