

EurekaFacts, LLC

General Services Administration
Federal Supply Schedule Price List

Advertising & Integrated Marketing Solutions (AIMS)

FSS Group 541

Contract Number

GS-23F-0104S

Contract Period

February 6, 2011 – February 5, 2016

Contract Administrator

Jorge Restrepo
451 Hungerford Drive, Suite 515
Rockville, MD 20850-5103
Telephone: (240) 403-4800
1-866-My-Facts
Fax: (301) 610-0640
Email: restrepoj@eurekafacts.com
www.eurekafacts.com



Business Type

Small Business - SBA Certified SDB and 8(a) Program Participant



8(a) Business



Advantage!
www.gsaAdvantage.gov

Table of Contents

	Page
Company Overview.....	3
Market Research and Analysis Services.....	4
Eureka Facts Centers of Excellence.....	5
Analytical Capabilities.....	6
Track Record.....	7
Hourly Labor Rates.....	8
Labor Category Descriptions.....	9
Terms & Conditions.....	15

Company Overview

Eureka Facts is the market research and analysis firm that brings you the smart research Solutions. Established on January 9, 2003, Eureka Facts is quickly growing and becoming known for its quality, insight and project management excellence. It is the first Hispanic-owned marketing analytics firm in the state of Maryland and an emerging leader in the field.

Eureka Facts assists in the targeting and positioning effort of service offerings, organizations and social marketing initiatives. The Eureka Facts team brings rich background and experience in strategic market planning, integration of strategic and tactical plans and in the capture and analysis of needed information. With expertise in both quantitative and data modeling methods, the company has strengths in the application of classic and innovative techniques to marketing situations. We are equipped with state-of-the-art software tools and expertise in the available public databases to bring our clients an incredible advantage.

With Eureka Facts, you will base more of your decisions and marketing efforts on actual facts. We are conveniently located on the Maryland Tech corridor in the Washington, DC capital area.

"They take the stress factor out."

Gina Cross, Marketing Manager
Neighbor Works America

Market Research and Analysis Services SIN 541-4A

Eureka Facts delivers the marketing research and analysis services agencies need to make decisions, discover and maximize opportunities, evaluate programs, identify and measure needs, and reduce the risks associated with communications, marketing, and outreach campaigns. Through custom research and analysis we provide the following services:

- ★ Analyze marketing data and develop customer profiles, optimum targeting objectives, segmentation studies, market profiles and other marketing information necessary for effective strategy and tactics.
- ★ Consult and develop customized strategic marketing plans.
- ★ Conduct market segmentation analysis and recommend appropriate strategies and tactics to maximize effectiveness, reach and impact.
- ★ Analyze and create branding initiatives.
- ★ Research, analyze and create strategic and tactical plans for public awareness of products, services and issues.
- ★ Identify and analyze target markets.
- ★ Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies.
- ★ Conduct focus groups, individual interviews, prepare/distribute surveys, and compile/analyze results.
- ★ Manage call centers (in relation to services provided under this schedule)
- ★ Evaluate marketing and communication programs.

Services (Continued)

- ★ **Focus Groups**
- ★ **In-Depth Interviews**
- ★ **Cognitive testing**
- ★ **Usability Research**
- ★ **Research Participant Recruitment**
- ★ **Survey Research (Mail, Telephone, Online, Mixed Mode)**
- ★ **Statistical Analysis and Predictive Modeling**

Eureka Facts Centers of Excellence

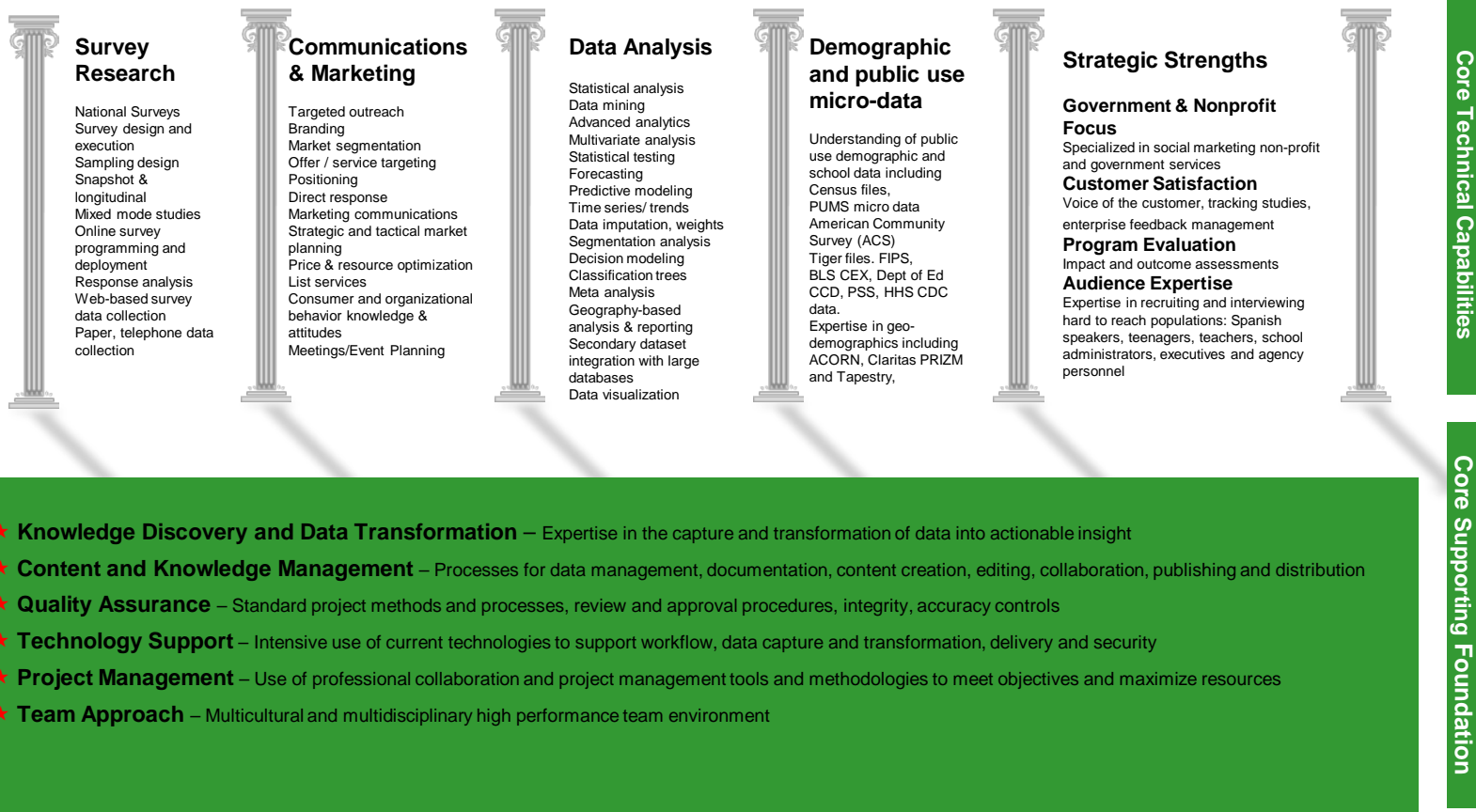
Eureka Facts has strong capabilities in survey research, marketing and public education, advanced analytics that also specialize in five Centers of Excellence to support government initiatives:

- ★ **Smart Government Solutions Center** – Specialized area focused in delivering the information needed by federal and other government agencies to support their market research and analysis needs.
- ★ **Eureka Facts Latino Research Center** – Strong capabilities in reaching and conducting research of the growing Hispanic population in the United States. Culturally sensitive research in English and Spanish is conducted with full understanding of the various levels of acculturation and national origin of first and second-generation immigrants
- ★ **Nonprofit & Association Center for Excellence** – Expertise in conducting research to support public and public-private nonprofit organizations that deliver messaging and carry out programming with government agencies.
- ★ **Knowledge Discovery & Management Center** – A division of Eureka Facts devoted to the development of predictive modeling, data mining, geo-mining and the utilization of these knowledge discovery/information intensive solutions to support analysis and data-driven marketing, public education, advertising and communications efforts.
- ★ **Center for Excellence in Education Programs** – Strong concentration in the research and analysis of Education topics led to the creation of our Education practice area that supports K-12, higher education and public education initiatives. We have expertise working with teachers, principals, school district staff, K-12 and college students and parents. We have experience supporting public and private curricular, co-curricular and public programs.

Capabilities Overview



EurekaFacts Core Capabilities



Track Record

Eureka Facts serves government agencies and nonprofit government-funded entities, bringing timely, insightful and actionable information. Through our research and analysis we help you make decisions, discover and maximize opportunities, identify issues, and achieve higher program or project performance. The organization is proud to serve a wide variety of federal agencies including Army Medical Command, Navy, Department of State, Department of Education, Census Bureau, Nuclear Regulatory Commission, National Cancer Institute, National Library of Medicine, and the Peace Corps. The following are a few examples of satisfied nonprofit and governmental clients that, using our expertise, have leaped forward in service excellence.

- ★ **The Center for Disease Control** needed to deploy a communications plan to educate non-acclulturated Hispanic women of the need to consume vitamin supplements to help prevent birth defects. Through the use of various public-use data sets, Eureka Facts identified several segmentation schemas and developed criteria for evaluation of segments of the population in relation to the need for a social marketing campaign. Segmentation analysis pinpointed three top segments with high risk and distinct demographic, educational and attitudinal characteristics. Communications campaigns and further study is being focused on these top segments and based on the segment characterization, saving millions of dollars and gaining a high degree of focus to effectively address the issues.
- ★ **Neighbor Works America** – a Congress-chartered national nonprofit organization needed to increase their understanding of the target reader of their magazine Home Matters Publication, and their standing in the national context. Through the execution of a survey project, the Eureka Facts team profiled readers of the magazine, identified information needs and preferences, and discovered valuable information for increasing awareness and branding efforts.
- ★ **Non-Profits and Associations** – Eureka Facts has established a strong track record conducting national studies and analysis for world-known nonprofits including Youth For Understanding International Exchange, American Association of School Administrators, Council on Standards in International Educational Travel, National Honor Societies, National Association of Secondary School Principals, National Association of Music Education, National Association of Student Councils, Recreational Fishing and Boating Foundation, Delmarva Foundation, Association of the US Army, and Optical Society of America.

Very High Past Performance Ratings

Independent agency Dunn & Bradstreet conducting an assessment among EurekaFacts customers gave EurekaFacts and overall performance rating of 91 points on a 100 point scale. (2009 D&B Open Ratings, Past Performance Evaluation). This measure included scores of 90 points or higher in reliability, costs, timeliness, quality, business relations, personnel, customer support and responsiveness. Impressively, all comments were positive to neutral, without any negative ratings. The measure presented an improvement on already high measurements conducted during the previous (2005) Open Ratings Past Performance Evaluation.

Hourly Labor Rates

Group Category	Labor Category Title	GSA Rate 2012 (\$/hr)
Data	Administrative Assistant	48.93
	Data Collection Coordinator	74.55
	Data Entry Specialist/Typist	47.75
	Recruiter	82.70
	Telemarketing Specialist	47.75
	Telephone Research Interviewer	47.75
	Transcriber	74.55
Copy	Copywriter	74.55
	Editor/Proofreader	66.39
	Trainer	74.55
	Translation Proofreader	66.39
	Translator	71.26
Systems	Programming Specialist I	85.04
	Programming Specialist II	97.85
	System Analyst	74.55
	System Analyst, Senior	100.18
Analysis	Analyst	85.04
	Analyst Assistant	59.40
	Analyst, Senior	157.26
	Economist	74.55
	Focus Group Moderator	106.00
	Market Research Analyst	89.69
	Market Researcher I	135.13
	Market Researcher II	187.54
	Statistician	135.13
	Statistician, Senior	187.54
Management	Program Director I	187.54
	Program Director II	249.29
	Project Manager	135.13
	Project Manager, Senior	157.26
Other Skills	Events Manager	106.00
	Graphic Designer	78.04
	Marketing/ Communications Coordinator	59.40
	Marketing/ Communications Manager	82.70
	Outreach Specialist	74.55
	Subject Matter Expert	249.29
	Subject Matter Specialist	85.04

Labor Category Descriptions

Administrative Assistant

Minimum education

level/experience: College degree and two years of clerical experience.

Responsibilities and duties:

Performs typing and transcription duties as required. Establishes procedures that implement operational and/or fiscal policies. Interprets policies and procedures as established by superiors. Compiles data based on research techniques and on statistical compilations involving an understanding of operating unit programs, policies, and procedures. Drafts financial, statistical, narrative, and/or other reports as requested. Provides authoritative information that tends to establish precedents and which may commit a unit or superior to a policy or course of action. Independently composes reports and correspondence containing decisions that tend to establish precedents and which may commit a unit or superior to a course of action. Arranges, participates in, and implements, as directed, conferences and meetings. Signs in behalf of superior, as delegated, his or her name to correspondence, requisitions, vouchers, and other forms as needed. Performs related duties as assigned.

Analyst

Minimum education

level/experience: Bachelors degree with two years work experience or an advanced degree.

Responsibilities and Duties:

Gathers, analyzes, interprets, and summarizes research information. Responds to secondary research requests. Uses tools to assess and report market share, pricing, sales and other data. Applies analytical skills and tools to support project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, offer design, process improvement, research studies and other analysis projects. General duties include analysis such as: planning, establishment of

requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members. Assists in the identification and management of research vendors.

Analyst, Senior

Minimum education

level/experience: Advanced degree. Seven years experience in an area related to the project subject area or methodologies, or in the analysis of data, identification of problems and presentation of analytical results of the analysis.

Responsibilities and Duties:

Applies analytical skills and tools to support project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, offer design, process improvement, research studies and other analysis projects. General duties include analysis such as: planning, establishment of requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members.

Analyst, Assistant

Minimum education

level/experience: Three years of successful undergraduate education.

Responsibilities and Duties:

Gathers, analyzes, formats, and

summarizes research information. Responds to secondary research requests. Uses tools to provide analysis support working under the guidance of an analyst. General duties include the preparation of datasets, simple tabulations, preparation of charts, tables and formatting of information, collection and aggregation of data as directed, tracking of project activities and documentation, and other analytical support activities.

Copywriter

Minimum education

level/experience: Bachelors degree and experience in professional writing for publications, web or materials intended for mass distribution.

Responsibilities and Duties: Writes copy for marketing, communications, or research communication materials, as required. Works with content experts to capture the essence of the subject matter and present it accurately, in language appropriate to the target audience, and in the style and format required by the project. Uses technical concepts and translates to copy for targeted audience. Proofs and edits copies to ensure the product is highly readable, consistent, accurate, concise, and with correct style and grammar.

Market Research Analyst

Minimum education

level/experience: Bachelors degree and one-year conducting marketing research or marketing analysis.

Responsibilities and Duties: Plans market research projects, executes and monitors completion within allotted timeline, billable hours, budget and other resources. Coordinates research project activities, monitoring data collection, data processing and coding processes related to market research. Facilitates communication between operating departments of the organization and selected vendors. Edits and verifies questionnaires, reports, presentations and correspondence. Conducts

preliminary analysis of quantitative and qualitative data. Attends project and client meetings as necessary. Provides timely progress and findings reports and maintains accurate project records.

Market Researcher I

Minimum education

level/experience: Bachelors degree and five years experience.

Responsibilities and Duties: Works proactively with clients to refine current business strategy or develop new competitive and market force strategies. Identifies strategic capabilities, uses tools to identify, align, and change the factors that affect performance, stability, and teaming and develops comprehensive transformation recommendations.

Market Researcher II

Minimum education

level/experience: Advanced degree and ten years experience.

Responsibilities and Duties: Works proactively with clients to refine current business strategy or develop new competitive and market force strategies. Identifies strategic capabilities, uses tools to identify, align, and change the factors that affect performance, stability, and teaming and develops comprehensive transformation recommendations.

Data Collection Coordinator

Minimum education

level/experience: Bachelors degree or four years of directly relevant work experience (over and above the minimum experience requirements for this position) may be substituted for the Bachelor's degree.

Responsibilities and Duties: Manages data collection and ensures work accuracy. Manages the activities of all staff assigned to the research center; provides appropriate level of supervision directly or through the efforts of others; assures staffing levels are appropriate to scope of work and budget constraints. Develops and implements strategies for measuring data collection work product quality. Ensure that all technological components of the telephone research center are maintained in operable condition; stays informed of latest telephone technology; participates in the design of system upgrades and

implementation of changes in technology.

Data Entry Specialist/ Typist

Minimum education

level/experience: High School Diploma or Certification, six months or greater related work experience.

Responsibilities and Duties: Works in the conversion of data to computer media. Is involved in the accurate and rapid entry of data using modern data-entry equipment. Some duties include: reviews, batches, and enters data, scans, saves and logs documents as directed. Organizes and arranges document data sources and reduces to numeric or alphabetic codes, Transcribes or verifies source information to computer media.

Graphic Designer

Minimum education

level/experience: Bachelors degree with training in the use of graphic design software and visual communications.

Responsibilities and Duties: Conducts graphic design, layout and organization of survey instruments, report covers, user guides, marketing materials, website and intranet. Ensures consistent "face to the market" via all communications media, including client reporting materials, new business and consultant presentations, other marketing collateral, advertisement and the internal and external websites. Provides support for data collection, public relations and brand awareness initiatives. Provides support for event planning and conference sponsorships.

Economist

Minimum education

level/experience: Bachelors degree or Master's degree in economics.

Responsibilities and Duties: Serves as technical expert. Studies and researches economic, microeconomic, financial and regulatory issues and programs. Contributes to the development, documentation and review of statistical, econometric, financial, and demographic or demand models. Provides technical advice and guidance on the development and interpretation of results from financial and statistical models. Initiates, oversees, and completes research

into a formal written report to facilitate the development, understanding and analysis of techniques for valuation and risk measurement.

Editor/Proofreader

Minimum education

level/experience: Bachelors degree in marketing, communications, English, or writing-related field.

Responsibilities and Duties: Applies writing and editing skills to write, edit and/or proof documents in a clear, concise manner. Uses case-appropriate stylebooks to ensure that materials meet technical, formatting, and other standards as required by the project. Works with authors and copywriters to present written materials and copy in accurate, succinct form, while meeting the style, format and other requirements inherent to the project. Works with other team members to meet deadlines, is detail oriented, and is familiar with the Internet and Microsoft Office applications.

Events Manager

Minimum education

level/experience: Bachelors degree in business or marketing or related field or two years equivalent experience.

Responsibilities and Duties: Schedules meetings, plans and coordinates all events logistics including pre-event planning, deployment and post-event wrap-up. Prepares event budgets and timelines, coordinates and performs necessary administrative arrangements. Makes travel arrangements, including hotel reservations, transportation, location, audio-visual catering, and other arrangements. Works with event content owners to support logistics, presenter and facilitator attendance. Produces marketing materials, coordinates event promotion or enrollment for attendance, and maintains related client databases. Coordinates program evaluation and post event reporting and wrap-up.

Focus Group Moderator

Minimum education

level/experience: Bachelors Degree plus training in focus group moderation or certification in focus group moderation.

Responsibilities and Duties:

Facilitates discussion following research plan and guidelines, keeps time, delivers the script, and establishes a trusting relationship with focus group participants. Moderates sessions with groups of diverse backgrounds lifestyles, occupations, and educational levels eliciting necessary information and organizes findings to present a written report of findings, conclusions and recommendations.

**Marketing/Communications
Manager**

Minimum education

level/experience: Bachelors degree and 3 years related work experience.

Responsibilities and Duties:

Develops and implements the marketing and communications strategies for the target audiences; as well as annual marketing and communications plan including budget, brand management, messaging elements. Leverages the most up-to-date technology to expand and enhances communications, distribution of research intelligence and marketing. Develops key messages, works collaboratively with an internal team and works effectively with volunteer leaders, operations and management to support marketing and communications activities.

**Marketing/Communications
Coordinator**

Minimum education

level/experience: Three years of successful undergraduate education.

Responsibilities and Duties:

Coordinates marketing, events or communications activities. Works with the respective managers to implement plans, organize and coordinate logistics such as materials development, production management, printing, direct mail execution and other activities. Assists in the preparation of detailed logistical plans and specifications, coordinates activities, creates presentation documents, materials, and provides other support as directed. Prepares detailed specifications, contacts vendors and internal team members and follows internal procedure to complete required workflow. Completes assigned duties within allotted timeline, with great attention

to detail and maintaining accurate and complete records.

Outreach Specialist

Minimum education

level/experience: Bachelors degree with strong interpersonal and overall communication skills.

Responsibilities and Duties: Works with the Project Manager or Program Director, and other team members to coordinate the marketing for programs throughout the year. This includes, but is not limited to communication with guest speakers, potential partners, and program participants, coordination of the advertising and promotion of events, development of brochures and information packets for distribution to participants, provision of logistical and follow-up support for events, and evaluation of programs. Supports projects through planning, coordination and execution as needed.

Program Director I

Minimum education

level/experience: Advanced degree(s) or terminal degree, and three years experience managing projects.

Responsibilities and Duties: Helps to direct with the implementation, review, funding, post management, and evaluation of programs, designs and implements the proposal review and evaluation process for relevant proposals. Selects qualified individuals to provide objective reviews on proposal. Guides program approach and core strategies, processes, and project outcomes /deliverables. Conducts final review of proposals and evaluations, and recommends acceptance or declination. Manages and monitors ongoing grants, contracts, agreements. Evaluates progress of program through review and evaluation of submitted reports and publications. Recommends new or revised policies and plans fiscal and administrative matters to improve activities and management of program. Supports projects through planning and execution as needed.

Program Director II

Minimum education

level/experience: Advanced degree(s), 15 years of management and marketing research and analysis.

Responsibilities and Duties:

Oversees organizational performance to meet client expectations setting standards, processes, allotting resources and communications. Makes decisions relative to pricing, funding, offers, and contractual obligations. Oversees human resources, financial, marketing and operational and technology areas, strategic planning, corporate reporting, policies & procedures, coordinates employee benefits, events, maintaining personnel files, manages month-end close, invoicing, cash receipts, accounts receivable aging, account reconciliation's, corporate accounts, accounts payable. Directs employment verifications, press releases, attendance and hiring. Supports projects through planning and execution as needed.

Programming Specialist I

Minimum education level/

experience: Associate degree with technical experience or training in computer programming.

Responsibilities and Duties:

Manages resources to provide information systems support. Engages in cross-functional teams in the operation of system by incorporating hands-on design, programming and database development for electronic marketing campaigns. Creates, redesigns and maintains company's web site including sub sites devoted to specific marketing campaigns, events and public controlled access of marketing material and documents. Programs surveys and data capture forms, databases, scripts as needed. Supports data management, analysis, importing and exporting to and from company's database systems. Manages the distribution, tracking, programming, and design using web-based security and encryption techniques. Sets up web seminars, form mailings, and tracking. Performs uploading of leads from events and campaigns. Assists with market research and data mining to create queries, cubes, and reports from data to understand trends, ROI and tracking. Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and

process integrity. Analyzes, designs, trouble-shoot, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with software such as HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

Programming Specialist II

Minimum education

level/experience: Bachelors degree, four years in information systems development and design with at least one year of hands-on programming experience.

Responsibilities and Duties:

Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with hardware and software such as server systems and supporting applications, HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

Project Manager

Minimum education

level/experience: Bachelors degree plus one-year project coordination or management experience.

Responsibilities and Duties: Plans, develops, coordinates, and implements projects. Provides key oversight to team members and ensures all project tracking and documentation aspects are completed accurately, thoroughly, and timely. Monitors the progress of projects and updates the project control system. Provides input into long-range planning. Conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards. Provides OJI (on-the-job instruction) to other specialists and project personnel. Supports projects through planning and execution as needed.

Project Manager, Senior

Minimum education

level/experience: Bachelors degree plus three years project management experience.

Responsibilities and Duties: Plans, develops, coordinates, and implements projects. Provides key oversight to team members and ensures all project tracking and documentation aspects are completed accurately, thoroughly, and timely. Monitors the progress of projects and updates the project control system. Provides input into long-range planning. Conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards. Provides on-the-job instruction to other specialists and project personnel. Supports projects through planning and execution as needed.

Recruiter

Minimum education

level/experience: Associates degree.

Responsibilities and Duties:

Attends briefings on projects and assimilates information on the scope and instruction provided for each project, executes work responsibilities and ensures work is on schedule. Uses time to dial assigned phone numbers, accurately records all dispositions, and persuades potential respondents to be interviewed. Reads respondents specific questions verbatim and accurately records their responses. Records open-ended responses verbatim, probing for additional information and clarification. Accurately manages necessary tally sheets & samples as well as thoroughly edits questionnaires. Persuades qualified participants to participate in follow-up studies as required and schedules focus group or in-depth interviews as directed. Conducts other duties as assigned by supervisor.

Statistician

Minimum education

level/experience: Bachelor degree in actuarial science, mathematics or statistics with at least one-year experience in statistical analysis, or an advanced degree in statistics, demography or actuarial science.

Responsibilities and Duties: Works with datasets and analyzes it; looks for patterns that explain, describe, predict, classify or relate behavior in the data used for the project. Is involved in survey development and data collection, data transformation, ensures the validity and usefulness of the data as well as is familiar and applies valid scientific protocol to analyze and deliver results.

Statistician, Senior

Minimum education

level/experience: Masters degree or PhD with at least 2-5 years related work experience.

Responsibilities and Duties: Works with datasets and analyzes it, looks for patterns that explain, describe, predict, classify, or relate behavior in the data used for the project. Is involved in survey development and data collection, data transformation, ensures the validity and usefulness of the data as well as is familiar and applies valid scientific protocol to analyze and deliver results. Conducts advanced statistical testing and modeling as required.

Subject Matter Expert

Minimum education

level/experience: Advanced degree or terminal degree or seven years of experience in the field.

Responsibilities and Duties:

Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area. The subject matter expert could be a marketing, financial, industry or technical expert in the field required by the project. Analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through the journal or attached documents. Works with team members to provide and incorporate refined ideas in the project process for further processing or analysis. Participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations.

Subject Matter Specialist

Minimum education

level/experience: Bachelors degree.

Responsibilities and Duties:

Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area. The subject matter expert could be a marketing, financial, industry, or technical expert in the field required by the project. Analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through the journal or attached documents. Works with team members to provide and incorporate refined ideas in the project process for further processing or analysis. Participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations.

System Analyst

Minimum education

level/experience: Bachelors degree

Responsibilities and Duties:

Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoot, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with software such as HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

System Analyst, Senior

Minimum education

level/experience: Bachelors degree, four years in information systems development and design with at least one year of hands-on programming experience.

Responsibilities and Duties:

Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis

projects. Designs and builds web sites using a variety of graphics software applications, techniques, and tools depending on project needs. Works with hardware and software such as server systems and supporting applications, HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

Telephone Research Interviewer

Minimum education

level/experience: High school diploma or GED. Six months of computer or keyboard experience and one year of customer service experience are preferred but not required.

Responsibilities and Duties:

Administers survey questions. Records survey responses by computer or hand written survey forms to collect opinions for professional and consumer research studies. Conducts telephone interviews in assigned language fluently with respondents for purpose of collecting survey data by verbatim reading/speaking a prepared survey text to respondents. Listens for responses and types respondent's responses into computer system via computer keyboard with a high degree of accuracy. Ensures appropriate respondent is being interviewed, persuades reluctant respondents to participate in survey.

Telemarketing Specialist

Minimum education

level/experience: High School diploma or GED.

Responsibilities and Duties: Makes phone calls to sample and or public. Delivers offers as instructed in a professional and persuasive way. Follows scripts, records responses, schedules appointments and logs information electronically or on call sheets as instructed.

Trainer

Minimum education

level/experience: Bachelors degree.

Responsibilities and Duties:

Designs, implements, and maintains technical research and management training program. Establishes curriculum and design, conducts training and assesses learning effectiveness.

Transcriber

Minimum education

level/experience: Bachelors degree with at least 2-5 years of experience in related work field.

Responsibilities and Duties: Types in recorded or live-sessions to transcribe verbal text to MS word verbatim, or in summary form as required by the project.

Translator

Minimum education

level/experience: Bachelors degree.

Responsibilities and Duties: Serves as technical expert on foreign language and translation matters. Interprets, identifies, and conducts translation of documents.

Translation Proofreader

Minimum education

level/experience: Bachelors degree, three to five years experience in writing or proofreading, or editing roles in the pertinent languages.

Responsibilities and Duties:

Proofreads documents and draft copy in the source and translation to ensure that translated documents are accurate translations and maintain style and grammatical integrity.

Terms and Conditions

1a-b. See Price List and Table of Contents.

2. Maximum Order Limitation: \$1,000,000.00.
(Orders may exceed this amount, however. This is the threshold at which ordering activities may seek a price reduction).

3. Minimum Order: \$100.00.

4. Geographic Coverage (delivery area): All geographic areas.

5. Point(s) of Production. As negotiated in orders, see facilities listing under Item 21.

6. Discount from List Prices or Statement of Net Price. A Spot Reduction Discount may be negotiated for orders over the maximum order value.

7. Quantity Discounts: None.

8. Prompt Payment Terms. Net 30 days; 0.5 percent for payments received within 10 days of receipt of invoice. Prompt payment discount does not apply to purchases using the Government Commercial Credit Card.

9a. Government Commercial Credit Card: EurekaFacts will accept government commercial credit cards.

9b. Government Commercial Credit Card is accepted above the micro purchase level. Prompt payment discount does not apply to purchases using the Government Commercial Credit Card.

10. Foreign Items (list items by country of origin): None.

11a. Time of Delivery: As negotiated in order.

11b. Expedited Delivery: As negotiated in order.

11c. Overnight and 2-day Delivery: As negotiated in order.

11d. Urgent Requirements: As negotiated in order.

12. F.O.B. Point(s): Destination CONUS. For CONUS, F.O.B. point is closest U.S. shipping point.

13. Ordering Address(es):
EurekaFacts, LLC
451 Hungerford Drive, Suite 515
Rockville, Maryland 20850-4201
Email: gsaorders@eurekafacts.com

14. Payment Address(es):
EurekaFacts, LLC
451 Hungerford Drive, Suite 515
Rockville, Maryland 20850

15. Warranty Provision: Customer acceptance of complete performance.

16. Export Packing Charges: TBD.

17. Terms and Conditions of Government Commercial Credit Card Acceptance: Applicable and determined on a case-by-case basis.

18. Terms and conditions of rental, maintenance, and repair: N/A.

19. Terms and conditions of installation: N/A.

20. Terms and conditions of repair parts indicating date of parts, price lists, and any discounts from list prices: N/A.

20a. Terms and conditions for any other services (if applicable): TBD.

21. List of services and distribution points (if applicable).

22. Address(es):
EurekaFacts, LLC
451 Hungerford Drive, Suite 515
Rockville, Maryland 20850-4201
23. List of participating dealers (if applicable):
N/A.
24. Preventive maintenance (if applicable): N/A.
25. Year 2000 (Y2K) compliant: Yes.
26. Environmental attributes (e.g., recycled contents, energy efficiency, and/or reduced pollutants): As negotiated in each order.
27. Data Universal Number System (DUNS)
Number: 126582860
28. EurekaFacts, LLC, has registered in the
Central Contractor Registration (CCR) database.