



Contract Holder

**GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)**

**FCXA-M2-030001-B
ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC CLASS: 541
CONTRACT NUMBER: GS-23F-0101M**

"PRICES EFFECTIVE 01 JANUARY 2007"

aeffect

Aeffect, Inc.
520 Lake Cook Road, Suite 100
Deerfield, IL 60015
Contact: Michelle A. Kuhn
Phone: 847-267-0169
Fax: 847-267-0172

Contract Period: February 1, 2002–January 31, 2012
Business Size: Small, Women-owned

Online 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 <http://www.fss.gsa.gov>.

1a. SPECIAL ITEM NUMBERS 541-4A Market Research and Analysis
541-1000 Other Direct Costs

1b. PRICING Please see Labor Rates & ODCs listed below

LABOR RATES for Year 2007 through 2011

Labor Category	2007	2008	2009	2010	2011
Project Director/Senior Consultant	244.43	257.38	271.02	285.38	300.50
Project Manager/Task Order Leader	141.00	148.47	156.33	164.61	173.33
Senior Account Executive/Consultant	109.04	114.81	120.89	127.29	134.03
Data Processing Manager/Specialist	94.01	98.99	104.23	109.75	115.56
Administrative Support Staff	62.04	65.32	68.78	72.42	76.25

The costs above are inclusive of direct labor, indirect costs, and the 0.75% Industrial Funding Fee. Other direct costs are not included in these rates and would be estimated on a project by project basis, a couple of examples follow.

OTHER DIRECT COSTS (ODCs)

Awarded Other Direct Costs are comprised of the description below and are directly applicable to the services provided. Agency orders may alter the type, quality and timing of each component thus resulting in a lower/higher price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, Clause 552.238-75, Price Reductions, may be used to provide a proposed fixed price at the agency level to more accurately reflect the actual work required. Orders may not exceed the awarded Other Direct Costs as specified below without a modification to this contract.

12 Focus Groups with a High-End Audience (e.g. physicians)

Respondent Recruiting (144 respondents)	\$28,800
Respondent Incentives (\$200 each)	\$28,800
Video Taping	\$3,600
Focus Group Facility Rental	\$7,200
Refreshments for respondents & viewers	\$4,800
Transcription of Audio Tapes	\$2,700
TOTAL ODCs	<u>\$75,900*</u>

*Note: If more or less than twelve focus groups were conducted, ODCs would increase or decrease accordingly. This example does not include costs for special services that are not needed for most focus group studies. Additional ODCs would be incurred for special services such as foreign language interviewing and translation.

Telephone Survey with Nationwide Sample of Specialized Consumers (very low incidence)

Sample Purchase	\$30,000
CATI Programming (30-minute survey)	\$5,000
Telephone Interviewing (\$150 CPI, 3,000 completes)	450,000
Respondent Incentives	\$15,000
PRIZM Coding (for n=3,000 records)	\$2,000
TOTAL ODCs	<u>\$502,000*</u>

*Note: If more or less than 3,000 surveys were conducted, ODCs would increase or decrease accordingly. This example does not include costs for special services that are not needed for most telephone surveys. Additional ODCs would be incurred for services such as foreign language interviewing and translation.

2.	MAXIMUM ORDER	\$1,000,000
3.	MINIMUM ORDER	\$2,500
4.	GEOGRAPHIC COVERAGE	Worldwide
5.	POINT OF PRODUCTION	Deerfield, Lake County, Illinois
6.	PRICES SHOWN HEREIN ARE	Net
7.	QUANTITY DISCOUNTS	Aeffect, Inc. will offer an additional 0.5% discount for orders over \$1,000,000
8.	PROMPT PAYMENT TERMS	None. Terms are Net 30
9a.	GOVERNMENT COMMERCIAL CREDIT CARD ACCEPTED	Aeffect, Inc. does accept the government commercial credit card at this time
9b.	DISCOUNT FOR PAYMENT BY GOVERNMENT COMMERCIAL CREDIT CARD	Not applicable
10.	FOREIGN ITEMS	Not applicable
11a.	TIME OF DELIVERY	Aeffect, Inc. will adhere to the delivery schedule as specified by the agencies purchase order
11b.	EXPEDITED DELIVERY	Contact Aeffect, Inc. for expedited delivery
11d.	URGENT REQUIREMENTS	Contact Aeffect, Inc. for faster delivery or rush requirements
12.	F.O.B. POINT	Destination
13.	ORDERING ADDRESS	Aeffect, Inc.

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| 14. | PAYMENT ADDRESS | Aeffect, Inc.
520 Lake Cook Road, Suite 100
Deerfield, IL 60015 |
| 15. | WARRANTY PROVISION | Aeffect, Inc. warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract. |
| 16. | EXPORT PACKING CHARGES | Not applicable |
| 17. | TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CREDIT CARD ACCEPTANCE | Aeffect, Inc. accepts the government purchase credit card. |
| 18. | TERMS/CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR | Not applicable |
| 19. | TERMS & CONDITIONS OF INSTALLATION | Not applicable |
| 20. | TERMS & CONDITIONS OF REPAIR PARTS, ETC. | Not applicable |
| 20a. | TERMS & CONDITIONS FOR ANY OTHER SERVICES | Not applicable |
| 21. | LIST OF SERVICE & DISTRIBUTION POINTS | Not applicable |
| 22. | LIST OF PARTICIPATING DEALERS | Not applicable |
| 23. | PREVENTIVE MAINTENANCE | Not applicable |
| 24. | YEAR 2000 (Y2K) COMPLIANT | Yes |
| 25. | ENVIRONMENTAL ATTRIBUTES | Not applicable |
| 27. | NOTIFICATION OF REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE | Aeffect, Inc. is registered with the CCR database |