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

FSC Group 541, Part 1
Contract Number: GS-23F-0128P

Media, Marketing and Public Information Services

Contract Period: February 4, 2014 – February 4, 2019

Business Size: Large

Special Item Numbers (SINs):

- 541-1: Advertising Services
- 541-2: Public Relations Services
- 541-4A: Market Research and Analysis
- 541-4B: Video/Film Production
- 541-5: Integrated Marketing Services
- 541-1000: Other Direct Costs

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Customer Information

1a. Awarded Special Item Numbers

Under this contract, Hill + Knowlton, Inc., d.b.a. Hill + Knowlton, USA, is authorized to provide services under the following Special Item Numbers (SINs):

541-1:	Advertising Services
541-2:	Public Relations Services
541-4A:	Market Research and Analysis
541-4B:	Video/Film Production
541-5:	Integrated Marketing Services
541-1000:	Other Direct Costs

1b. Pricing

See the Pricing section of this catalog for prices by labor category.

2. Maximum Order Threshold

There is no upper limit on the size of a task order. Requirements exceeding \$1 million should be handled pursuant to clause I-FSS-125 (Sept. 1999). In brief, before placing an order that exceeds the “maximum order threshold,” the ordering agency must seek price reductions from schedule contractors that it is considering for placement of the order.

a. The contractor may:

- (1) Offer a new lower price for this requirement (the Price Reduction Clause is not applicable to orders placed over the Maximum Order Threshold in FAR 52.216.19, Order Limitations);
- (2) Offer the lowest price available under the contract; or,
- (3) Decline the order; orders must be returned in accordance with FAR 52.216-19.

b. A delivery order for quantities that exceed the Maximum Order Threshold may be placed with the contractor selected in accordance with FAR 8.404 (using a “best value” selection approach). The order will be placed under the current contract.

c. Sales for orders that exceed the Maximum Order Threshold shall be reported in accordance with GSAR 552.238-74.

3. Minimum Order

\$100.00

4. Geographic Coverage

Nationwide

5. Points of Production

Washington, DC

6. Discount from List Prices of State of Net Price

All prices in this catalog are net.

7. Quantity Discounts

Hill + Knowlton will offer volume discounts on large dollar orders. Our GSA rates are net. Discounts have been applied. We will apply a greater discount on labor billings for any GSA task order that exceeds \$15 million.

8. Prompt Payment Terms

Net 30 days.

9. Government Commercial Credit Card

- a. Acceptance: Hill + Knowlton will accept payment by government commercial credit cards for purchases above or below the micro-purchase threshold (\$2,500).
- b. Discount for Payment by Government Commercial Credit Card: None.

10. Foreign Items

Not applicable.

11. Delivery

- a. Time of Delivery: To be negotiated with the ordering agency on each task order.
- b. Expedited Delivery: Contact Hill + Knowlton for rates for expedited delivery.
- c. Overnight and 2-day Delivery: Contact Hill + Knowlton for rates for such delivery.
- d. Urgent Requirements: Contact Hill + Knowlton for faster delivery or rush requirements.

12. FOB Point(s)

Destination.

13a. Ordering Address

Hill + Knowlton Inc.
607 14th Street, NW
Suite 300
Washington, DC 20005

13b. Ordering Procedures

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

14. Payment Addresses

Should the ordering agency wish to use Electronic Funds Transfer (EFT) payment, the ordering agency should contact our CFO, Mr. Jeff Marcus, for routing instructions.

Mr. Marcus can be reached at (212) 885-0305; jeff.marcus@hillandknowlton.com.

Should EFT not be available, the remittance address is as follows:

Hill + Knowlton, Inc.
825 Third Avenue, 21st Floor
New York, NY 10022

15. Warranty Provision

Standard commercial warranty

16. Export Packaging Charges

Not applicable.

17. Terms and Conditions of Government Commercial Credit Card Acceptance

See Item #9, above.

18. Terms and Conditions of Rental, Maintenance, and Repair

Not applicable.

19. Terms and Conditions of Installation

Not applicable.

20a. Terms and Conditions of Repair Parts, etc:

Not applicable.

20b. Terms and Conditions for any other services:

Not applicable.

21. List of Service and Distribution Points

Not applicable.

22. List of Participating Dealers

Not applicable.

23. Preventive Maintenance

Not applicable.

24a Environmental Attributes

Not applicable.

24b. Section 508: The Contractor is a provider of Integrated Marketing, Advertising and related professional services. To the extent that a Statement of Work included in an order placed under the Contractor's contract requires delivery of Electronic and Information Technology as defined in Section 508, the Contractor will provide such EIT deliverables to the ordering activity in compliance with the requirements of Section 508 to the extent applicable as determined by the ordering activity's procuring officer. The EIT standard can be found at: www.Section508.gov/.

25. Data Universal Numbering System (DUNS) Number

04 123 7058

26. Central Contractor Registration (CCR)

Hill + Knowlton is registered in the CCR database.

Why Select Hill + Knowlton

Effective communication differentiates, adding substantial value to brands and businesses. But barriers to effective communication are increasing in a complex and unpredictable world. H+K has overcome these barriers for more than 80 years, working the toughest assignments and consistently delivering distinctive results. We maintain the most integrated and international communications network, assembling experts across sectors and countries. Our collective intelligence and ability to execute across a shared global network creates business results for our clients.

For more than 75 years, Hill + Knowlton (H+K) has helped government agencies and public institutions communicate important messages to the general public. We help our government clients achieve their goals through objective, fact-based, compelling communication. Whether it's informing Americans about important government services, educating audiences about disease prevention or motivating people to be more energy efficient, H+K works in partnership with our government clients to help them communicate valuable information to the American people.

We believe that working for the government is a privilege and, because our ultimate client and audience is the American people, it requires unique responsibilities. We pledge to be conscientious stewards of taxpayer dollars, dedicate ourselves to transparency on our government contracts and adhere to all government rules and regulations from procurement to campaign execution.

We have proven knowledge of federal civilian and defense programs; an understanding and appreciation for protocols and issues related to federal contracting and a well-deserved reputation for providing cost-effective services, on time and within budget.

Our proven track record includes:

Integrated Marketing. The Smithsonian Institution and Hill + Knowlton collaborated to design and execute an integrated marketing and communications campaign for the grand opening of the National Museum of the American Indian on the National Mall in Washington, DC. H+K developed and implemented a three-year, three-phase strategic approach, which included a master plan for the grand opening addressing: opening ceremonies, the Native Nation's Procession, First Americans Festival, VIP receptions, visitor services, and public relations. The efforts resulted in the opening month alone receiving nearly 1,400 TV segments on every national network. The Smithsonian added 20,000 new members and \$1 million in sales, a Smithsonian record. Post-opening polling showed a 28 percent increase in national awareness of the National Museum of the American Indian. The grand opening dubbed the "cultural event of the decade." H+K won the *Silver Anvil* award in 2005 for excellence in events/observances 7 or less days.

Public Awareness and Education. Fifty-three thousand California teens give birth each year and that number is likely to increase due to a 34 percent increase in the number of teens in the state. To address this challenge, the California Department of Health Services' Office of Family

Planning retained the services of Hill + Knowlton (H+K) to develop a comprehensive, state-wide, multi-lingual public education campaign. Through a campaign branded “It’s Up to Me,” the campaign focuses on teen responsibility, male responsibility, adult-to-teen communication, mentoring, statutory rape and the availability of family planning services. Hill + Knowlton developed media and corporate sponsorships, coordinated teen rallies, created poster contests, launched a rap contest and hosted teen forums. A Web site was created as well as a toll-free hotline for teens and adults to access 24 hours a day. Since its inception in 1996, California has recorded a 24 percent decrease in the number of births to teens. In 2001, the teen birth rate decreased more than six percent, which was the first time in 10 years that California achieved a teen birth rate lower than the national rate. The number of births to teens 15 through 19 years of age was 31.3 percent lower than in 1990. This is nearly twice the entire national reduction.

Public Service Announcements. The 60th birthday of America’s first baby boomer on January 1, 2005 marked the start of an 11 year cycle that will see the largest generation in history collectively looking towards retirement and an increasing amount of free time. As the federal agency chartered by Congress to connect Americans of all ages and background with opportunities to give back to their communities and nation, the Corporation for National and Community Service saw this as an important chance to sizes upon the power of this generation and encourage them to help change the world through volunteering. A PSA campaign was developed which included a series of television, print and radio Public Service Announcements in English and Spanish profiling boomers of different backgrounds sharing how community service has changed their lives. The campaign used peer to peer communications with boomers inviting others to “lead, inspire and change the world...again.”

Media Relations. For the U.S. Mint, H+K led the marketing and media launch of the *50 State Quarters*TM program. Working closely with The Mint, H+K developed an integrated national communications and marketing campaign supplemented by efforts surrounding the release of a new quarter every ten weeks. As one example of our efforts, H+K arranged for a live unveiling of the New York quarter on NBC’s *Today Show*. The campaign also yielded coverage by the Associated Press, Gannett, *Parade* magazine, *USA Today*, the *New York Times*, the *Washington Post*, and dozens of other print media outlets; and by CNN Headline News and hundred of TV network affiliates nationwide.

Branding. Leading efforts to communicate the power of the U.S. Department of Energy and the Environmental Protection Agency’s ENERGY STAR® brand. From developing and promoting public service announcements to recruiting and enhancing retail partners, H+K helped the EPA inspire change and motivate Americans to take energy efficiency into account when making purchasing decisions – whether for a light bulb for the back porch or a new motor for an industrial facility.

Social Marketing. Performing dramatically successful social marketing through “BabyCal,” a state-wide public education campaign in California aimed at combating low birth weight and decreasing infant mortality. Starting with in-depth demographic research, H+K defined and executed a highly effective, integrated media, public education and marketing program to communicate to pregnant women that receiving prenatal care early and often reduces the risks of

having low birth weight babies. The campaign made a significant impact on increasing healthy birth outcomes and lowering the state's infant death rate. In part because of the campaign's effectiveness, California's infant death rate has decreased by more than 31 percent. The campaign won a *Sabre* award for outstanding social marketing campaign, a *Prism* award and a *Pro* award for health care issues management.

Agency History and Overview

Founded in 1927, by John W. Hill, Hill + Knowlton is one of the world's largest multi-specialist communications consultancies, providing services to local and multinational clients. With a scalable global network of 79 offices in 44 countries, we specialize in campaigns that make a difference to our clients. Drawing on the right level of insight, resources, and specialist knowledge to reach a diverse audience of stakeholders, we produce real results and business outcomes for our clients.

We work with ease and impact at the intersection of business, policy, and communications because we hire the best people to bring together a powerful mix of critical thinking, fresh ideas and strong execution. Our teams embody wide-ranging experience, working across every major industry sector to provide clients with comprehensive communications strategy and creative solutions, on time and on target.

We believe in quality service and results, striving to anticipate clients' needs. We are committed to partnering with clients to discover, define and deliver real brand and business value for them. What ultimately distinguishes Hill + Knowlton is the collective power of our thinking combined with a proven ability to execute.

As a member of WPP (NASDAQ: WPPGY), one of the world's largest communications services groups, we work closely with our sister companies to draw on expertise and experience in all communications disciplines and to deliver integrated marketing campaigns to our clients.

Award-Winning and Ranked #1. Our success can be measured by the numerous prestigious awards that we have won for client programs around the world, year after year, from industry groups and publications such as the International Association of Business Communicators, the Public Relations Society of America, *PRWeek* magazine and *The Holmes Report*.

Further, Hill + Knowlton has long been recognized in the Thomas L. Harris/Impulse Research surveys as a top agency in various areas, including Best in International PR, Internal Communications and Financial Communications in 2003. We have been ranked #1 in Public Affairs since the survey's inception in 1998.

Since 2000, our global network has won more than 150 awards for our creative, thoughtful and highly successful campaigns on behalf of our clients, including the 2005 IPRA Golden World Award the 2005 PRSA Silver Anvil for Promoting + Positioning the Grand Opening of the National Museum of the American Indian, Special Event Observance, Under Eight Days.

Full-Service Capabilities

Marketing Communications. We're in the business of building business—sales, traffic, interest, buzz—through a range of brand-building tools, from media outreach and digital platforms to partnerships and promotions, to harnessing influencers and coalition-building—all designed to develop campaigns that are integrated with the full marketing mix. It is all about communicating with the right influencers, and our job is to create conversation to make sure our clients' messages resonate and stick.

Media Communications. Media relations is grounded in solid, compelling and resonant messaging that ties back to achieving relevant objectives for our clients. We have experienced media experts, many of them news veterans, anchors and journalists from prominent national news media, who identify and seize opportunities effectively. Also, we provide media training to maintain message discipline throughout the company in order to meet our clients' needs.

Digital Communications. The global digital practice goes beyond traditional public relations, public affairs, and marketing communications, integrating the best of online and interactive technologies. We provide insight, creative strategy, and tactical execution around the “three C's”—conversation, community, and content. We focus on current trends in the digital ecosystem and design campaigns to drive word of mouth.

Corporate + Financial Communications. Intangibles of corporate reputation have become as important as such tangibles as financial results. We tackle the toughest challenges faced by corporate leadership, including crises, financial transactions, employee communications, litigation, and social responsibility, to deliver a successful outcome.

Healthcare. With more than 300 specialists worldwide, H+K's healthcare team comprises an extensive network of professionals, reflecting a diversity of backgrounds and client-side leadership experience. At the heart of our approach is an interdisciplinary strategy that focuses on driving change across the healthcare ecosystem. Our extensive network and interdisciplinary approach makes us the partner of choice in the healthcare industry.

Public Affairs. Businesses operate in an environment influenced by issues, public interests, and public policy. H+K has a seasoned public affairs team represented in the world's major political hubs that understands the structures and dynamics underpinning public-policy making. We identify the decision makers and their influencers, whether in the media, interest and pressure groups, or think tanks.

Technology. Technology is the driver and enabler of the global market, and a consumer powerhouse. We know the business of it, the promise of it, and the complexity of it. Demographics vary widely—country by country, segment by segment. We help more technology clients than any other agency, including Internet giants, leaders in mobility, and companies and start-ups. We do more than tech PR, we do it in more places than any other firm in the world, and we do it best.

Labor Price List

If the agency Contracting Officer chooses to purchase from the Special Item Numbers (SINs) contained in this catalog on a firm fixed price, Task/Delivery Order basis, the total price shall be established at the time of the order and will be based on the prices offered herein.

If the agency Contracting Officer chooses to purchase from the Special Item Numbers (SINs) contained in this catalog on a labor hour basis (Time and Materials), the resultant Task/Delivery Order shall specify the Not to Exceed price; the Labor Categories proposed, with the hourly rates for each; and the other direct costs.

The following table presents Hill + Knowlton's rates, inclusive of the 0.75% Industrial Funding Fee (IFF). Our GSA rates reflect a discount from our standard commercial rates. We will apply a 23% discount on labor billings for any GSA task order that exceeds \$15 million.

Labor Category	GSA Price w/IFF
Senior Vice President	\$362.70
Vice President	\$251.47
Senior Account Supervisor	\$212.78
Account Supervisor	\$198.28
Senior Account Executive	\$164.42
Account Executive	\$145.08
Assistant Account Executive	\$116.06
Account Coordinator	\$67.70
Admin. Assistant	\$67.70
Intern	\$48.36

Labor Category Definitions

Senior Vice President. A senior vice president has an average of ten years of agency experience or equivalent. He/she has specialized industry knowledge in addition to specialized skills in media, investor relations, writing, etc. He/she pursues, directs and implements public relations or public affairs programs. He/she has ultimate client responsibility from a delivery, financial, and management perspective. He/she is an active participant in new business activities. He/she is considered a leader in the company, both from a client and a staff perspective.

Vice President. A vice president has an average of eight years of agency experience or equivalent. He/she independently manages clients and account service. He/she has expert knowledge of PR specialty areas and general business practices.

Senior Account Supervisor. A senior account supervisor has an average of six years of agency experience or equivalent. He/she is responsible for managing client accounts and staff. He/she has special knowledge of the unique communications needs of one or more specialties, e.g. marketing, financial relations, corporate counseling, healthcare, etc. He/she often serves as the liaison between junior staff and VPs/SVPs.

Account Supervisor. An account supervisor has an average of 4 years of agency experience or equivalent. He/she is responsible for supervising junior staff, overseeing strategic development and execution of client programs, and working directly with clients.

Senior Account Executive. A senior account executive has an average of one to four years of agency experience or equivalent. He/she is beginning to establish a specialization or practice expertise. He/she has an increasing level of contact with clients. He/she works effectively with account teams and supervises projects and subordinates and others directly assigned.

Account Executive. An account executive has an average of one to two years of agency experience or equivalent. He/she is responsible for supporting the execution of client programs. He/she understands the basic principles of communications, is able to produce basic deliverables with minimal supervision, and works within a team structure to meet clients' needs.

Assistant Account Executive. An assistant account executive has an average of less than one year of agency experience or equivalent. He/she often has a background in communications at the college or professional level. He/she is responsible for supporting an account group. He/she is able to clearly express his or her thoughts in writing and works effectively in a team structure.

Account Coordinator. An account coordinator has at least an associates degree or bachelor's degree. He/she supports either an executive or an account group. He/she coordinates communications between teams, is responsible for scheduling as well as other administrative duties.

Administrative Assistant. An administrative assistant has a high school diploma or equivalent. He/she provides secretarial, routine administrative support to company Executive. He/she may

perform duties for one or more people. His/her duties may include maintaining schedules, preparing correspondence, managing phone calls, and greeting visitors.

Intern. An intern is a student who is pursuing a degree in a field such as communications, political science, etc. He/she works directly with account teams to execute various communications strategies for clients. He/she assists account teams with meetings, serves as a note taker for a variety of meetings, both internal and external, and works with team to prepare client deliverables.

Other Direct Costs (SIN 541-1000)

Our labor rates do not include supplies, materials, or other direct costs associated with the services provided. These non-labor costs are listed below. The prices shown in this table are inclusive of the 0.75% IFF.

Agency orders may alter the type, quality, and timing of each component and thus result in a lower or higher price for specific requirements. Based on the specific task identified at the Task Order level, Hill + Knowlton will propose other direct costs that accurately reflect the actual work required. If a specific task order requires other direct costs that exceed the amounts shown below, or require items not included in the following list, a modification to this contract will be required. (With appropriate documentation, GSA Schedule contracts may be modified at any time to add a new ODC as appropriate to respond to a task order. Other Direct Costs not approved on schedule may not be included as part of a GSA Schedule order.)

Hill + Knowlton will charge project-specific travel and per diem in accordance with the Federal Travel Regulation.

Other Direct Cost (ODC)	Price (inclusive of 0.75% IFF)
Advertising	\$111,746
Appearance fee (2 persons)	\$34,257
Catering for 250 people	\$24,786
Client-specific custom display piece	\$35,466
Clipping Service: 2,559 clips from newspapers, AP, and Internet	\$4,294
Courier Services	\$701
Design services	\$37,540
Floppy Disk duplication (2,500 disks w/ labels and shipping)	\$1,543
Help Desk Operation: One month call center operation	\$157,606
Lexis Nexus/News Retrieval	\$.77 per minute

Other Direct Cost (ODC)	Price (inclusive of 0.75% IFF)
Media Buys: 30-second TV broadcast spots (60 runs total, on local TV)	\$47,960
Media Buys: Three-quarters page, b+w ad in <i>New York Times</i>	\$68,783
Media Monitoring	\$2,729
Newswire	\$15,183
Office Supplies	\$3,835
Online and print monitoring service of media placements	\$31,348
Pamphlet/Folder + Inserts: 10,000 units; 3 panels with 2 pasted pockets; 6/6 4 color process; die cut, blind emboss cover; 6/6 spot varnish	\$39,950
Photocopies (b+w; 8.5"x11")	\$.252 per page
Photography, mounting: 4 slide dupes; 4 logo mounts; 4 imprints top/bottom; 4 collate + sleeve; 1 vinyl page	\$13,061
Postage	Current Rate Charged By USPS
Pre-Production, production and post-production for :60, :30, and :15 Videos/PSAs	\$35,264
Printing of Materials: Editorial research, writing, prep and make-up for 22 modules of training materials; and composition and make-up for binders and 22 tabs.	\$45,522
Production of Promotional CD: Prepping mechanical for DC sleeves and disc label; film and printing of 4-panel jacket; disc replication, assembly, shrink-wrap and shipping; 2,000 copies of CD.	\$8,452

Other Direct Cost (ODC)	Price (inclusive of 0.75% IFF)
Production Staging: Production staging and management for five day management conference	\$136,799
Production Management + Design Services: Creation of event floor plan; design and build-out of event structure; securing appropriate sound, lighting, staging equipment; handling all event permits.	\$100,756
Promotional Materials	\$9,687
Publications/Subscriptions	\$605
Radio Media Tour	\$2,872
Research	\$20,574
Satellite Media Tour	\$20,353
Telephone	\$0.15 per minute
T-Shirts (15,700 Black T-Shirts w/graphic)	\$86,605
Venue rental - 4 days	\$28,212

Contact Information

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Visit www.hillandknowlton.com to learn more.