

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

Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract No.: GS-23F-0075J

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

Contract Period: 6/24/1999 - 5/31/2009

Contractor:

**Danya International, Inc.
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910
Telephone: (301) 565-2142
Fax: (301) 565-3710
<http://www.danya.com>**

Contract Administrator:

**Robert Braun
Danya International, Inc.
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910
Telephone: (301) 960-2964
Fax: (301) 565-3710
<http://www.danya.com>
Email: rbraun@danya.com**

Business Size/Status: Small Business

Prices shown herein are NET (discount deducted).

Pricelist current through modification #AO18 dated 09/17/2008

GENERAL CONTRACT INFORMATION

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

- SIN 541-4B / 541-4BRC: Video/Film Production
 - SIN 541-5 / 541-5RC: Integrated Marketing Services
 - SIN 541-1000 / 541-1000RC: Other Direct Costs
- (Please refer to page #4 for a more detailed description)

1b. Lowest Priced Model Number and Lowest Price: Please refer to page #8

1c. Labor Category Descriptions: Contact Contract Administrator

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

3. Minimum Order: \$100

4. Geographic Coverage: Domestic & Overseas

5. Point (s) of Production: Silver Spring, Maryland

6. Discount from List Price: All Prices Herein are Net

7. Quantity Discounts: None

8. Prompt Payment Terms: Net 30 days

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: Not Applicable

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: Danya International, Inc.
Attn: Robert Braun, Director of Contracts
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910
E-Mail: rbraun@danya.com

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: Danya International, Inc.
Attn: Accounting Department
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910

15. Warranty Provision: Not Applicable

GENERAL CONTRACT INFORMATION (CONTINUED)

- | | |
|---|---|
| 16. Export Packing Charges: | Not Applicable |
| 17. Terms & Conditions of Government Purchase Card Acceptance: | Upon proper authorized signature |
| 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): | Not Applicable |
| 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: www.Section508.gov/ : | Contact contract administrator for more information |
| 25. Data Universal Number System (DUNS) Number: | 009741190 |
| 26. Danya International, Inc. <i>is</i> registered in the Central Contractor Registration (CCR) database. | |

CONTRACT OVERVIEW

GSA awarded Danya International, Inc. a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0075J. The current contract period is 6/1/2004 - 5/31/2009. GSA may exercise a total of up to two additional 5 year option periods. 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

Robert Braun
Danya International, Inc.
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910
Telephone: (301) 960-2964
Fax Number: (301) 565-3710
Email: rbraun@danya.com

MARKETING AND TECHNICAL POINT OF CONTACT

Robert Braun
Danya International, Inc.
8737 Colesville Road, Suite 1200
Silver Spring, MD 20910
Telephone: (301) 960-2964
Fax Number: (301) 565-3710
Email: rbraun@danya.com

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.

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

541-4B Video/Film Production Services:

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
- DVD
- CD-ROM
- Video Streaming Development

SIN 541-5 Integrated Marketing Services

This SIN will be used to offer a complete solution that integrates all services found under the other SINs. Services required under this SIN will include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of a complete advertising and integrated marketing campaign. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and all of the sub-SINs under 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within **all** Special Item Numbers.

NOTE: SIN 541-5 may NOT be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

SIN 541-1000 Other Direct Costs

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs can not be purchased under this contract as a stand alone item or service.

To the extent possible, all anticipated ODCs associated with performance within the scope of the contract should be offered and have an established contract price. 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 items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. Note: the category of "miscellaneous" is not an acceptable ODC and will not be awarded under this Special Item Number. The ODC must be identified and be specific. The contract may be modified at any time to add/delete/change ODC(s) as appropriate to respond to a task order. ODCs not approved on schedule may not be included as part of a GSA Schedule order (see note under Pricing Instructions).

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

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 Danya International, Inc. 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

SIN(s) 541-4B / 541-4BRC and 541-5 / 541-5RC

Labor Category	GSA Hourly Rate
Director	\$127.33
Project Director	\$71.86
Project Manager	\$176.13
Content Specialist I	\$74.73
Content Specialist II	\$55.15
Information Specialist	\$40.62
Research Assistant	\$36.22
Administrative Assistant	\$31.40
Conference/Exhibit Coordinator	\$58.05
Meeting Planner	\$55.15
Conference Assistant	\$45.73
Senior Conference Planner	\$105.51
Conference Planner	\$77.72
Registration Assistant	\$33.21
Events Manager	\$77.72
Senior Programmer	\$105.51
Web Programmer	\$52.24
Database Programmer I	\$152.79
Database Programmer II	\$140.91
Web Design Master	\$81.29
Web Design Assistant	\$31.40
Graphics Design	\$52.24
Print/Graphics	\$52.24
Director of Photography	\$108.21
Producer	\$101.86
Script Writer	\$98.64
Camera Operator	\$89.12
Grip/Lighting Director	\$89.12
Audio Technician	\$70.01
Gaffer	\$63.65
Production Assistant	\$38.19

OTHER DIRECT COSTS

SIN 541-1000 / 541-1000RC

Consultant/Honoraria Rates

Daily *	Hourly
\$294.00	\$37.00
\$353.00	\$44.00
\$382.00	\$48.00
\$411.00	\$51.00
\$423.00	\$53.00
\$470.00	\$59.00
\$564.00	\$71.00
\$588.00	\$73.00
\$705.00	\$88.00
\$799.00	\$100.00
\$881.00	\$110.00
\$940.00	\$118.00
\$1,105.00	\$138.00
\$1,175.00	\$147.00
\$1,194.00	\$149.00
\$1,410.00	\$176.00
\$1,645.00	\$206.00
\$1,880.00	\$235.00

* Based on a standard 8-hour day.

Other ODC's

ODC Category	Rate
Room Rental	\$2,662.98
Audiovisual Equipment Rental	\$690.65
Materials/Supplies	\$2,222.19
Printing/Reproduction Costs	\$2,234.73
Shipping/Delivery Costs	\$2,820.96
Telephone/Internet Costs	\$1,303.16

Agency orders may alter the type, quality, and timing of each of the above awarded ODCs and thus result in a lower/higher price for specific requirements. Clause 552.238-75 Price Reductions may be used to provide a proposed fixed-price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC unit prices as specified above without a modification to this contract.