



FEDERAL SUPPLY 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

1. GENERAL SERVICES ADMINISTRATION

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

FSC Group 541

CONTRACT NUMBER: GS-23F-0105M

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

CONTRACT PERIOD: February 15, 2002 – February 14, 2017

CONTRACTOR: Ketchum, Inc. Washington Office
2000 L Street, NW, Suite 300
Washington, DC 20036-5610
Tel: (202) 835-8800
Fax: (202) 835-9479
www.ketchum.com

CONTRACT ADMINISTRATION SOURCE: Naila J. Scott
naila.scott@ketchum.com

BUSINESS SIZE: (LARGE)

Not women owned

Not 8A owned

CUSTOMER INFORMATION:

1a. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINS)

SIN 541-2 Public Relations

SIN 541-4A Market Research & Analysis
SIN 541-5 Full Service Marketing
SIN 541-1000 Other Direct Costs

Recovery Purchasing

SIN 541-2RC Public Relations
SIN 541-4ARC Market Research & Analysis
SIN 541-5RC Full Service Marketing
SIN 541-1000RC Other Direct Costs

- 1b. LOWEST PRICE FOR EACH SPECIAL ITEM NUMBER AWARDED IN THE CONTRACT: Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
- 1c. DESCRIPTION OF LABOR CATEGORIES: Please refer to Labor Category Description section.
- 2. MAXIMUM ORDER: \$1,000,000.00
- 3. MINIMUM ORDER: \$100.00
- 4. GEOGRAPHIC COVERAGE (DELIVERY AREA): WORLDWIDE
- 5. POINT OF PRODUCTION: Ketchum Washington
2000 L Street, NW, Suite 300
Washington DC 20036
- 6. DISCOUNT FROM LIST PRICES: See Attachment A for specific pricing. Prices are net all discounts deducted.
- 7. QUANTITY DISCOUNTS: N/A
 - 7a. Ketchum Washington will pass on to the government any quantity or frequency discounts earned by the government.
 - 7b. Media Commissions: Ketchum, Inc. will not use for the Government the commercial practice of charging commission on media buys. Ketchum, Inc. will charge the government by projects in the same manner it charges for other services under the labor categories. Any commissions provided by media placement will (a) be either returned to the ordering agency or (b) be applied as a credit to the cost of the project, whatever the ordering agency prefers.
- 8. PROMPT PAYMENT TERMS: Net 30

- 9a. GOVERNMENT PURCHASE CARDS AT OR BELOW THE MICRO-PURCHASE THRESHOLD: Ketchum Washington will accept Government purchase cards at or below the micro-purchase threshold.
- 9b. GOVERNMENT PURCHASE CARDS ABOVE THE MICRO-THRESHOLD: Ketchum Washington will accept Government purchase cards above the micro-purchase threshold.
- 10. FOREIGN ITEMS: N/A
- 11a. TIME OF DELIVERY: Will adhere to the delivery schedule as specified by the Agency purchase order.
- 11b. EXPEDITED DELIVERY: Items available for expedited delivery are noted in this price list and are marked with “***”.
- 11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and/or 2-day delivery may be available for some items. Please contact contractor for rates for overnight and 2-day delivery.
- 11d. URGENT REQUIREMENTS: Contact contractor for faster deliver or rush requirements.
- 12. F.O.B. POINTS: DESTINATION
- 13. ORDERING ADDRESS: Ketchum Washington
2000 L Street, NW, Suite 300
Washington, DC 20036
- 14. PAYMENT ADDRESS:

Mailing Address:
Ketchum, Inc.
P. O. Box 641654
Pittsburgh, PA 15264-1654
- 15. WARRANTY PROVISION: The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. EXPORT PACKING CHARGES: N/A
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICROPURCHASE LEVEL): N/A

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, ETC: N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: N/A
21. LIST OF SERVICE AND DISTRIBUTION POINTS: Washington, DC
22. LIST OF PARTICIPATING DEALERS: N/A
23. PREVENTIVE MAINTENANCE: N/A
- 24a. ENVIRONMENTAL ATTRIBUTES: N/A
- 24b. SECTION 508 COMPLIANCE: N/A
25. DATE UNIVERSAL NUMBER SYSTEM (DUNS NUMBER): 606116671
26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL
CONTRACTOR REGISTRATION (CCR DATABASE): Registered



Ketchum Labor Categories

Labor Category	Unit of Issue	Effective - 2/14/2012	2/15/2012 - 2/14/2013	2/15/2013 - 2/14/2014	2/15/2014 - 2/14/2015	2/15/2015 - 2/14/2016	2/15/2016 - 2/14/2017
Senior Vice President (SVP)	Hour	\$ 267.51	\$ 278.21	\$ 289.34	\$ 300.91	\$ 312.95	\$ 325.47
Vice President/General Manager (VP/GM)	Hour	\$ 245.74	\$ 255.57	\$ 265.79	\$ 276.42	\$ 287.48	\$ 298.98
VP, Video Content Producer	Hour	\$ 224.94	\$ 233.94	\$ 243.30	\$ 253.03	\$ 263.15	\$ 273.67
Vice President/Account Supervisor (VP/AS)	Hour	\$ 221.26	\$ 230.11	\$ 239.31	\$ 248.89	\$ 258.84	\$ 269.20
Managing Account Supervisor (MAS)	Hour	\$ 204.94	\$ 213.14	\$ 221.66	\$ 230.53	\$ 239.75	\$ 249.34
Video Producer/Editor	Hour	\$ 199.50	\$ 207.48	\$ 215.78	\$ 224.41	\$ 233.39	\$ 242.72
Account Supervisor (AS)	Hour	\$ 188.61	\$ 196.15	\$ 204.00	\$ 212.16	\$ 220.65	\$ 229.47
Technical Lead, Content Management	Hour	\$ 172.29	\$ 179.18	\$ 186.35	\$ 193.80	\$ 201.55	\$ 209.62
Senior Account Executive (SAE)	Hour	\$ 156.88	\$ 163.16	\$ 169.68	\$ 176.47	\$ 183.53	\$ 190.87
Web Developer	Hour	\$ 153.15	\$ 159.28	\$ 165.65	\$ 172.27	\$ 179.16	\$ 186.33
Account Executive (AE)	Hour	\$ 143.27	\$ 149.00	\$ 154.96	\$ 161.16	\$ 167.61	\$ 174.31
Associate Account Executive (AAE)	Hour	\$ 129.67	\$ 134.86	\$ 140.25	\$ 145.86	\$ 151.70	\$ 157.76
Account Coordinator	Hour	\$ 102.47	\$ 106.57	\$ 110.83	\$ 115.26	\$ 119.88	\$ 124.67
Intern	Hour	\$ 72.54	\$ 75.44	\$ 78.46	\$ 81.60	\$ 84.86	\$ 88.26

Other Direct Costs

Fax:

Local and Long Distance \$2.50 per page

Photocopies and Printing:

Black and White \$0.11 per page

Color \$0.20 per page

Teleconference Dial in Calls:

12 lines, 60 minute call \$140.00

Radio Actuality

Development, production and distribution via satellite,
national syndication and wire \$6,200.00

NAPs Articles:

One Column Print Single Release \$3,150.00

Three Column Print Single Release \$5,200.00

One Column Multimedia Single Release \$11,650.00

Three Column Multimedia Single Release \$13,700.00

Google Cost Per Click Online Ad Buy

Per Campaign Ceiling \$1,007,556.68

Stock Photography

Per Image \$302.27

Online Ad 72x90

Cost Per Impression (CPM) \$4.53

Online Ad 160x600

Cost Per Impression (CPM) \$4.79

Online Ad 300x250

Cost Per Impression (CPM) \$6.55

Online Ad 300x600

Cost Per Impression (CPM) \$8.82

LABOR CATEGORY DESCRIPTIONS

Vice President/Video Content Producer

Responsible for project planning, client relations with top tier clients, and management of internal teams and external vendors. The Producer is responsible for mentoring supporting other Producers and Associate Producers within the context of Project teams, working closely with clients and the core team of designers, writers, and engineers, and is accountable for the successful delivery of projects on time and within budget. Develops scope of work statements, project plans and carries the project through to completion within the specified guidelines. The Senior Web Producer holds responsibility for the quality of deliverables with their respective project collaborators, most prominently the Creative Directors and VP/Senior Web Producer.

Video Producer/Editor

Coordinates the work of a videographer and interactive designer to turn messaging into compelling video, audio, and interactive graphics; distribute them to intended audiences through multiple channels; and demonstrate a measurable impact.

Technical Lead, Content Management

This individual is responsible for the management of the technical team, including digital developers, quality-assurance analysts and technical experts. He/she also advises clients, account teams, and technical staff on technology solutions and will be responsible for determining the technology requirements for programs, platforms and the infrastructure.

Web Developer

Responsible for designing, maintaining and enhancing applications software, websites, and web applications for small to large, highly complex computer systems or portions of large integrated systems; the creation or modification of administrative, scientific or systems software, on centralized and distributed systems; software test, design, test data acquisition and analysis and test results analysis, and test result analysis and reporting; configuration management; software and functional testing.

Senior Vice President

The Senior Vice President (SVP) position is responsible for the daily management of principal agency operations, including business development; staff deployment and utilization; staff coaching; and administrative functions related to executing the annual business plan as it relates to the practice area they oversee. SVPs ensure client satisfaction relative to quality of product and service, and bring a value-added approach to all projects and initiatives that fall within their practice area. SVPs stay on top of news/PR trends and bring them to the attention of clients and associates, as appropriate. They also lead regular client evaluations – internally with the account team and externally with the client – to determine effectiveness of agency services.

Vice President/Group Manager

Vice President/Group Managers (VP/GM) act as a senior liaison for a group of accounts with responsibility for senior-level account planning, financials, budgets, and supervision of the account teams in a specific practice area. A VP/GM is responsible for staff utilization and development, and administrative functions related to executing the annual business plan for their group. They serve as a senior agency contact to the accounts that fall within their group and direct all program efforts to ensure client satisfaction. Staff at this level is responsible for bringing a value-added approach to all issues and projects.

Vice President/Account Supervisor

A Vice President (VP/AS) provides senior-level account planning and supervision for several accounts and/or provides specialized expertise in one or more service areas. They are responsible for helping set and achieve goals through participation in decision-making and problem-solving processes, and serve as the strategic liaison among the client, account team and agency management. VPs serve as a senior contact for clients, demonstrating in-depth knowledge of clients' business and developing strategy for implementing successful client programs. They provide strategic guidance to clients on an ongoing basis and anticipate and address client needs. VPs also review account financials including budget allocation and control, time sheets, client billing, supplier invoicing and purchase orders.

Managing Account Supervisor

Primary client contact to provide strategic guidance on an ongoing basis to anticipate and address clients' needs. Manage the budgets and teams on sizable accounts with responsibility for profitability, incremental growth, quality of account service and employee development. Must be able to multitask efficiently and have excellent communication, writing, editing, social/media relations skills, able to spot trends, and apply various measurement tools on the accounts managed. Must also be able to communicate account status to agency management regularly and participate in new business programming and presentations.

Account Supervisor

Staff at the Account Supervisor (AS) level performs a wide range of duties including development of client programs, strategic planning, staff development, and financial management. They may be responsible for more than one client (depending on size). They also provide strategic guidance to clients on an ongoing basis, and anticipate and address clients' needs. They troubleshoot client problems as they arise, but seek senior management input whenever appropriate. Account Supervisors are ultimately responsible for managing all account financials including budget allocation and control, time sheets, client billing, supplier invoicing and purchase orders.

Senior Account Executive

Having mastered the duties of the Account Executive level, the Senior Account Executive (SAE) is responsible for planning, coordinating, and implementing client programs and activities, and ensuring that all programs are strategically on target with clients' business objectives. The SAE plays a key role in account activities including special events, media relations, and program implementation. SAEs coordinate team resources and fully utilize agency resources to create the

"best teams" for clients. The position is responsible for developing and monitoring program plans and budgets, and reporting status to client and agency management on a regular basis.

Account Executive

The Account Executive (AE) serves as a day-to-day contact for individual projects with the client. Responsibilities for this position include actively participating in the development of account plans/ideas, providing appropriate instruction to junior staff on projects and, under the strategic direction of senior management, act as the primary implementer of account plans. AEs have the demonstrated ability to: effectively develop full range of written materials including press releases, byline articles, speeches, client correspondence, and reports; initiate implementation of media events, press conferences/briefings, media tours; utilize editorial/media contacts in client outreach; and understand various research methods in order to coordinate internal and external resources in implementing research projects.

Associate Account Executive

Associate Account Executives (AAE) work under the general direction of more senior team members to coordinate and manage the activities necessary to meet client and agency needs. AAEs are responsible for agency efforts on behalf of the client, occasionally taking an active role in program development and consistently playing an active role in the development of media materials. They have the ability to effectively develop full range of materials including media materials, byline articles, speeches, client correspondence, and reports. AAEs implement media events, press conferences/briefings, media tours, and develop editorial/media contacts to whom they also pitch stories. AAEs are also charged with initiating and maintaining a variety of status files including conference reports, contracts, job starts, production estimates, and job status reports. In addition, they monitor internal status of jobs and due dates, and advise senior team members of developments.

Account Coordinator

Account Coordinators (AC) and Production Coordinator's (PC) are responsible for coordinating all account activities necessary to meet client and agency needs. They assist in preparing and implementing public relation program components for clients, including media contacts, special event coordination, writing and/or distribution of press releases, program writing and research. ACs and PCs are a critical part of developing and updating client status and budget reports on a monthly basis, assisting in coordination of all necessary materials for client presentations, and helping to conduct brainstorming sessions to develop strategic/creative thinking for clients. ACs and PCs assist in the research/development of program components and maintain and update account files.

Intern

Interns are assigned to accounts where they can apply existing skills and learn new ones. Work may include:

- Media list development
- Press release drafting
- Client activities
- Event scheduling and planning
- Brainstorm participation
- Internet research
- Administrative projects
- Media pitching
- Support of team leaders on activities and project