

**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!<sup>TM</sup>, a menu-driven database system. The Internet address for GSA-Advantage!<sup>TM</sup> is: <http://www.gsaadvantage.gov>*

**Advertising & Integrated Marketing Solutions**

**FSC Group: 541**

**Contract No.: GS-23F-0072K**

*For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at: <http://www.fss.gsa.gov>*

**Contract Period: January 4, 2000 - December 31, 2009**



**Contractor**

**McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 2800  
Nashville, TN 37203  
Telephone: (615) 259-4000  
<http://www.mpf.com>**

**Contract Administrator**

**Mark Bjordahl  
McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 2800  
Nashville, TN 37203  
Telephone: (615) 259-4000  
Email: [mbjordahl@mpf.com](mailto:mbjordahl@mpf.com)**

**Business Size/Status: Small**

**Prices shown herein are NET (discount deducted)**

**Pricelist current through modification #AO05 dated June 10, 2008**



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## GENERAL CONTRACT INFORMATION

- 1a. Table of Awarded Special Item Numbers (SINs): Please refer to [page #4](#) for a more detailed description
- 541-1 Advertising Services
  - 541-2 Public Relations Services
  - 541-4A Market Research and Analysis
  - 541-4B Video/Film Production
  - 541-1000 Other Direct Costs
- 1b. Lowest Priced Model Number and Lowest Price: Please see our rates beginning on [page #9](#)
- 1c. Labor Category Descriptions: Please refer to [page #9](#)
2. Maximum Order: \$1,000,000
3. Minimum Order: \$6,000
4. Geographic Coverage: Domestic Only
5. Point (s) of Production: Not Applicable
6. Discount from List Price: All Prices Herein are Net (discount deducted)
7. Quantity Discounts: 1% for orders over \$250,000 (does not apply to ODCs)
8. Prompt Payment Terms: 2% 20 Days (does not apply to ODCs)
- 9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.
- 9b. Government Purchase Card *is* accepted above the micro – purchase threshold.
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
- 13a. Ordering Address: McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 2800  
Nashville, TN 37203
- 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: McNeely Pigott & Fox Public Relations, LLC  
611 Commerce Street, Suite 2800  
Nashville, TN 37203
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable

## GENERAL CONTRACT INFORMATION (CONTINUED)

- |   |   |
|---|---|
| 17. Terms & Conditions of Government Purchase Card Acceptance:  | McNeely Pigott & Fox Public Relations, LLC will accept the government commercial credit card with no additional discount. |
| 18. Terms and conditions of rental, maintenance, and repair:  | Not Applicable  |
| 19. Terms and conditions of installation (if applicable):   | Not Applicable  |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices:  | Not Applicable  |
| 20a. Terms and conditions for any other services (if applicable):   | None  |
| 21. List of service and distribution points (if applicable):  | Not Applicable  |
| 22. List of participating dealers (if applicable):  | Not Applicable  |
| 23. Preventative maintenance (if applicable)  | 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 and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: <a href="http://www.Section508.gov/">www.Section508.gov/</a> : | Contact contract administrator for more information   |
| 25. Data Universal Number System (DUNS) Number:   | 183142371   |
| 26. McNeely Pigott & Fox Public Relations, LLC is registered in the Central Contractor Registration (CCR) database.   |   |

## **CONTRACT OVERVIEW**

GSA awarded McNeely Pigott & Fox Public Relations, LLC (MP&F) a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0072K. MP&F's base period was completed on December 31, 2004. GSA has exercised option period one from January 1, 2005 – December 31, 2009 with two additional 5-year option periods remaining. The 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 ADMINISTRATOR**

Mark Bjordahl  
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Telephone: (615) 259-4000  
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Email: [mbjordahl@mpf.com](mailto:mbjordahl@mpf.com)

## **MARKETING AND TECHNICAL POINT OF CONTACT**

Mark Bjordahl  
McNeely Pigott & Fox Public Relations, LLC  
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## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. 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.

## **CONTRACT SCOPE**

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. McNeely Pigott & Fox Public Relations, LLC has been awarded a contract by GSA to provide services under the following SINs:

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-4A Market Research and Analysis
- 541-4B Video/Film Production
- 541-1000 Other Direct Costs

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

### ***SIN 541 1 Advertising Services***

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

### ***SIN 541 2 Public Relations Services***

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

### ***SIN 541 4A Market Research and Analysis***

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

### ***SIN 541 4B Video/Film Production***

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required.

Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting

- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

***SIN 541 1000 Other Direct Costs (ODCs)***

ODCs are expenses other than labor hours. - All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

## **INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES**

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that **McNeely Pigott & Fox Public Relations, LLC** meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

### **Step 1. Develop a Statement of Work (SOW)**

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

### **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### **Step 3. Prepare a Request for Quote (RFQ)**

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

### **Step 4. Provide RFQ to at least Three Firms**

### **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

## REQUIREMENTS EXCEEDING THE MAXIMUM ORDER

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

## BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

## HOURLY RATES FOR SERVICES

<b>LABOR CATEGORY</b>	<b>HOURLY RATE</b>
Principal	\$246.84
Vice President	\$222.15
Senior Art Director	\$153.04
Partner	\$128.42
Senior Account Supervisor	\$85.65
Account Supervisor	\$79.96
Director of Information Services	\$73.05
Senior Account Executive	\$62.69
Art Director	\$62.69
Graphics Designer	\$98.74
Other Support Staff	\$49.37
Account Executive	\$45.59
Proofreader	\$36.32
Assistant Account Executive	\$31.78
Associate Account Executive	\$26.21
Staff Associate	\$20.68

**OTHER DIRECT COSTS (ODCS)**

<b>ODC</b>	<b>UNIT OF ISSUE</b>	<b>CEILING RATE</b>
Surveys (Markey Research & Survey Implementation)	Each	\$11,321.78
Communications (Includes copies, faxes, long distance & postage)	Each	\$70,628.92
Classified Ad Buys (Newspaper & Magazine)	Each	\$579,199.46
Broadcast Media Time (Television & Radio)	Each	\$12,090,000.00
Broadcast Media Placement (Television & Radio)	Each	\$1,209,000.00
Speakers' Fees	Each	\$23,725.97
Conference Set-up (Includes materials, supplies & equipment)	Each	\$4,997.20
Production (Pre-Production & Post-Production)	Each	\$604,500.00
Mailing Lists	Each	\$5,258.64
Mail-out Prep/Postage	Each	\$12,452.31
Brochures	Each	\$43,236.86
Postcards	Each	\$5,085.86
Posters	Each	\$3,433.56
Booklets	Each	\$68,416.30