



CONTRACT: GS-23F-0076J

Solicitation Number: 7FCB-H2-07-0541-B

Contract Dates: July 12, 1999 through July 11, 2019

OPTION PERIOD 4: July 12, 2014 through July 11, 2019

CONTRACTOR:

TMP Government, LLC

1600 Tysons Blvd, Suite 1200

McLean, VA 22102

Phone: (703) 269-0100 FAX: (703) 269-0115

CONTRACT ADMINISTRATION SOURCE:

Kristin Beene, Regional Vice President, Government Services

Phone: (703) 269-0409

E-mail: kristin.beene@TMPgovernment.com

BUSINESS SIZE: Large

For more information on ordering from the Federal Supply Schedules
visit **www.fss.gsa.gov**

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Why TMP?

Total Communications for Government

Recruitment Communications. Outreach Communications. Marketing Communications. TMP is your single source for total communication solutions. From digital to traditional, we are your go-to partner in meeting every unique communications objective of government.

Your world is unique. So are we.

TMP is immersed in the world of government. Yet we also bring to the table our experience and expertise gained through significant exposure to private sector clients. As part of TMP Worldwide, one of America's most significant advertising agencies and the digital authority, we can leverage our past experience and knowledge gained from working with leading government and Fortune 500 companies.

Our government division headquarters in Mclean, Virginia is fully staffed and the largest of its kind in the Washington, DC region. Here, you will find full-service capabilities ranging from creative development to digital programming and media buying to account management.

What we do.

Outreach Communications
Recruitment Communications
Marketing Communications
Website Development
Digital Solutions
Consulting
Research and Analysis
Branding
Creative Services
Advertising
Collateral
Broadcast and Video
Event Marketing
Media Planning and Purchasing
Retention Strategies
Internal Communications

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The proof is in the results.

TMP helped one federal agency develop and roll out a significant communications campaign in less than 100 days. And, for a major federal agency, we helped to establish an employer brand identity and recruitment marketplace presence through a multi-pronged approach including a robust website, television, radio, interactive media, outdoor media, print advertising and brochures. Just recently, we helped the U.S. government develop and launch a Web portal that addresses the realities of the U.S. economy and provides full transparency on how government is leading the initiative for economic recovery. In fact, the list of federal clients we have worked with reads like a “Who’s Who?” of government and military.

TMP knows government.

Work with someone who understands you. From acquisition methods and processes to 508 compliance and OMB requirements, TMP knows how to get the ball rolling quickly without any learning curve or administrative hang-ups. We are your single source for reaching your target audience, distinguishing your offerings and communicating your message with relevance and results.

You are faced with far-reaching challenges involving everything from recruitment and digital outreach to compliance and transparency. TMP is your proven partner with unsurpassed know-how and creativity in helping government achieve peak performance in today’s rapidly changing world.

Get to know TMP today.

Recruitment communications. Outreach communications. Marketing communications. Put your trust in TMP, the digital authority with total communication solutions for government. For more information about how TMP can help attain greater results while making your job easier, visit www.TMPgovernment.com.

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Customer Contract Information:

CUSTOMER INFORMATION:

1a. Table of Award Special Item Numbers (SINS)

- [541-5 Integrated Marketing Services](#)
- [541-1000 Other Direct Costs \(ODCs\)](#)

1b. Pricing: **Prices shown in price list are NET (all discounts have been deducted).**

2. Maximum Order: **The total dollar value of any order placed under this contract will be \$1,000,000 except for requirements exceeding the maximum order, which will be processed in accordance with Clause I-FSS-125.**

3. Minimum Order: **\$100**

4. Geographic Coverage (delivery area): **Worldwide.**

5. Point(s) of Production: **McLean, VA.**

6. Discount from List Prices or Statements of Net Price: **Prices shown reflect all discounts.**

7. Quantity Discounts: **None.**

8. Prompt Payment Discount: **Zero/Net 30.**

9. Government Commercial Credit Cards: **Notification that government purchase cards are accepted up to the micro-purchase threshold: TMP will accept the Government Commercial Credit Card under this contract but does not offer an additional discount.**

10. Foreign Items: **Not applicable.**

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11a. Time of Delivery: **TMP will adhere to the delivery schedule as per agency's purchase order specifications.**

12. F.O.B Point(s): **Destination/Worldwide.**

13. Ordering Address: **1600 Tysons Blvd, Suite 1200, McLean, VA 22102**

14. Payment Address: **PO Box 96, Laurel, NY 11948**

15. Warranty Provision: **TMP warrants and implies that the items delivered in this contract are fit for the particular purpose described in the contract.**

16. Export Packing Charges: **Not applicable.**

17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): **Not applicable.**

18. Terms and Conditions of Rental, Maintenance, and Repair: **Not applicable.**

19. Terms and Conditions of Installation: **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: **Not applicable.**

21. List of Service and Distribution Points: **Not applicable.**

22. List of Participating Dealers: **Not applicable.**

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23. Preventative Maintenance: **Not applicable.**

24. Environmental Attributes: **Not applicable.**

24 a. Special Attributes such as environmental attributes: N/A

24 b. Section 508 compliance information is available on electronic and information technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at www.section508.gov: Contact Contract Administrator for more information

25. Data Universal Number System (DUNS) number: **78-567-0535**

26. Notification Regarding Registration in CCR Database: **Registered.**

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Labor Rates for Awarded SIN 541-5

Labor Categories	Rates
Account Supervisor/Account Director/Program Manager	\$130.00
Account Executive I	\$89.76
Account Executive II	\$95.38
Account Coordinator	\$84.16
Creative Director	\$117.00
Senior Art Director	\$103.50
Art Director I	\$95.38
Art Director II	\$97.50
Computer Artist II	\$84.16
Print/Traffic Support	\$89.76
Print Production Manager	\$84.16
Traffic Manager II	\$72.92
Media Director	\$100.00
Senior Media Planner	\$89.76
Media Planner II	\$72.92
Media Buyer II	\$72.92

Labor Categories	Rates
Copy Chief	\$130.00
Copy Writer II	\$84.16
Senior PR Counselor II	\$180.00
PR Counselor	\$95.38
Publicist	\$72.92
Market Research II	\$120.00
Market Research Coordinator II	\$72.92
Clerical Support II	\$39.28
Interactive Analyst	\$166.25
Interactive Media Planner	\$85.07
Programmer	\$80.92
Software Engineer	\$137.25
Technical Director	\$183.00
Sr. Subject Matter Expert	\$220.00
Subject Matter Expert	\$150.00

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541-1000 Other Direct Costs (ODCs)-

In accordance with the GSA Schedule, the ceiling price is a "NTE Amount per GSA Order" that includes the application of a TMP fixed percentage adder (which GSA negotiated for the life of the 5 Year Option) and IFF. Agency orders for the products described may alter the type, quality and timing of each component and thus result in a higher or lower price for specific requirements. In the event that an ODC item is not specifically cited, but is similar in form or function, TMP will map it to the appropriate ODC category and view this item as on schedule.

ITEM	CEILING PRICE	DELIVERY UNIT
Radio Media Buy	\$123,668.88	Per Network
TV Network Media Buy	\$469,621.36	Per Network
Spot TV Media Buy	\$ 49,878.09	Per Market
Billboard/Out-Of-Home Media Buy	\$142,186.40	Per Project
Print Ad Magazine/Trade Pub	\$ 35,969.77	Per Publication
Print Ad Newspaper	\$ 54,012.18	Per Publication - 1/4 Page
Digital Media Buy	\$901,203.03	Per Publication
Research, Focus Groups, Surveys, Polling, Testing	\$214,633.75	include travel/expenses)
Music (Original or Stock)	\$ 33,298.70	Per Project
Stock Photo – Royalty Free	\$ 639.84	Per Photo
Data/Web Hosting	\$ 27,760.20	Per Site
CMS/Technology Solutions	\$422,720.16	Per Project
Web-based Application Development	\$ 18,168.26	Per Project
Video Production	\$141,057.93	Per Project
Radio Production	\$ 23,697.73	Per Spot
PSA Production	\$129,147.00	Per Spot
TV Commercial Production	\$204,556.57	Per Spot
Billboard/Out-Of-Home Production	\$ 696.83	Per Diorama
Transcriptions (transcribed interviews, etc.)	\$ 13,731.14	Per Project
Translations	\$ 1,137.49	Per Translated Item
PSA Services	\$117,303.78	Per Project
Pocket Folder	\$ 7,741.26	Per Project
Brochure	\$ 76,171.28	Per Project
Braille Sticker	\$ 119.62	Per Project
Direct Mail Production	\$ 1,829.07	Per Project
Poster	\$ 284.94	Up to 2 Posters
Handshake Card	\$ 1,874.29	Per Project
Flyer	\$ 949.94	Per Project
Original Photography on Location	\$ 79,951.64	Per Project
Original Photography in Studio	\$ 7,363.22	Per Project
Illustration	\$ 17,773.30	Per Project
Postage, Deliveries and Mailing Services	\$ 3,118.62	Per Deliverable
Promotional Items/Giveaways	\$ 22,283.77	Per Item
Storage Media	\$ 208.70	Per Item
Event Production (Booths, Banners, Displays, Tablethrows)	\$ 33,305.47	Per Event
Event Materials Storage and Shipping	\$ 135.42	Per Month

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TMP Worldwide Advertising and Communications, LLC is one of the world's largest recruitment advertising agencies. For further information, please visit our website, www.TMPgovernment.com.

Questions? Please contact:

Mark Havard, Senior Vice President, Business Development
Phone: (703) 269-0144
E-mail: mark.havard@TMPgovernment.com

Kristin Beene, Regional Vice President, Government Services
Phone: (703) 269-0409
E-mail: kristin.beene@TMPgovernment.com

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

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