



Potomac Communications Group, Inc.

General Services Administration
Federal Supply Service
2015 Federal Supply Schedule Price List

Advertising and Integrated Marketing Solutions

FSC Class: 541 Part 1 • GS-23F-0116K
Contract period: March 1, 2015 through February 29, 2020

Contract administration: Brian Meeley, Vice President
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Customer Information

1a. Awarded Special Item Numbers (GS-23F-0116K)

Potomac Communications is authorized to provide services under the following SINS:

541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing
541-4A	Market Research and Analysis
541-4C	Exhibit Design and Implementation
541-4D	Conference Events and Trade Show Planning
541-4F	Commercial Art and Graphic Design
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

1b. Statement of Lowest Price

Prices shown in price list are net, all discounts deducted and valid for all areas including worldwide.

1c. Hourly Rates

Contact Potomac Communications Group for commercial job titles, experience, functional responsibilities, and staff bios.

2. Maximum Order

\$1 million. Orders for amounts above \$1 million can be processed in accordance with Clause I-FSS-125

3. Minimum Order - \$2,500

4. Geographic Coverage (Delivery Area) – United States and its territories

5. Point(s) of Production – Washington, D.C.

6. Discount from List Prices

Prices shown are net. They reflect all discounts from Potomac Communications Group's commercial prices and include the Industrial Funding Fee.

7. Quantity Discounts

Potomac Communications Group will discount total labor fees by three percent on orders of \$500,000 or more.

8. Prompt Payment Terms

Net 30 Days Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Government Purchase Cards

Potomac Communications Group accepts Government credit cards at or below the micro-purchase threshold.

9b. Potomac Communications Group accepts Government purchase cards above the micro-purchase threshold.

10. Foreign Items – Not Applicable

11a. Time of Delivery – As specified on purchase order.

11b. Expedited Delivery

Expedited or rush delivery is available. Contact Potomac Communications Group for details.

11c. Overnight and 2-Day Delivery

Overnight and 2-day delivery are available. Contact Potomac Communications Group for details.

11d. Urgent Requirements

Contact Potomac Communications Group for details.

12. F.O.B. Point – Destination.

13a. Ordering Address

Potomac Communications Group, Inc.
1133 20th Street, NW Suite 400
Washington, D.C. 20036

13b. Ordering procedures:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address

Potomac Communications Group, Inc.
1133 20th Street, NW Suite 400
Washington, D.C. 20036

If you wish to use Electronic Funds Transfer (EFT) payments, please contact Nora Howe for instructions. Mrs. Howe can be reached at (202) 466-7391 x. 117 or at nhowe@pcgpr.com

15. Warranty Provision

Potomac Communications Group warrants and implies that the items delivered under this contract are merchantable and fit for the particular purpose described in the contract.

16. Export Packing Charges – Not Applicable

17. Terms and Conditions of Government Purchase Card Acceptance

Potomac Communications Group accepts Government credit cards above the micro-purchase threshold.

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

21. List of Service and Distribution Points – Not Applicable

22. List of Participating Dealers – Not Applicable

23. Preventative Maintenance – Not Applicable

24. Environmental Attributes – Not Applicable

25. Data Universal Number System (DUNS) Number – 05-790-2314

26. Notification Regarding Registration in System for Award Management (SAM) Database –

Contractor has an Active Registration in the SAM database.

Introducing PCG

Potomac Communications Group, Inc. (PCG) is a full-service public relations agency specializing in planning and executing strategic communications programs, developing persuasive messages, and writing and designing effective communications materials for public agencies and the private sector.

- A full-service public relations agency
- Small business
- Founded in 1981; based in Washington, D.C.
- Staff of 25, plus a network of expert associates

Through our GSA Schedule, we can provide Schedule users with comprehensive services in public relations, marketing communications, media relations, media training, social media, graphic design, writing and editing, crisis management, risk communication, public affairs, market research, exhibit design, conference events planning and web based marketing.

How PCG Delivers Value to Government Clients

People. We recruit our staff members from federal agencies, Capitol Hill, media organizations that cover government programs, and consulting firms and other organizations that serve government clients. Our staff understands your special needs and is flexible in their approach to providing solutions.

Fit. We're just the right size to fit nearly any assignment – big enough to handle million-dollar national campaigns, yet not so big as to turn away modest assignments. And we're small enough to deliver personalized service. Our senior officers manage your account and do the work.

Focus. We listen, learn fast and focus on strategic planning to help clients solve problems and achieve communications goals. Our approach is customized to your needs, your management structure and your expected outcome.

Performance. At the outset, we work with clients to set benchmarks and measures of success. We revisit these benchmarks with clients regularly to make sure you get the results you want.

Core Competencies

- Strategic planning, messaging and counsel
- Positioning and branding
- Message development
- Stakeholder outreach
- Public affairs support

- Media relations
- Social media strategy and outreach
- Crisis management and risk communication
- Writing and editorial services
- Communications training
- Graphic design and materials development
- Web page design and content management
- Conference and event planning
- Meeting facilitation

Labor Price List

Our labor rates are per hour and apply to Potomac Communications Group's services for the special item numbers under contract GS-23F-0116K.

Potomac Communications Group and the ordering agency will negotiate the final price for services based on these awarded prices, at the time the task order is placed.

These hourly rates reflect a discount from our standard commercial rates and do not include supplies, materials or other incidental costs. PCG will discount our labor fees by three percent on task orders of \$500,000 or more.

Labor Category	2014 GSA Rate (IFF included)	2015 GSA Rates Effective 3/01/2015
Managing Partner	\$ 269.70	\$ 275.90
Partner	\$ 264.78	\$ 270.87
Senior Vice President	\$ 235.99	\$ 241.42
Vice President	\$ 221.54	\$ 226.64
Senior Program Director	\$ 202.28	\$ 206.93
Program Director	\$ 187.83	\$ 192.15
Project Director	\$ 178.20	\$ 182.30
Senior Program Manager	\$ 168.56	\$ 172.44
Program Manager	\$ 163.75	\$ 167.52
Project Manager	\$ 154.12	\$ 157.66
Senior Coordinator	\$ 144.48	\$ 147.80
Coordinator	\$ 139.67	\$ 142.88
Project Support	\$ 57.79	\$ 59.12
Interactive Design Director	\$ 183.01	\$ 187.22
Senior Creative Director	\$ 158.93	\$ 162.59
Art Director	\$ 154.12	\$ 157.66
Graphic Designer	\$ 149.30	\$ 152.73

Labor Category Descriptions

Potomac Communications Group's organization chart reflects the 'account team' approach we take to staffing client campaigns and programs, as well as the 'business unit' focus we promote internally under our vice presidents. Our 'mid' size, our emphasis on client responsiveness and service, and our bias toward 'tight team' economies and efficiencies supports this matrix approach over the more traditional "pyramid" often associated with organizational charts and reporting relationships.

The partners, in conjunction with the Vice Presidents, oversee all of our client business. They meet regularly to discuss client work-in-progress, strategic issues and developments, resource needs and allocations.

Teams are assigned according to the complexity of the client engagement and the skill mix required to execute specific tasks successfully and effectively. Each member brings their expertise, aptitude and qualifications to the team to accomplish the project according to rigorous corporate quality and client satisfaction standards, against which each staff member's performance is evaluated annually. Staff members who are not part of a core account team give us the bench-strength and flexibility to mobilize in specialty skill areas, handle peak load requirements, and cope effectively with contingencies.

Managing Partner

Develops overarching vision and communication strategies for the long-term direction of the firm. Builds consensus throughout the partnership and gains commitment behind the vision and direction. Is accountable for effecting change and execution of the firm's strategies through the activities and priorities of the management team. Holds people accountable and works with them to ensure that people are doing the right things.

Partner

Oversees media, marketing, public policy and positioning campaigns for associations and corporations. Trains clients in media, risk communication. Builds consensus throughout the partnership and gains commitment behind the vision and direction. Holds people accountable and works with them to ensure that people are doing the right things.

Senior Vice President

Develops strategies and manages public affairs and marketing communications campaigns. Responsible for helping the firm achieve objectives and increase operating performance.

Vice President

Develops strategies and manages public affairs and marketing communications campaigns. Responsible for helping the firm achieve objectives and increase operating performance.

Senior Program Director

Responsible for overall performance in terms of quality responsiveness and for advising on all aspects of the program. Develops strategies and manages public affairs and marketing communications campaigns.

Program Director

Provides diverse communications services for clients. Oversees marketing communications, materials development, branding, and media outreach. Responsible for overall performance in terms of quality responsiveness and for advising on all aspects of the program.

Project Director

Provides diverse communications services for clients. Oversees marketing communications, materials development, branding, and media outreach. Responsible for overall performance in terms of quality responsiveness and for advising on all aspects of the program.

Senior Program Manager

Oversees the coordination and administration of an ongoing programing. Develops and implements new initiatives to support the strategic direction of the program.

Program Manager

Oversees the coordination and administration of an ongoing programing. Develops and implements new initiatives to support the strategic direction of the program.

Project Manager

Responsible for day-to-day management of the program, including building partnerships, training, market research, marketing and market plan development.

Senior Coordinator

Responsible for implementing components of a media engagement plan, research, media deliverables, developing social media engagement plans, and working with team members to ensure the success of the program.

Coordinator

Responsible for implementing components of a media engagement plan, research, media deliverables, developing social media engagement plans, and working with team members to ensure the success of the program.

Project Support

Ensure the smooth running of the business through day-to-day support. Ensures the coordination and implementation of office procedures and manage company reporting.

Interactive Design Director

Collaborate with business leaders to translate business goals into unique brand and product experiences. Possess knowledge of industry-standard design software. Manage budgets, teams, timelines, and projects while working across several departments. Have the ability to keep up with new creative technologies and analyze new trends and data. Present and effectively communicate how a creative vision will help achieve goals

Senior Creative Director

Collaborate with business leaders to translate business goals into unique brand and product experiences. Possess knowledge of industry-standard design software. Manage budgets, teams, timelines, and projects while working across several departments. Have the ability to keep up with new creative technologies and analyze new trends and data. Present and effectively communicate how a creative vision will help achieve goals

Art Director

Collaborate with business leaders to translate business goals into unique brand and product experiences. Possess knowledge of industry-standard design software. Present and effectively communicate how a creative vision will help achieve goals

Graphic Designer

Designs and produces a wide range of print and electronic materials, exhibits, other graphics. Consults with clients about design strategies.

Other Direct Costs

Potomac Communications Group's hourly rates do not include other direct costs such as supplies, materials or other incidental costs.

Agency orders may alter the type, quality and timing of each expense, and thus result in a lower/higher price for specific requirements. Potomac Communications Group is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reductions, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Potomac Communications Group will charge travel and per diem in accordance with the Federal Travel Regulation.

Other Direct Costs	Unit	Ceiling Price
Video Services	Per Day	\$2,000
Printing/Reproduction Services	Per Run of 500	\$1,900
Media Monitoring	Per Month	\$1,900
AV, Graphics, Photography	Any	\$950
Website Services	Any	\$350
Office Supplies	Any	\$250
Telephone Charges	Per Month	\$100
Messenger/Delivery Services	Any	\$25
Newspaper Advertising	Any	\$70,000

Government Communications Experience

Potomac Communications Group helps government agencies meet some of their most demanding communications challenges. Here's a sample of our work with federal agencies:

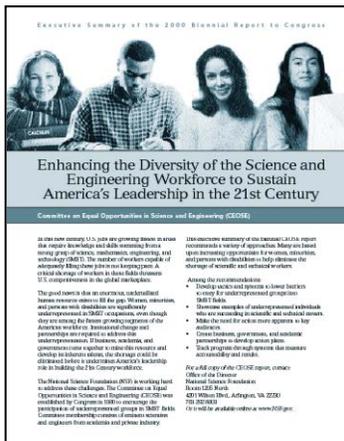


U.S. Department of Energy (DOE). PCG headed the Marketing and Communications Team of DOE's Rebuild America program, a national network of nearly 800 community-based partnerships in all 50 states and several territories. We created the program's national identity in 1995, and since have provided strategic communications planning to support the recruitment of new partnerships, media outreach that has generated millions of impressions annually, website content, events planning, partnership recognition, marketing and outreach materials, communications training and marketing support.



U.S. Air Force Office of Special Investigations (OSI). We developed a complete rebranding program for OSI to explain its mission and opportunities to Special Agent candidates. The command focuses on identifying, investigating and neutralizing espionage, terrorism, fraud and other major criminal activities that threaten Air Force and Department of Defense resources. This rebranding effort included development of a new logo and design for marketing materials such as brochures, exhibits and marketing folders. We also created new written materials that quickly and concisely explain what OSI has to offer potential recruits.

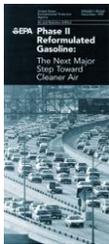
National Aeronautics and Space Administration (NASA). PCG created a customized media training program for dozens of lead scientists and top managers in some of NASA's most prestigious programs. We conducted training for members of the Mars Lander Program; individuals who improve the safety of commercial, military and general aviation; and climatologists who work on global climate change.



National Science Foundation (NSF). PCG worked with NSF to develop electronic and print outreach products to more broadly share its education mission and the results of its grant projects. Among other projects we developed an audience-centered search engine for the new NSF website, fact sheets on NSF programs, several brochures, workshop reports and a multi-purpose conference exhibit. We have also received two grants from the NSF, the first in partnership with George Washington University to research how educators communicate and the second to create a legacy document for NSF's Urban Systemic Program, a 10-year effort to improve math and science education in 30 school districts around the United States.

U.S. Department of Transportation (DOT). PCG provided DOT's Center for Climate Change and Environmental Forecasting with strategic counsel on how to position the Center with key stakeholders as the nation's leading source of information on contributions by the transportation sector to global climate change. We conducted a series of facilitated sessions with representatives of all DOT line programs represented on the Center's governing board to identify core messages and are in the process of refining and testing them.

U.S. Department of Education (ED). PCG researched and evaluated the potential of High Skills Communities (HSC), a concept created by ED's Office of Vocational and Adult Education. We conducted focus groups, online research and field visits to determine how the HSC program could be shaped to meet the needs of adult literacy program providers. The research resulted in a new approach, a white paper, a findings document, a launch event and a design model for the HSC program.



U.S. Environmental Protection Agency (EPA). We provided communications support for a working group of EPA management, environmentalists, state and federal regulators, and private industry to promote the cleaner-burning gasoline program. We helped develop a strategy for disseminating information, created a brochure that was distributed nationwide and provided media counsel on message development and outreach.

U.S. Department of Homeland Security. We provide the media-relations and risk-communication training modules for the U.S. Coast Guard's 10-day On-Scene Coordinator Crisis Management Course. Senior Coast Guard officers, representatives of federal Executive Branch agencies such as the EPA and NOAA, state emergency management officials, managers and executives from private companies, representatives of foreign governments, and other first responders participate in an intensive two and one half-day program in which they learn to communicate with credibility in a variety of realistic high-concern, low-trust situations.

PCG Capabilities for Government Agencies

Marketing, Media and Public Information Consulting Services

PCG develops and tailors comprehensive strategic communications plans that include objectives, strategies, tactics, messages, materials and a means to measure results. Our communications consulting services range from the design and execution of full-scale marketing and public relations campaigns, including media outreach and materials development, to project-specific assignments such as creating employee communications and outreach vehicles.

Message Development and Communications Products

PCG works with government agencies to develop core messages and communications products aimed at key stakeholder groups. We use an integrated message and design approach, linking print and online materials together for maximum value.

Art and Graphic Design Services

PCG's art department, equipped with state-of-the-art technology and a network of vendors, offers clients a one-stop shop for all their design needs. When working on print or online materials, our clients have the benefit of working with a team of strategists, writers and designers under one roof. Our art and graphic design service can produce, among other items, brochures, manuals, newsletters, logos, public service advertisements, program reports, white papers, fact sheets and exhibits.

Editorial Services

PCG is known for the quality of its writing. We take complex, technical material and turn it into clear, concise, effective, "reader-friendly" documents. We research and develop press kits, fact sheets, case studies, backgrounders, executive presentations, white papers, brochures and newsletters.

Media Relations Services and Training

PCG recognizes that media relations can be the most critical component of a communications program. We work with government clients to develop clear messages and then match the right messages with the right audiences. We offer clients media training and work with them to polish the skills needed to communicate effectively with reporters.

Partnership Development

Our government clients often need to reach out to communities, businesses, and state and local governments to garner support for new products, programs or initiatives. PCG works with clients to build coalitions, partnerships and independent support, as needed.

Event and Conference Management

PCG offers government clients a full-range of event and conference management services, including development, planning, execution and promotion. We work with clients to line up speakers, select sites, develop agendas, create themes and produce meeting collateral materials.

Website Development

PCG understands the importance of online communications and the inherent challenge of developing and maintaining a website that can meet the needs of multiple audiences. We work with clients on design and content that will successfully showcase programs or services and convey key information in an attractive, easy-to-use format.