



**GENERAL SERVICES ADMINISTRATION
Federal Acquisition 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.

**ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC GROUP 541**

CONTRACT NUMBER: GS-23F-0085N

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

PERIOD COVERED BY CONTRACT:
DECEMBER 13, 2002 THROUGH DECEMBER 12, 2017



ENC Strategy

1430 Spring Hill Road, Suite 575
McLean, VA 22102
703-288-1620 Phone
703-288-1637 Fax

www.encstrategy.com

Contract Administration: Eva Neumann

General Services Administration

Pricelist current through Modification
A457 effective June 16, 2015

Business Size: Small, Woman-Owned

**CUSTOMER INFORMATION****1a. Special Item Numbers/Disaster Recovery Special Item Numbers Awarded:**

541-1/541-1RC – Advertising Services
 541-2/541-2RC – Public Relations Services
 541-3/541-3RC – Web-Based Marketing Services
 541-4A/541-4ARC – Market Research and Analysis
 541-4F/541-4FRC – Commercial Art and Graphic Design Services
 541-5/541-5RC – Integrated Marketing Services
 541-1000/541-1000RC – Other Direct Costs

1b and 1c. Awarded pricing and hourly rates:

SINs 541-1, 541-2, 541-3, 541-4A, 541-4F and 541-5 SERVICES			
Labor Category Name	Qualifications	Degree Substitution	Government Off-Site Hourly Rate
Strategic Director	Leads development of integrated strategic communications conceptualizing and planning for public and/or private sector markets. Provides subject matter expertise. Has a BA/BS and 15 years of experience.	A Masters degree can be substituted for two years of experience	\$287.15
Principal	Firm executive with bachelor's degree and 25+ years of experience. Directs overall company performance, provides overarching strategic vision for company and clients, and develops new business.		\$335.01
Creative Director	Conceptualizes creative and design vision and themes for presentations and projects, including websites. Oversees the creative team's quality and consistency. Has a BA/BS and 10 years of experience.	A Masters degree can be substituted for two years of experience	\$287.15
Copywriter 3	Writes original copy for brochures and other collateral, websites, and social media vehicles. Supervises work of other less-experienced copywriters. Has a BA/BS and ten years of experience.	A Masters degree can be substituted for two years of experience	\$177.08

**SINs 541-1, 541-2, 541-3, 541-4A, 541-4F and 541-5 SERVICES**

Labor Category Name	Qualifications	Degree Substitution	Government Off-Site Hourly Rate
Copywriter 2	Writes original copy for brochures and other collateral, websites, and social media vehicles. Has a BA/BS and five years of experience.	A Masters degree can be substituted for two years of experience	\$150.28
Editor 2	Uses expertise in writing/editing to ensure communications are consistent with client and firm messaging goals. Ensures document quality assurance and works with staff to ensure writing and layout meet standards. Minimum education: BA or BS and two years of experience.	A Masters degree can be substituted for two years of experience	\$90.93
Designer 4	Creates and/or supervises very complex art and graphic designs, including graphics for print publication, website design, web user interface, mobile user interface, interactivity, flash, and animation. Can supervise and or provide Section 508 compliance, adherence to style guides and web standards, cross-browser compatibility, and web design best practices. Works with Creative Director to ensure designs are consistent with vision and themes. Supervises work of less experienced designers to ensure quality and consistency. Has a BA/BS and 10 years of experience.	A Masters degree can be substituted for two years of experience	\$245.99
Designer 3	Creates and or supervises art and graphic designs, including graphics for print publication, website design, web user interface, mobile user interface, interactivity, flash, and animation. Can supervise and/or provide Section 508 compliance, adherence to style guides and web standards, cross-browser compatibility, and web design best practices. Works with Creative Director and more experienced designers to ensure designs are consistent with vision and themes. Supervises work of less experienced designers to ensure quality and consistency. Has a BA/BS and 5 years of experience.	A Masters degree can be substituted for two years of experience	\$177.08



SINs 541-1, 541-2, 541-3, 541-4A, 541-4F and 541-5 SERVICES

Labor Category Name	Qualifications	Degree Substitution	Government Off-Site Hourly Rate
Designer 2	Creates imagery and graphics for projects, including graphics for print publication, website design, web user interface, mobile user interface, interactivity, flash and animation. Can provide Section 508 compliance, adherence to style guides and web standards, cross-browser compatibility, and web design best practices. Works under supervision of more experienced designers. Has a BA/BS and three years of experience.	A Masters degree can be substituted for two years of experience	\$143.58
Designer 1	Creates standardized formats and presentations and makes minor design edits. Works under supervision of more experienced designers, account directors, or production managers. Has a BA/BS.		\$95.72
PR Director	Develops and manages public relations programs for clients including developing strategy, researching media targets, creating media pitches, and interacting with media. May supervise work of PR Specialist. Has a BA/BS and 8 years of experience.	A Masters degree can be substituted for two years of experience	\$194.31
PR Specialist	Assists in the development and execution of public relations programs for clients. Has a BA/BS and 3 years of experience.	A Masters degree can be substituted for two years of experience	\$168.46
VP Client Services	Provides strategic oversight, along with Strategic Director, for multiple client engagements and multiple personnel possibly at multiple locations. Develops senior client relationships. Directs company's creative and account management resources to ensure all tasks and deliverables are in accordance with contract, task order and quality assurance standards. Oversees budgets for multiple engagements. Has BA and 10 years of experience.	A Masters degree can be substituted for two years of experience	\$194.31



SINs 541-1, 541-2, 541-3, 541-4A, 541-4F and 541-5 SERVICES

Labor Category Name	Qualifications	Degree Substitution	Government Off-Site Hourly Rate
Account Director	Provides day to day client contact and strategic input. Develops or reviews communications materials, and fosters creative ideas and innovative tactics, working closely with client personnel. Uses a high degree of independence and judgment. Has very strong writing, media, organizational and productions skills. Manages budget for client engagement. Has BA/BS and 6 years of experience.	A Masters degree can be substituted for two years of experience	\$177.08
Account Manager	Provides day to day client contact and strategic input. Develops communications materials and fosters creative ideas and innovative tactics. Uses a moderate degree of independence and judgment. Has strong writing, media, organizational and production skills. Assists with managing budgets for client engagement. Has BA/BS and 4 years of experience.	A Masters degree can be substituted for two years of experience	\$164.63
Production Manager 3	Manages the production process between internal departments and outside vendors, including printers and designers, to ensure the timely and accurate delivery of a wide range of client projects. Develops project schedules and time frames. Responsible for prioritizing assignments and ensuring deadlines are met. Works with a high degree of independence. Locates and suggests new design resources as needed. Has BA/BS and 6 years of experience.	A Masters degree can be substituted for two years of experience	\$143.58
Production Manager 2	Manages the production process between internal departments and outside vendors, including printers and designers, to ensure the timely and accurate delivery for several client projects. Develops project schedules and time frames. Responsible for prioritizing assignments and ensuring deadlines are met. Has BA/BS and 5 years of experience.	A Masters degree can be substituted for two years of experience	\$138.79
Project Coordinator 1	Provides a high level of support to the account services team. Coordinates meetings, arranges required approvals, ensures changes to design work are properly coordinated with clients, and provides other liaison, sales, and project support. Conducts initial research. BA/BS.		\$86.15



SINs 541-1, 541-2, 541-3, 541-4A, 541-4F and 541-5 SERVICES

Labor Category Name	Qualifications	Degree Substitution	Government Off-Site Hourly Rate
Project Coordinator 2	Provides a high level of support to the account services team and assists in producing high quality deliverables. Coordinates meetings, arranges required approvals, ensures changes to design work are properly coordinated with clients, and provides other liaison, sales, and project support. Conducts initial research. BA/BS and 2 years of experience.		\$95.72
Contract Administrator	Reviews contracts for compliance, ensures accurate pricing and invoicing. Has BA/BS and 5 years of experience.	A Masters degree can be substituted for two years of experience	\$95.72

SIN 541-1000 OTHER DIRECT COSTS

DESCRIPTION	UNIT/ISSUE	PRICE*
Print media placement	Ad	\$72,067.28
Radio media placement	Project	\$41,309.82
Bus wraps, 4-week bus rental	Bus	\$4,638.53
Bus wraps, printing, installation and teardown	Wrap	\$13,021.94
Printing	Project	\$21,108.08
Shipping	Shipment	\$1,289.04
List rental	List	\$8,874.38
Mail shop/fulfillment	Mailing	\$6,107.81
Postage	Mailing	\$25,139.40
E-mail distribution	Name	\$0.6108
Premiums/giveaways	Item	\$14.50
Telemarketing	Contact	\$5.54
Telemarketing setup	Project	\$554.13



SIN 541-1000 OTHER DIRECT COSTS		
DESCRIPTION	UNIT/ISSUE	PRICE*
Third-party online registration tool	Event	\$2,715.21
Third-party online survey tool	Up to 1,000	\$20.10
Third-party online survey tool	Per response in excess of 1,000	\$0.0504
Entertainment/performers	Performance	\$6,649.50
Focus Groups	Group	\$6,105.90
Stock Photos	Each	\$465.45
Booths	Each	\$13,934.02
Banners	Each	\$777.54
Signs/posters	Each	\$457.71
Envelopes	1000	283.82
Nametags, ribbons & holders	Each	\$1.84
Packaging material	Each	\$0.55
Picture frame	Each	\$52.59
Shelving	Each	\$196.46
Tablecloth rental	Each	\$23.27
Table runners	Each	\$277.21
Table throws	Each	\$522.87
Master DVD Creation	Each	\$201.51
DVD Duplication	Each	\$3.53
DVD Cover for Identification & Visual Appeal	Each	\$1.01
Conference Sponsorship	Sponsorship	\$12,594.46
PR Analytical Subscription Services	Subscription	\$9,168.77
URLs	Per URL	\$10.25
6 Month Social Media Monitoring Tool - For 3 Users & Storage of 25k posts	Per 6 Months	\$7,073.05
PR Print Media Syndication	Release	\$5,905.61
PR Radio Media Syndication	Release	\$5,177.51

* Prices are inclusive of the Industrial Funding Fee of 0.75%.

These are the maximum prices that can be charged. Lower prices may be quoted.



Please note that ENC also provides complete conference and exhibit services, including catering, logistics, audiovisual, etc. Due to the unique nature of these services, we will obtain GSA prior approval for pricing as required.



2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$100
4. **Geographic coverage (delivery area):** The 48 contiguous states, Alaska, Hawaii, Puerto Rico and the District of Columbia, the U.S. Territories and commonwealths overseas U.S. Government installations including international organizations of which the U.S. is a member (i.e. NATO, the U.N. etc.) and other agencies authorized by statute.
5. **Point(s) of production:** McLean, Fairfax County, Virginia
6. **Discount from list prices:** Prices shown herein are net (discount deducted)
7. **Quantity discounts:** 1.5% discount for single purchase orders over \$850,000
8. **Prompt payment terms:** Net 30
- 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Yes, they are accepted
10. **Foreign Items:** Not applicable
- 11a. **Time of delivery:** 30 days or as mutually agreed
- 11b. **Expedited delivery:** Items available for expedited delivery are noted on this price list
- 11c. **Overnight and 2-day delivery:** Not applicable
- 11d. **Urgent Requirements:** I-FSS-140-B URGENT REQUIREMENTS (JAN 1994)

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt.



(Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. **FOB point(s):** Destination
- 13a. **Ordering address:** ENC Strategy, 1430 Spring Hill Rd., Suite 575, McLean, VA 22102.
- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
14. **Payment address:** ENC Strategy, 1430 Spring Hill Rd., Suite 575, McLean, VA 22102
15. **Warranty Provision:** Not applicable
16. **Export packing charges:** Not applicable
17. **Terms and conditions of Government purchase card acceptance:** 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:** 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
23. **Preventative maintenance:** Not applicable
- 24a. **Special attributes such as environmental attributes:** Not applicable



- 24b. Not applicable
- 25. **Data Universal Number System (DUNS) number:** 03-604-7152
- 26. **Notification regarding registration in System for Award Management (SAM) database:** Registered and active; CAGE code 1XGX7.
- 27. **Service Contract Act Statement:** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire AIMS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA 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 SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.