

Advertising and Integrated Marketing Solutions AIMS

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule

FCXA-M2-030001-B
Industrial Group 541

SINs:

541-4A and 541-4A RC
541-5 and 541-5 RC
541-1000 and 541-1000 RC

Contract Period: March 22,
2000, through March 21, 2020

Contract No.: GS-23F-0155K

Westat
1600 Research Boulevard
Rockville, MD 20850
301-251-1500
Fax: 301-738-3500

www.westat.com

Business Size: Large

Catalog and Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!®, a menu-driven database system. www.gsaadvantage.gov.

AIMS

Table of Contents

About Westat	3
Customer Information	4
Services Ordering Process Advertising and Integrated Marketing Solutions AIMS	6
Awarded Services Market Research and Analysis Services SIN 541-4A/541-4RC	7
Awarded Services Integrated Marketing Services SIN 541-5/541-5RC	10
Table 1 Hourly Prices by Labor Categories for SIN 541-4A and SIN 541-5	13
Table 2 Other Direct Costs (ODCs) for SIN 541-1000/541-1000RC	14
Labor Categories	16



Westat's research, technical, and administrative staff of more than 2,000 is located at our headquarters in Rockville, Maryland just outside Washington, DC. Depending on the number of active projects at any time, up to several thousand data collection and processing staff work at Westat's survey processing facilities, at our Telephone Research Center facilities, and at data collection sites throughout the nation. Westat also maintains research offices near our clients in Atlanta, Georgia; Cambridge, Massachusetts; Raleigh/Durham, North Carolina; Philadelphia, Pennsylvania; and Houston, Texas. Westat also has offices in Beijing, China; Liberia, Costa Rica; Addis Ababa, Ethiopia; New Delhi, India; Johannesburg, South Africa; and Bangkok, Thailand.

Westat is an employee-owned research corporation known for the quality of its statistical design, data collection, and analysis work, and its expertise in communications. For 50 years, we have successfully provided research and consulting services across Government programs, in fields as diverse as health and medicine, employment and training, social services, housing, environment, transportation, and military human resources. With headquarters in the Washington, DC, metropolitan area, we are conveniently located near our Federal Government clients.

About Westat

Westat's most important resource is its diverse staff of more than 2,000 professionals. Included in this group are social scientists; management analysts; communications, public relations, and marketing professionals; web development experts; computer systems and related staff; program area specialists; and survey operations specialists. We offer a complete team of researchers and behavioral scientists to lead projects involving market research, media and sentiment analysis, and related services. Our staff includes some of the best-known names in the field of research and statistics. We are experts in identifying target audiences, establishing program objectives, determining market trends, responding to public inquiries, developing and implementing social marketing campaigns, creating communications products and programs, and recommending effective marketing strategies and tactics.

Westat uses a project-oriented management approach that enables us to assemble the most appropriate and responsive team for each assignment. With a long tradition of specialized research, we are qualified to address the most daunting research and marketing challenges facing Government agencies.

Westat's Washington-area facilities provide the resources to support projects with diverse and complex requirements. In addition to our professional offices, our main campus houses a state-of-the-art Telephone Research Center, facilities to support mailing operations, a computer center, data preparation and processing facilities, a warehouse and distribution center, and a conference and training center. Many projects also make use of our in-house focus group facility and web usability lab, which include equipment for monitoring and recording sessions.

Westat is pleased to offer an expanded range of relevant services through our Federal Supply Schedule Contract for Advertising and Integrated Marketing Solutions (AIMS). This Federal Supply Schedule is a flexible, easy-to-use task order contract that is available to all Federal agencies, the District of Columbia, government-owned corporations, and the U.S. Postal Service. This catalog describes our services available through the AIMS contract mechanism and provides all of the necessary details concerning prices and the ordering of services.

Customer Information

Advertising and Integrated Marketing Solutions | AIMS

Our customers can expect the utmost commitment to quality performance and efficient service.

- 1a. **Awarded Special Item Numbers (SINs):**
541-4A – Market Research and Analysis Services
541-5 – Integrated Marketing Services
541-1000 – Other Direct Costs
- 1b. Prices shown in Table 1 (page 13). Federal clients receive a 5% discount on labor prices quoted on Table 1 and include a .75% Industrial Funding Fee. Prices are for the current year and escalators on out years are negotiated by individual tasks.
- 1c. Descriptions of labor categories and education and experience requirements for each (page 16).
2. **Maximum Order:**
\$1 million per SIN/per order
3. **Minimum Order:** \$2,500.
4. **Geographic Coverage:** Worldwide.
5. **Points of Production:** Rockville, Montgomery County, Maryland USA
6. **Discount from List Prices:** Net Price (discount deducted) - See attached price list. Additional discounts may be negotiated for task orders over \$1,000,000.
7. **Quantity Discounts:** None.
8. **Prompt Payment Terms:** Net 30 days.
- 9a. **Government Purchase Cards:** Accepted at or below the micro-purchase level.
- 9b. **Government Purchase Cards:** Not accepted above the micro-purchase level.
10. **Foreign Items:** Not applicable.
- 11a. **Time of Delivery:** Negotiated at the task level.
- 11b. **Expedited Delivery:** Negotiated at the task level.
- 11c. **Overnight and 2-Day Delivery:** Negotiated at the task level.
- 11d. **Urgent Requirements:** Agencies may contact contractor to effect a faster delivery.
12. **F.O.B. Points:** Destination.
- 13a. **Ordering Address:** Westat

1600 Research Blvd.
Rockville, MD 20850-3129

- 13b. Ordering Procedures:** For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment Address:**
Westat
P.O. Box 1004
Rockville, MD 20850-3195
- 15. Warranty Provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. Export Packing Charges:** Not applicable.
- 17. Terms and Conditions of Government Purchase Card Acceptance:** See 9a and 9b.
- 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.
- 20a. 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 and Other Special Attributes:** Not applicable.
- 24b. Section 508 Compliance for Electronic and Information Technology (EIT):** EIT supplies and services are customized to agency- specific requirements that include posting the Accessibility Policy on site pages, providing hot links to the Accessibility Coordinator if reading problems are encountered, and providing an accessibility feedback form to identify issues encountered for the Accessibility Coordinator. The EIT standards are found at: www.Section508.gov.
- 25. Data Universal Number System (DUNS) Number:** 049508120
- 26. Notification Regarding Registration in System for Award Management (SAM):** CAGE Code 1D075.
- 27. Uncompensated Overtime:** Uncompensated overtime is not billed to the client. It is compressed to regular compensated hours. Regular compensated hours are used for client billings.
- 28. Non-labor Items:** Non-labor items (shown on pp. 14-15) are priced at actual costs plus associated indirect costs in accordance with Westat's Disclosure Statement effective January 1, 2013 and the current Provisional Indirect Rate Agreement negotiated with the National Institutes of Health.

Services Ordering Process

Advertising and Integrated Marketing Solutions | AIMS

AIMS is a competitively awarded contract. Each client agency has specific contract procedures that it will follow when using this simplified procurement process. Orders flow directly from the client agency to Westat. The following are general rules that GSA has proposed.

- A.** If a customer solicits proposals from firms on the Schedule, these are the steps that can be followed:

Step 1: The Customer sends a Task Request to Westat's AIMS Coordinator or Contractual Representative via fax or email. The request should include Westat's AIMS Contract Number (GS-23F-0155K).

Mr. Payton Smith, AIMS Coordinator
301-294-2090
Fax: 301-738-3500
paytonsmith@westat.com

Mr. Rod Mohadjer,
Contractual Representative
301-294-3941
Fax: 301-738-3500
rodmohadjer@westat.com

Step 2: Westat reviews the request and develops a proposal consisting of two parts: Technical and Price.

Step 3: Westat submits the proposal to the Customer (as either a letter proposal or an oral presentation).

Step 4: The Customer reviews the proposal and makes a best-value determination.

Step 5: If Westat is selected, the Customer issues a delivery order/task order to Westat.

- B.** When the Customer selects Westat based on a best-value determination, these are the steps that can be followed:

Step 1: Westat meets with the Customer to define and document the requirements.

Step 2: The Customer reviews the project definition and modifies it as necessary.

Step 3: Westat advises the Customer of the labor mix and the cost to meet the identified project requirements.

Step 4: The Customer provides the project definition and funding documents to its internal Contracting Officer.

Step 5: The Customer's Contracting Office executes the purchase order and issues it directly to Westat. The purchase order should include Westat's AIMS Contract Number (GS-23F-0155K).

Step 6: Westat begins the work.

Awarded Services

Market Research and Analysis Services | SIN 541-4A and 541-4A RC

Westat is a leading provider of data, information, and insights that help guide and support Federal agency programs. Our concentration in Federal programs allows us to extend our services, ranging from developing strategic plans to increasing public awareness of our clients' products, services, and programs. The following section describes some of our key services related to advertising and integrated marketing solutions.

Westat is a leading provider of data, information, and insights that help guide and support Federal agency programs.

We work closely with our clients to conduct formative research that guides the development of theory-based communications and marketing plans. Research activities might include collecting primary data, analyzing extant data, or conducting comprehensive literature reviews, environmental scans, or other research to inform the process. Westat helps clients to establish program objectives, identify and segment target audiences, develop and test program messages and products, and evaluate program impact.

Westat works with clients to establish strategies, tactics, and materials that are both consistent with the image they want to portray and sensitive to racial and cultural issues in our diverse society.

Our marketing research can help clients determine the best approach to achieving goals and the specific tactics required to carry out the strategy. We work closely with the client to identify a distinct mix of product, price, place, and promotion for each

audience segment. This involves efforts to define and test alternative message concepts and then determine which should be pursued. We evaluate test message concepts and materials to determine message appeal (e.g., logical vs. emotional) and style (e.g., testimonials, demonstration, slice of life, animation, humor). We also conduct usability testing in our in-house usability lab to determine the effectiveness of web-based communications.

Westat is a recognized leader in all phases of survey design and development, data collection, and data analysis. We have extensive experience in program evaluation and provide the tools to help clients assess how well the objectives of a marketing program are being met after program implementation. We can assess, for example, target audience knowledge or awareness after a marketing effort has launched or when it is finished.



Westat writers and graphics staff helped the CDC's Division of Diabetes Translation's Native Diabetes Wellness Program produce a multimedia education and outreach campaign about diabetes prevention based on the original children's books—The Eagle Books series. The related products, which expanded the campaign to include other healthy and active lifestyle messages, included graphic novels for older children; DVDs; podcasts; coloring books; toolkits for health educators, teachers, and parents; and a traveling exhibit of the original artwork from the book series that has been on display around the country.

We can help clients select appropriate communication channels (e.g., traditional or social media, word-of-mouth), taking into consideration client knowledge and preferences. The selection will depend on the communication preferences of the target audience, the complexity of the message, and resource restrictions.

Westat also offers experience and expertise in data analysis and evaluation. We can help our clients to interpret and apply research findings from focus groups, surveys, and other sources of information about target audiences, market penetration, and the content and acceptability of materials.

The following sections briefly describe some of the tools Westat offers to support market research and related activities required by our clients.

Focus Groups | Our staff are thoroughly experienced in conducting and analyzing in-person, telephone, and online focus groups. These groups can be used to develop communication plans, evaluate the content of survey materials, test strategies for reaching target audiences, and study audience knowledge, attitudes, and behaviors. We have conducted focus groups in English, Spanish, and many Asian languages.

Our on-site facilities offer state-of-the-art capabilities for observing and recording sessions (with the informed consent of participants), enabling clients to choose the level at which they want to participate in the process. Westat can also arrange focus groups at other facilities, in many situations and locations across the country. Regardless of the setting, we provide analysis and documentation containing the detail required by our clients.

Surveys | Westat's full range of survey capabilities enables us to deliver high-quality, cost-effective research and media analysis for large- and small-scale marketing efforts on a wide variety of topics. We have the sampling, field, and analytic experience and staff required to develop, conduct, and analyze surveys. We have used in-person, telephone, mail, and online surveys to gather baseline information and to assess market trends and program performance.

Our research professionals tailor survey activities to the client's requirements. If the client needs the full array of survey instruments and materials, we have that capability. We can also provide a range of survey support services, from multimedia presentations to descriptive pamphlets and posters. Survey results are delivered to our clients in a wide variety of user-friendly formats, from public-use data files to published reports.

Traditional and Social Media Analysis | We have experience in assessing media content and the exposure of target populations to specific messages. Our staff has helped to identify the type, accuracy, and frequency of messages targeted to the general public and to subgroups. We also have the capability to obtain process measurements related to our client's areas of interest.

Usability Testing | In our in-house usability lab, Westat uses film, audiotape recordings, and user messages to analyze how well online communications are understood and navigated and how they can be improved. The products tested include web site applications, questionnaires, and software.

Cognitive Laboratory Research | Cognitive laboratory testing is used to increase the reliability and validity of questionnaires by determining which methods minimize comprehension, recall, and editing errors. Cognitive testing gives us and the client a detailed picture of the response process used by participants.

Graphics | Westat develops a wide range of print and electronic materials to support all of our clients' needs. Our Graphics Department offers award-winning design, illustration, and multimedia support for projects aimed at a wide variety of target audiences. In addition to the more traditional design and document layout services for print projects, our Graphics staff are fully equipped for and highly experienced in the design, development, and delivery of research publications, communication materials, training programs, and data dissemination via video, desktop, CD-ROM, and web-based multimedia. With these in-house resources, Westat is able to offer expert-level guidance from the development of a concept through to the production of the final deliverable.



Westat works with our clients to develop and implement multifaceted national public awareness and education campaigns. Working with the National Eye Institute (NEI), Westat designed and fabricated two identical exhibits and developed a multimedia touchscreen program. We managed the nationwide tour and worked with the media to promote the exhibit, which has visited 109 malls and other public venues in 45 states and the District of Columbia, giving more than 45 million people the opportunity to learn about an important health issue. THE EYE SITE received numerous awards, including a National Institutes of Health Plain Language award and a National Association of Government Communicators Gold Screen Award.

Awarded Services

Integrated Marketing Services | SIN 541-5 and 541-5 RC

Westat offers quality and value in the purchase of comprehensive communications and marketing services, including advertising; public and media relations; web-based marketing; digital and social media outreach; market research and analysis; video production; exhibit design and implementation; and conference, event, and tradeshow services. We are specialists in applying creative message development, design, and production services to research and science-based content.

Westat offers quality and value in the purchase of comprehensive communications and marketing services.

Westat combines research and data analysis with the full variety of communication and graphics services necessary to disseminate knowledge learned to our clients, special audiences, and the public. We create campaigns and deliver messages in any medium to local, national, and international audiences. Our customers get the best value on every project through Westat's combination of experience, technical qualifications, flexibility, and organizational efficiencies. We know how to use plain language in advertising and marketing to communicate important scientific, technical, and other complex messages to any audience.

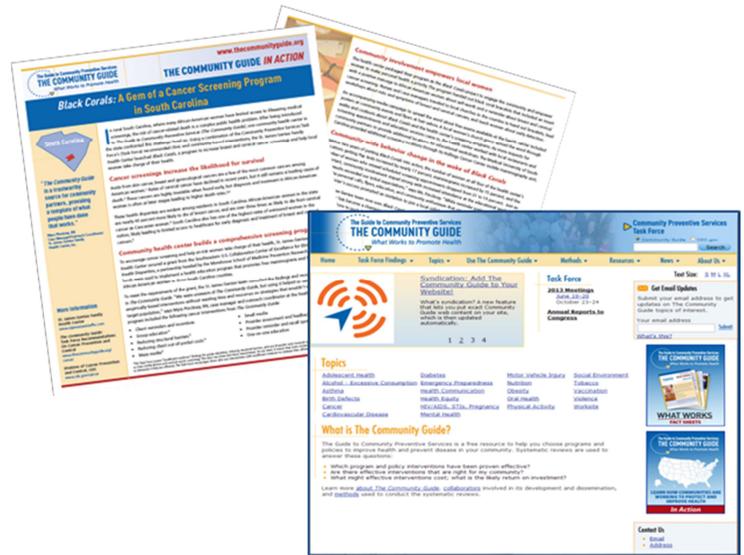
Westat has more than 80 full-time communication and graphics professional staff based in our corporate offices. The majority are housed in 5,000 square feet of specialized media facilities. We also maintain separate 1,100-square-foot focus group and usability testing facilities in our

Rockville Conference Center. Our full-service advertising and integrated marketing capabilities include the following.

Advertising | Our broad-based skills range from developing the objective and message to producing customized direct mail, outdoor marketing, and/or broadcasting and include evaluation, media placement, and related services. Our past projects include advertising to recruit survey respondents, customized direct mail to share selected findings with special populations, and public service announcement (PSA) templates for local use in social marketing initiatives.

Public and Media Relations | We work with our clients to develop a goal-based strategy and messages, prepare media materials, provide support for media events, and assist with crisis communication message development and media support services.

Web-Based Marketing | Our expertise encompasses creative web site design, development, maintenance, and hosting; databases, content management, and search engines; e-commerce; web-casting, video conferencing, and e-learning; captioning; and other accessibility requirements. One recent project required Westat's web team to create a full-service web site that houses registration, program information, and e-learning courses in support of the client's initiative. Another project required Westat's web and database development teams to add a secure e-commerce module that enabled a client to recover shipping costs for bulk publication orders. These cost recovery funds enabled the client to develop additional information resources for the public. We offer the creativity and fast-response design, development, and deployment capabilities of a small agency backed by the expertise and extensive resources of a large established firm.



Westat developed and is implementing a comprehensive research and marketing communications strategy to promote CDC's *The Guide to Community Preventive Services*, which summarizes the evidence on community-based public health interventions. Westat conducted formative research with state, tribal, local, and territorial health departments and their stakeholders to assess their information needs; developed a portable exhibit; and prepared and tested a series of communication print and video products. Westat is developing web-based applications to help users find the most interventions and the tools to put them into action.

Market Research and Analysis |

We provide a solid foundation for other advertising and marketing activities, with services that include focus groups, individual interviews, intercept interviews, concept and message testing, literature review, survey administration and analysis, and call center operations. The findings we develop inform branding initiatives, market identification, strategic planning, message development, and media campaigns.

Video, Film, and Multimedia Production |

We offer a full range of services—from creative video content development and preproduction to production and post-production—needed to deliver content in any standard or new media format. For one project, Westat created an interactive, multimedia touchscreen program as part of a national traveling exhibit. The program provides health information to shopping mall

visitors through a series of interactive screens and 10 videos. The program has been recognized by numerous awards for communications excellence. One recent video documentary won nine national awards for production and communication excellence.

Exhibit Design and Implementation |

We provide exhibit design and production services needed to create, store, and ship as well as set up and dismantle exhibits and related materials in venues ranging from tradeshows to malls. Westat designed and fabricated two identical traveling exhibits for a client and managed all logistics for a national tour of both exhibits to shopping malls and other venues across the country. From 2001 through 2009, the exhibits traveled to 109 malls and other public venues in 45 states and the District of Columbia, giving more than 45 million people the opportunity to learn about a health condition affecting millions of Americans.



Westat developed a multi-pronged social marketing strategy to support CDC's National Influenza Vaccination Campaign to raise awareness that all Americans ages 6 months and older need to get the annual flu vaccine. The social marketing campaign includes a variety of strategies including partnership engagement, traditional media, and digital media. The traditional media activities conducted in support of this campaign included hosting two radio media tours. The digital media activities included a mix of paid and earned strategies. The digital team was able to garner tremendous success, securing earned media placements due to ongoing publisher outreach, and working with innovative social media channels.

Conference, Event, and Tradeshow Planning and Support | We specialize in cost-effective, high-impact design and production ideas developed in accordance with Government standards for production and clearance. Travel support and conference management is one of Westat's core business areas. We have extensive experience in planning and managing both large- and small-scale conferences and panel meetings and are very familiar with the Federal requirements placed on those conferences. We develop agendas, make travel arrangements, create meeting materials, and provide honoraria for meeting participants. We also make arrangements for and staff client exhibits at conferences and professional meetings.

Commercial Photography | We provide both studio and location commercial photography services. Our photography assets also include an extensive library of more than 750,000 royalty-free professional images.

Commercial Art and Graphic Design |

We offer a seamless partnership of creative and research staff to develop distinctive, market-driven product branding and materials design. Our award-winning, high-impact, cost-effective products are developed in accordance with Government standards for production of print or audio-visual materials and clearance.

Plain Language Communication |

We provide significant expertise in the development of plain language publications and web sites. Since 2000, Westat-developed materials have won more than 25 National Institutes of Health Plain Language awards.

Public Inquiry Response |

We respond to thousands of public inquiries on behalf of clients. Westat information specialists answer telephones, conduct research, and respond to telephone, email, fax, and mail inquiries.

Distribution and Fulfillment |

We distribute millions of publications in response to public requests for information on behalf of clients. Westat has a modern warehouse facility in Frederick, Maryland, and offers a secure, customizable customer relationship management (CRM) system—that allows clients and Westat information specialists to enter and track publication orders in real time.

Westat's commitment to communications excellence is reflected by its participation in the Center for Plain Language (charter member), Plain Language Association International, Society for Technical Communication, National Association of Government Communicators, American Institute of Graphic Artists, and League of American Communications Professionals.

Table 1 | Hourly Prices by Labor Category for SIN 541-4A 541-4A RC and 541-5 and 541-5 RC

Labor Category	10/1/13 - 3/20/15		3/21/15 - 3/20/16		3/21/16- 3/20/17		3/21/17- 3/20/18		3/21/18 - 3/20/19		3/21/19 - 3/20/20	
	Per Hour	Per Day*	Per Hour	Per Day*	Per Hour	Per Day*	Per Hour	Per Day*	Per Hour	Per Day*	Per Hour	Per Day*
Senior Officer	327.06	2,616.46	334.58	2,676.66	342.28	2,738.22	350.15	2,801.20	358.20	2,865.63	366.44	2,931.54
Officer	271.26	2,170.04	277.50	2,219.99	283.88	2,271.05	290.41	2,323.29	297.09	2,376.72	303.92	2,431.39
Senior Manager - Level 1	237.04	1,896.29	242.49	1,939.94	248.07	1,984.55	253.77	2,030.20	259.61	2,076.89	265.58	2,124.66
Senior Manager - Level 2	197.21	1,577.72	201.75	1,613.97	206.39	1,651.09	211.13	1,689.06	215.99	1,727.91	220.96	1,767.65
Manager	158.06	1,264.48	161.70	1,293.56	165.41	1,323.31	169.22	1,353.75	173.11	1,384.89	177.09	1,416.74
Researcher - Level 1	134.38	1,075.05	137.47	1,099.77	140.63	1,125.06	143.87	1,150.94	147.18	1,177.41	150.56	1,204.49
Researcher - Level 2	112.14	897.14	114.72	917.75	117.36	938.86	120.06	960.46	122.82	982.55	125.64	1,005.14
Junior Researcher	94.61	756.85	96.79	774.29	99.01	792.10	101.29	810.32	103.62	828.95	106.00	848.02
Senior Support Staff	80.43	643.42	82.28	658.24	84.17	673.38	86.11	688.87	88.09	704.71	90.11	720.92
Support Staff - Level 1	67.52	540.19	69.07	552.58	70.66	565.29	72.29	578.29	73.95	591.60	75.65	605.20
Support Staff - Level 2	57.97	463.73	59.30	474.43	60.67	485.34	62.06	496.50	63.49	507.92	64.95	519.60
Support Staff - Level 3	52.63	421.06	53.84	430.72	55.08	440.63	56.35	450.77	57.64	461.13	58.97	471.74
Telephone Center Supervisor	46.00	367.99	47.06	376.46	48.14	385.12	49.25	393.98	50.38	403.04	51.54	412.31
Telephone Center Interviewer	32.97	263.73	33.73	269.83	34.50	276.03	35.30	282.38	36.11	288.88	36.94	295.52
Coder/Editor	34.92	279.36	35.72	285.79	36.54	292.36	37.39	299.08	38.25	305.96	39.12	313.00
Field Supervisor	45.54	364.34	46.59	372.70	47.66	381.27	48.76	390.04	49.88	399.01	51.02	408.19
Field Interviewer	27.92	223.40	28.56	228.50	29.22	233.75	29.89	239.13	30.58	244.63	31.28	250.26

*Day = 8 hours

Table 2 | Other Direct Costs (ODCs) for SIN 541-1000 and 541-1000 RC

Description	Item per unit	GSA Price
Copying	Per page	\$0.07
Computing - PC	Per month	\$275.83
Telephone Charge	Per interviewer hour	\$22.44
Field Expense	% of interviewer labor dollars	18.41%
VAX Processing Time and Data Services		
Rockville-Prime Service	Per CRU	\$0.00055
Rockville-Non-Prime Service	Per CRU	\$0.000325
12 Oaks-CATI Service	Per CRU	\$0.000325
VAX Data Services	Per block of 512 characters per month	\$0.0000475
VAX Printing		
Black and White Impression	Per Impact	\$0.03
High Speed Laser	Per Impression	\$0.03
Wesnet Network and Data Services		
Wesnet Network and Data Services	Per block of 512 characters per month	\$0.0000475
Network Application Servers		
Microsoft IIS Web server	Per month based on 100% usage	\$1,400.00
SAS Batch server	Per month based on 100% usage	\$3,500.00
Oracle Remote Data Capture Web server	Per month based on 100% usage	\$2,000.00
Acorde Document Management server	Per month based on 100% usage	\$3,500.00
Image Processing server	Per month based on 100% usage	\$8,000.00
PC Use and Related Services		
Office PCs (desktop, other office-assigned and off-site fully configured PCs)	Per month based on 100% usage	\$176.00
Field PCs (laptops, tablets and other field-assigned devices)	Per month based on 100% usage	\$60.00
Special Servers		
Support Magic	Per month based on 100% usage	\$1,000.00
Document Sharing		
Webex	Per month based on 100% usage	\$26,900.61
SharePoint	Per month per site	\$795.97

Description	Item per unit	GSA Price
Telecommunications Services		
Teleconference Services	Per minute per person per call	\$0.05
Copying		
Black and White	per copy	\$0.05
Color	per copy	\$0.15
Transcription Services		
Standard Transcriptions	per page	\$3.50
Time-coded Transcriptions	per page	\$4.00
Minimum Price Transcriptions	per job	\$50.00
Video/Audio Services		
On-location Audio Production (includes equipment)	Per day	\$796.00
On-location Videographer (includes equipment)	Per day	\$926.00
Printing		
Advance Letter	per unit	\$0.07
Badge	per unit	\$1.30
Booklet	per unit	\$1.52
Booklet Envelope	per unit	\$0.59
Booklet Window Envelope	per unit	\$0.18
Brochure	per unit	\$1.00
Envelope	per unit	\$0.41
Flyer	per unit	\$0.06
Folder with Inserts	per unit	\$12.83
Form	per unit	\$0.43
Label	per unit	\$0.07
Letterhead Shell and Survey	per unit	\$0.04
Newsletter	per unit	\$0.16
Newsletter and Insert	per unit	\$0.09
Postcard	per unit	\$0.31
Postcard with Envelope	per unit	\$0.43
Questionnaire	per unit	\$13.78
Survey	per unit	\$1.50
Window Envelope	per unit	\$0.40
Survey Incentive		
Survey Incentive	per Survey Respondent	\$90.00
Postage		
US Post Office	Standard Postal Rates	Standard Postal Rates

AIMS | Labor Categories

The following are typical descriptions for each category; some variation exists by skill and specialty. The level of each category is not simply tied to degree and skill but also reflects the amount and type of relevant experience, levels of responsibility, and demonstrated achievement for which there is no simple metric. For each proposal, as required by the Request for Quote, staff resumes are provided.

Labor Category	Description	Experience and Education
Senior Officer	Responsible for staff assignments and overall performance review, ensuring adequate resources, and oversight of quality work across a broad range of projects. Typically, a Director of a Westat Study Area or Department.	Experience: 20 years of successful management and leadership of large and complex projects. Education: College degree is a minimum requirement, but advanced degrees are common.
Officer	Provides management and leadership or technical direction of large, complex projects. Typically, an Associate Director of a Westat Study Area or Department. Also includes very senior technical staff.	Experience: 15 years of successful management and leadership or technical direction of large and complex projects. Education: College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 1	Provides managerial or technical oversight responsibilities for multiple projects.	Experience: 15 years of successful management and leadership or technical direction of large and complex projects. Education: College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 2	Senior-level manager or analyst with major responsibilities on a project with skills in such areas as survey design, operations analysis, information processing, research reports, etc.	Experience: 10 years of successful management and leadership or technical direction of large and complex projects. Education: College degree is a minimum requirement, but advanced degrees are common.
Manager	Manages a project or a major component of a larger project. Often uses a range of technical skills.	Experience: 8 years of successful management and leadership or technical direction of large and complex projects. Education: College degree is a minimum requirement, but advanced degrees are common.

AIMS | Labor Categories (CONTINUED)

Labor Category	Description	Experience and Education
Researcher – Level 1 Researcher – Level 2	Usually a research analyst, survey developer, or systems staff member at Level 1 or Level 2. May provide senior editorial or graphics support. Frequently plays a major technical role in the project.	Experience: 5 years of experience for Level 1 and 3 years of experience for Level 2 in a technical role on projects of varying size and complexity. Education: College degree is a minimum requirement, but advanced degrees are common. Master's is equivalent to 2 years of experience and doctorate is equivalent to 5 years of experience.
Junior Researcher	Provides skills similar to the Researcher Level 2 but less often in a major role. May provide editorial or graphics support.	Experience: 2 years of experience in a project research role. Education: College degree is a minimum requirement. Master's is equivalent to 2 years of experience.
Senior Support Staff	Provides technical skills in support of project development and operations. (Sometimes referred to as a Research Assistant)	Experience: 3 years of project support using relevant technical skills are required. Education: College degree required.
Support Staff – Level 1 Support Staff – Level 2 Support Staff – Level 3	Three levels of Support Staff are frequently involved in survey operations and in supervising and conducting data preparation and editing records.	Experience: Level 1 – 2 years of experience. Level 2 – 1 year of experience. Level 3 – No prior experience required. Education: High school diploma required.
Telephone Center Supervisor Telephone Center Interviewer	Supervisor provides quality control and support for the telephone interviewing staff. Interviewer conducts interviews by telephone with participants in research studies.	Experience: For both positions, the ability to successfully perform the required tasks after training is the only experience requirement. Education: For both positions, high school diplomas are required, but college degrees are common.

AIMS | Labor Categories (CONTINUED)

Labor Category	Description	Experience and Education
Coder/Editor	Reviews and codes data records according to defined rules and procedures.	<p>Experience: The ability to successfully perform the required tasks after training is the only experience requirement.</p> <p>Education: High school diploma required, but college degrees are common.</p>
Field Supervisor Field Interviewer	Supervises and conducts data collection activities.	<p>Experience: Field Supervisor position requires some prior supervisory experience. Field Interviewer does not require prior experience. The ability to successfully perform the tasks required according to specifications after training is the only requirement.</p> <p>Education: Field Supervisor requires high school diploma, but 2 years of successful interviewer or related experience may substitute. Field interviewer requires no educational achievement.</p>