

# A Q U E N T

PRICE LIST FOR  
**ADVERTISING AND INTEGRATED  
MARKETING SERVICES**  
(SIN 541-5)

## General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

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 GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

Price List for Advertising and Integrated Marketing Services  
SIN 541-5

Class: 541 Class 5

Contract Number: GS-23F-0102M

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

Contract Period: February 14, 2002, through January 31, 2007

Contractor: Aquent, Inc.  
711 Boylston Street  
Boston, MA 02144

Contract Administrator: Blanche Woodbridge | [bwoodbridge@aquent.com](mailto:bwoodbridge@aquent.com)

Telephone: 202.293.5700

Fax: 202.293.9025

Website: [www.aquent.com/federal](http://www.aquent.com/federal)

Business Size: Large, minority-owned

TABLE OF CONTENTS |

page 2 >	CUSTOMER INFORMATION
3 >	PRICING
8 >	DISCOUNTS

**CUSTOMER INFORMATION**

Authorized Federal Supply Schedule Price List  
 SIN 541-5 – Advertising and Integrated Marketing Services

- 2. Maximum Order: \$1,000,000
- 3. Minimum Order: \$100
- 4. Geographic Coverage Area: Worldwide
- 5. Point of Production: Worldwide
- 6. Price: Net
- 7. Discounts:
 

\$50,000 to \$100,000 . . . . . 0.5%	\$500,001 to \$750,000 . . . . . 2.0%
\$100,001 to \$250,000 . . . . . 1.0%	\$750,001 to \$1,000,000 . . . . . 2.5%
\$250,001 to \$500,000 . . . . . 1.5%	Over \$1,000,001 . . . . . To be negotiated on
.....	..... an individual basis
- 7a. Commissions: For government projects, Aquent, Inc. will not use the commercial practice of charging commissions on media buys. Aquent, Inc. will charge the government by project in the same manner that it charges for other services under the labor/task categories. Any commissions provided by media placements will either (a) be returned to the ordering agency, or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.
- 8. Prompt Payment Discounts:
 

30 Days from Invoice Date . . . . . 0.0%
15 Days from Invoice Date . . . . . 0.5%
10 Days from Invoice Date . . . . . 1.0%
48 Hours from Invoice Date . . . . . 1.5%
- 9. Government Purchase Card: Will accept
- 10. Foreign Items: Not applicable
- 11. Time of Delivery: Aquent, Inc. will negotiate delivery schedules with the customer for each order and will provide rush deliveries whenever possible.
- 12. F.O.B. Points: Destination
- 13. Not applicable
- 14. Payment Address: Aquent, Inc. P.O. Box 414552, Boston, MA 02241-4552
- 15.–16. Not applicable
- 17. Terms and Conditions of Government Purchase Card Acceptance: None
- 18.–20. Not applicable
- 20a. Terms and Conditions of Any Other Service: Net 30 days
- 21.–23. Not applicable
- 24. Year 2000 Compliant: Yes
- 24a. Environmental Attributes: Not applicable
- 25. Data Universal Number System (DUNS): 15-727-1578
- 26. CCR Database: Registered

## AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST ADVERTISING AND INTEGRATED MARKETING SERVICES

1b. Prices. Prices shown are net. Discounts are available for prompt payment (see page 8) and for quantities over \$100,000 (see page 8).

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to [aquent.com/federal](http://aquent.com/federal) (Section 508 compliant).

### SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES

LABOR	HOURLY RATE
<b>FULL-TIME STAFF</b>	
Director, Creative Projects: account and quality control management	\$113.04
Aquent Agents: sourcing, screening, and placement of project staff	75.36
Project Manager: onsite project management (if needed)	62.06

### OTHER DIRECT COSTS

LABOR	HOURLY RATE
<b>ART DIRECTION</b>	
Level I: good design skills	\$34.26
Level II: basic conceptual work	44.33
Level III: photo shoots, staff, creates look	68.01
Level IV: strategic oriented, full conceptualization	136.01
<b>COPYWRITERS</b>	
Level I: copy for basic business applications	\$34.26
Level II: copy for small campaigns, ads, and inserts	47.65
Level III: scripts for broadcast, annual reports, ghosting	177.32
Level IV: strategy for national campaigns; Creative Director	272.03
<b>TECHNICAL WRITERS</b>	
Level I: basic instruction sheets	\$29.97
Level II: instructions for complex software, repair guides	48.22
Level III: former SME; creating new processes	94.26
Level IV: instructions for complex software, repair guides	181.35
<b>DIGITAL ARTISTS</b>	
Level I: color correction	\$38.54
Level II: montage, drawing, silhouettes	48.21
Level III: various styles, creates mood	68.01
Level IV: creates original drawings	88.66

**AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST  
ADVERTISING AND INTEGRATED MARKETING SERVICES**

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to [aquent.com/federal](http://aquent.com/federal) (Section 508 compliant).

**SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES**

LABOR	HOURLY RATE
<b>PRODUCTION ARTISTS</b>	
Level I: basic desktop publishing, high-end word processing	\$34.26
Level II: stylesheets, master pages, preflighting	48.38
Level III: typography, die-cuts, color separations	66.57
Level IV: cross-platform, raster and vector issues	90.68
<b>GRAPHIC DESIGNERS</b>	
Level I: eye for layout	\$34.26
Level II: good eye for layout, type, color; simple from complex	43.21
Level III: typographic skills, montage, drawing	66.57
Level IV: creative concepts; draws well, comps	136.02
<b>ILLUSTRATORS</b>	
Level I: basic drawing skills	\$35.47
Level II: 1-2 point perspective	39.99
Level III: 3-point perspective, signature style	72.54
Level IV: national reputation	90.68
<b>PREPRESS TECHNICIANS</b>	
Level I: operate imagesetters, scanners; calibration	\$25.69
Level II: preflighting, troubleshoot problems, scanning	35.46
Level III: troubleshoot difficult problems	45.34
Level IV: prepress consultant, analyzes systems	136.01
<b>PRESENTATION ARTISTS</b>	
Level I: bullet points using PowerPoint	\$34.26
Level II: company pitch	43.83
Level III: major company pitch, trade show	90.68
Level IV: kiosk display, storyboarding	136.02

# AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST ADVERTISING AND INTEGRATED MARKETING SERVICES

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to [aquent.com/federal](http://aquent.com/federal) (Section 508 compliant).

## SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES

LABOR	HOURLY RATE
<b>FULL-TIME STAFF</b>	
Director, Creative Projects: account and quality control management	\$113.04
Aquent Agents: sourcing, screening, and placement of project staff	75.36
Project Manager: onsite project management (if needed)	76.06

## OTHER DIRECT COSTS

LABOR	HOURLY RATE
<b>WEB PAGE PRODUCTION</b>	
Level I: code using GUI editor	\$21.41
Level II: code using text editor	42.82
Level III: hand coder, some scripts	65.72
Level IV: DHTML, Unix CSS, Javascript	136.01
<b>WEB GRAPHICS PRODUCTION</b>	
Level I: uses clip art	\$29.97
Level II: buttons, textures	47.10
Level III: complex buttons, logos	66.50
Level IV: complex animations, 3-D imagery	181.35
<b>WEB DESIGN</b>	
Level I: follows design instructions	\$38.54
Level II: 1-2 designs of URLs	51.38
Level III: 3-5 URLs designed	66.50
Level IV: Web art director	158.68
<b>DIGITAL ARTISTS</b>	
Level I: color correction	\$38.54
Level II: montage, drawing, silhouettes	48.21
Level III: various styles, create moods	88.66
Level IV: create original drawings	113.34

SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES (cont’d)

OTHER DIRECT COSTS

LABOR	HOURLY RATE
<b>WEB PROGRAMMING</b>	
Level I: basic CGIs	\$53.20
Level II: Unix, HTML, PERL	88.66
Level III: CGIs in C, ColdFusion, ASP	113.34
Level IV: NSAPI/ISAPI, C or C++, Java	226.69
<b>WEB SYSTEMS ADMINISTRATOR</b>	
Level I: maintain Mac or WinNT Web server	\$42.82
Level II: Unix Web server, CGIs	85.64
Level III: Unix guru, routers, switches	113.34
Level IV: firewalls, security, advanced troubleshooting	181.35

# AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST ADVERTISING AND INTEGRATED MARKETING SERVICES

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to [aquent.com/federal](http://aquent.com/federal)(Section 508 compliant).

## SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES

LABOR	HOURLY RATE
<b>WEB MANAGEMENT</b>	
Assistant Project Manager	\$47.10
Project Manager or Producer	88.66
Site Manager	90.68
Executive Producer	113.34
<b>WEB CONTENT DEVELOPER</b>	
Content Developer	\$66.50
Editor	88.67
Managing Editor	88.67
Writer	88.67
<b>OTHER WEB TITLES</b>	
Illustrator	\$149.64
Icon Illustrator	136.01
2-D Animator	149.64
3-D Animator	149.64
Digital Video Producer	181.35
Music Composer	181.35
Sound Engineer	181.35
Technical Advisor	181.35
<b>CD-ROM DEVELOPERS</b>	
Tester	\$35.06
Assistant Production Manager	42.82
Producer/Project Manager	62.06
Content Manager	68.01
Audio/Video Engineer	90.68
Interface Designer	108.82
Creative Director or Art Director	108.82
Multimedia Programmer	136.01

## DISCOUNTS

### PRICING DISCOUNTS:

\$50,000 to \$100,000	0.5%
\$100,001 to \$250,000	1.0%
\$250,001 to \$500,000	1.5%
\$500,001 to \$750,000	2.0%
\$750,001 to \$1,000,000	2.5%
\$1,000,001+	To be negotiated on an individual basis

### PROMPT PAYMENT DISCOUNTS:

30 Days from Invoice Date	0.0%
15 Days from Invoice Date	0.5%
10 Days from Invoice Date	1.0%
48 Hours from Invoice Date	1.5%