

U.S. General Services Administration Schedule Contract

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 deliver order are available through GSA *Advantage!*, a menu-driven database system. The INTERNET address GSA *Advantage!* is: www.GSAAdvantage.gov.

FSC 541: Advertising and Integrated Marketing Solutions

Contract No. GS-23F-0175K
Special Item Numbers:

541-1: Advertising Services
541- 4A: Market Research and Analysis
541-1000: Other Direct Costs

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



Contract Holder

Contract Period: April 1, 2000 - February 28, 2010

The Cadmus Group, Inc.

Headquarters: 57 Water St., Watertown, Massachusetts 02472
Phone: (617)673-7000; FAX: (617) 673-7001
E-Mail: chitchcock@cadmusgroup.com
Web: www.cadmusgroup.com

Business Size: Other than small

Other Main Offices: Arlington, VA • Helena, MT • Los Angeles, CA

Pricelist current as of August 2007

Customer Information

◆ Information for Ordering Offices ◆

1a. Awarded Special Item Numbers

SIN 541-1: Advertising Services
SIN 541-4A: Market Research & Analysis
SIN 541-1000: Other Direct Costs

1b. Pricing Data

See Attachment B.

1c. Hourly Rates

See Attachment B.

2. Maximum Order

There is no overall limitation on the size of any order under this contract. To assist customer agencies in determining whether they should seek a price decrease, a level called a “maximum order” has been established under this contract. For this contract, that amount is \$1,000,000. When an agency order exceeds this amount, it is recommended that the ordering activity contact the contractor for a reduced price.

3. Minimum Order

The minimum acceptable order will be \$100.

4. Geographic Coverage (delivery area)

Worldwide

5. Point(s) of Production

Watertown, MA
Arlington, VA
Helena, MT
Los Angeles, CA

6. Discount from List Price or Statement of Net Price

None.

7. Quantity Discounts

Negotiable.

8. Prompt Payment Terms

None.

9a. Government Commercial Credit Card Accepted at or Below Micro-Purchase Threshold

Will be accepted by Cadmus. (Also see 17, below.)

9b. Government Commercial Credit Card Accepted or not Accepted Above Micro-Purchase Threshold

Will be accepted by Cadmus. (Also see 17, below.)

10. Foreign Items

N/A

11a. Time of Delivery

Cadmus will strive to respond to all inquiries within 1 day of receipt, but always within 5 days. The establishment of a date for the delivery of services will be by mutual agreement between the ordering activity and Cadmus.

11b. Expedited Delivery

Items available for expedited delivery are noted in our price list.

11c. Overnight and 2-day Delivery

These delivery options are available. Schedule customers may contact Cadmus for rates for overnight and 2-day delivery.

11d. Urgent Requirements

For **urgent requirements**, Cadmus will make every effort to respond in the shortest time possible. See also, I-FSS-140B Urgent Requirements clause (JAN 1994).

12. F.O.B. Point

Destination

13a.Ordering Address

The Cadmus Group, Inc.
Attn.: Contracts Dept. (Chris Hitchcock)
57 Water St.
Watertown, MA 02472
Telephone: (617) 673-7000
Fax: (617) 673-7001
E-mail: chitchcock@cadmusgroup.com

13b.Ordering Procedures

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14.Payment Address

Payment should be forwarded to the following address:

The Cadmus Group, Inc.
Attn.: Accounts Receivable
57 Water St.
Watertown, MA 02472

Government Commercial Credit Cards will be acceptable for payment. In addition, bank account information for wire transfer payments will be shown on the invoice.

15.Warranty Provision

N/A

16.Export Packing

N/A

17.Terms and Conditions of Government Commercial Credit Card

No special terms and conditions.

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

N/A.

20a.Terms and Conditions for Any Other Service

No special terms and conditions.

21.List of Service and Distribution Points

N/A

22.List of Participating Dealers

N/A

23.Preventive Maintenance

N/A

24a.Special Attributes

N/A

24b.Section 508 Compliance

Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and can be found at www.cadmusgroup.com/accessibility.html.

25.Data Universal Number System (DUNS) Number

10-116-3731

26.Central Contractor Registration (CCR)

The Cadmus Group, Inc. is registered in the CCR database.

Attachment A

Scope of Work for Services Offered Under Cadmus' Advertising and Integrated Marketing Solutions Contracts

The broad sweep of our Advertising and Integrated Marketing Solutions contracts with GSA enables us to provide a wide range of related services to clients in all three branches of the Federal Government. For example, we can help clients identify and reach target audiences to increase their awareness of client products, services, and issues. Under this contract, we can provide the following types of service:

SIN 541-1 Advertising Services

Cadmus provides services that promote public awareness and public education of Federal Government programs and services. We can also provide outdoor marketing services that will promote agencies' marketing, media, and public information efforts. The types of services we provide include, but are not limited to, pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements, and catalogs. As required by our clients, we can construct, repair, and maintain displays. These types of services may include, but are not limited to, providing painted or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Novelty items such as key chains are included along with other miscellaneous business services not elsewhere classified. Sites locations may include, but are not limited to, all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers, and airport displays and kiosks.

SIN 541-4A Market Research and Analysis

Cadmus reviews, revises, and develops, as required, customized strategic marketing plans that formulate short- and long-range goals to increase public awareness of products, services, and issues. We identify the best target audience or work with a target audience indicated by the client. In addition, we establish measurable marketing objectives, determine market trends and conditions, identify appropriate strategies, and recommend tactics to meet those objectives. Besides identifying and analyzing market trends, we can provide other types of services including, but not limited to, conducting focus groups, telemarketing, individual interviews, preparing and distributing surveys, and compiling and analyzing results. We can also establish call centers to provide information to the public via inbound toll-free telephone service as well as outbound telemarketing services.

Attachment B

Cadmus' GSA Professional Services Rates for Advertising & Integrated Marketing Solutions

Option Period Year 3 runs from March 1, 2007 to February 29, 2008. Option Period Year 4 runs from March 1, 2008 to February 28, 2009. Option Year 5 runs from March 1, 2009 to February 28, 2010. Note: All Other Direct Costs will be burdened with Cadmus' normal indirect burden.

Special Item Numbers 541-4A and 541-1		
Labor Category*	Govt. Hourly Rate Option Period Year 3	Govt. Hourly Rate Option Period Year 4
Senior Expert	\$177.16	\$184.24
Expert	\$138.80	\$144.36
Senior Communications Specialist	\$112.27	\$116.76
Communications Specialist	\$91.73	\$95.40
Senior Communications Analyst	\$72.47	\$75.37
Communications Professional	\$59.24	\$61.62
Junior Communications Professional	\$45.20	\$47.00

Special Item Numbers 541-4A and 541-1	
Labor Category*	Govt. Hourly Rate Option Period Year 5
Senior Expert	\$191.61
Expert	\$150.13
Senior Communications Specialist	\$121.43
Communications Specialist	\$99.22
Senior Communications Analyst	\$78.38
Communications Professional	\$64.08
Junior Communications Professional	\$48.88

* All services are available for expedited delivery.

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Special Item Number 541-1000: Other Direct Costs

Our labor rates do not include other direct costs associated with the services provided. These non-labor costs are listed below. Note: All Other Direct Costs will bear Cadmus' applicable indirect rates.

The cost below are the maximum costs that we reasonably expect to incur. 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, Cadmus 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. ODCs not approved on schedule may not be included as part of a GSA Schedule order.)

Item	Unit	Cost Per Unit
Advertising and Outreach, Production		
Public Service Announcement, Television	Per PSA (60-sec)	\$557,000.00
Industrial/Instructional Video Production	Per project (up to 5 30-min. modules)	\$115,995.00
B-roll	Per production	\$12,819.05
Audio News Release	Per ANR	\$7,500.00
Videography	Per day (2-person crew, video tape only)	\$1,350.00
Onsite photographic services	Per half day	\$1,260.00
Satellite Media Tour	Per 3-hour tour	\$12,175.00
Audio Media Tour	Per 3-hour tour	\$7,500.00
Podcast	Per podcast (per 3 episodes, 30 min.)	\$4,486.40
Display booth	Per booth	\$13,500.00
Promotional Items (i.e., give-aways)	Per item (minimum of 100 items)	\$25.00
Yard or street signs (incl. shipping & hardware)	Per sign (based on order of 5,000)	\$18.21
Specialty pocket folders	Per 1,000 folders	\$1,420.00
Signage, standard	Per sign (up to 40" x 60")	\$287.14
Museum quality signage	Per sign	\$2,540.00
Vinyl or cloth banners	Per unit	\$680.00

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Item	Unit	Cost Per Unit
Advertising and Outreach, Distribution		
Dubbing	Per 5 encoded beta dubs	\$475.00
Digital imaging	Per 2-hour event	\$201.50
Advertising and Outreach, Web		
Web hosting	Per month	\$575.00
URL registration	Per URL (5-year registration)	\$100.00
URL forwarding service	Per URL, per year	\$12.00
Keyword Search Campaign	Per campaign	\$20,000.00
SSL Certificate for Meeting Registrations, etc.	Per year	\$169.00
Advertising and Outreach, Media Buy		
Print	Per placement	\$411,000.00
Online media buy	Per placement	\$60,000.00
Outdoor advertising (e.g., billboards, busses)	Per venue, per month	\$8,000.00
Media Analysis and Assessment		
Video Monitoring	Per segment	\$110.00
Print clip analysis (fixed cost per month) plus print clip analysis (add'l cost per clip)	Per month Per clip	\$313.33 \$2.47
Clip recycling services	Per 95 gal bin	\$55.00
Nielson	Per month	\$1,926.00
Lexis/Nexis	Per month	\$232.73
Post to Web	Per month	\$1,220.00
Reports	Per report	\$14,900.00
Events, Conferences, and Representation		
Conference registration	Per registration	\$2,200.00
Required membership	Per membership	\$4,000.00
Conference sponsorship	Per conference	\$15,616.25
Meeting Space	Per day	\$2,500.00
AV equipment, rental	Per day	\$4,530.67
Exhibition space	Per booth (up to 10' x 10')	\$3,407.90
Full exhibit system	Per conference (up to 20' x 20' exhibit)	\$23,353.00
On- or off-site storage	Per sq. ft.	\$25.00

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Item	Unit	Cost Per Unit
Report and Document Development and Production		
Duplication, In House	Per page	\$0.07053
Specialized document production or duplication	Per page	\$1.78
Collating and binding print materials	Per document	\$5.49
Trimming of print materials or other special touches	Per cut	\$1.49
Stock icon	Per icon	\$300.00
Original artwork	Per custom illustration	\$2,500.00
Royalty-free photograph purchase	Per photo	\$495.00
Frames for certificates	Per frame	\$15.00
Communication and Collaboration		
Telephone usage	Per labor hour	\$0.7053
Telephone usage, off-site locations	Per month	\$199.00
Computer usage	Per labor hour	\$2.02
Audio, Video & Web-Conference Services	Per minute, per caller	\$0.37625
Email distribution services (< 10,000 emails/ yrs. Add'l emails are \$.004/email address)	Per yr	\$1,700.00
Delivery, U.S. Postal Service	Per piece	iaw USPS rates
Delivery, Commercial Express Mail (Federal Express)	Per piece	iaw GSA rates
Courier Services	Per delivery, one way	\$69.00