



Federal Supply Services
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage![®], a menu-driven database system. The INTERNET address for GSA Advantage![®] is: <http://www.gsaadvantage.gov>.

Advertising and Integrated Marketing Solutions (AIMS)

Federal Supply Schedule 541
FSC Group 541

Contract Number: GS-23F-0184N
Contract Period: 24 March 2013 through 23 March 2018
With One 5 Year Option Period

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules home page at: <http://www.gsa.gov/schedules>.

For more information, please contact:
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Business Office: 888/224-7041

Booz Allen Hamilton Inc.
8283 Greensboro Drive
McLean, VA 22102

RFP_services@bah.com	Email
http://aims.bah.com	Web Address
888/224-7041	Phone
703/902-3200	Fax

Business Size: Large

Pricelist current through Modification #A419, dated 04/4/15

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Customer Information

1a. Awarded Special Item Numbers:

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

1b. Please see **Appendix A and B** for **Price List**.

1c. Please see **Appendix C** for a list of **Labor Category Descriptions**.

2. Maximum Order Threshold (MOT): \$1,000,000.00 per SIN.

3. Minimum Order: \$100.00

4. Geographic Coverage (Delivery Area): Worldwide

5. Point of Production: The primary point of production is the Booz Allen corporate headquarters, located in McLean, Virginia.

6. Discount from List Prices: All prices listed are Net prices; basic discounts have been deducted.

7. Quantity discounts: Quantity discounts may be offered on a task order basis.

8. Prompt Payment Terms: 0 percent, net 30 days.

9a. Acceptance of Government Credit Cards at or below the micro-purchase threshold:

Government credit cards will be accepted for orders at or below the micro-purchase threshold.

9b. Acceptance of Government Credit Cards above the micro-purchase threshold:

Government credit cards will be accepted for orders above the micro-purchase threshold.

10. Foreign Items: Not applicable.

11a. Time of Delivery: To be negotiated with ordering agency for each individual task order.

11b. Expedited Delivery: Will be specified in the task order proposal, as applicable.

11c. Overnight and 2-Day Delivery: The schedule customer may contact Booz Allen for rates for overnight and 2-day delivery.

11d. Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. F.O.B. point(s): Destination

13a. Ordering Address:

Booz Allen Hamilton Inc.
Attention: Contracts*
8283 Greensboro Drive
McLean, VA 22102
888/224-7041 phone
703/902-3200 facsimile
RFP_services@bah.com

*Please mail to the attention of the Contract Administrator identified in the task order proposal.

13b. Ordering Procedures: The ordering procedures for supplies and services, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.gsa.gov/schedules).

14. Payment Addresses are as Follows:

Payment via Wire Transfer

Financial Institution: Wachovia Bank
9-Digit ABA routing number: see invoice
Telegraphic abbreviation: PNB
Account number: see invoice

Payment via Check/U.S. Mail

Booz Allen Hamilton Inc.
Wachovia Bank
P.O. Box 8500 (S-2725)
Philadelphia, PA 19178-2725

ACH Payments

Booz Allen Hamilton Inc.
Wachovia Bank
ABA routing number: see invoice
Account number: see invoice

International Funds

Booz Allen Hamilton Inc.
CHIPS participant number: 0509
SWIFT TID: PNBUS33

15. Warranty Provision: Not applicable.

16. Export Packing Charges: Not applicable.

17. **Terms and Conditions of Government Purchase Card Acceptance:** Government credit cards will be accepted for orders above and below the micro-purchase threshold. Bank account information will be shown on the invoice.
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 Indicating Date of Parts Price Lists and Any Discounts from List Prices:** 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 Attributes:** Not applicable.
- 24b. **Section 508:** If applicable, Section 508 compliance information on Electronic and Information Technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at www.Section508.gov.
25. **Data Universal Numbering System (DUNS) Number:** 00-692-8857
26. **Central Contractor Registration (CCR) Database:** Booz Allen is registered with the CCR Database.

The Booz Allen Advantage

Quality—We take pride in our reputation for quality of service and value and have received numerous awards and commendations for our work.

Experience—Founded in 1914, Booz Allen is one of the largest and most versatile management consulting firms in the world. We provide a full range of management, technical, and professional services to clients in the United States and around the globe. Our firm has more than 15,000 full-time employees supporting Fortune 500 companies and all the major federal agencies. We currently have more than 100 offices worldwide.

Expertise—Booz Allen’s professionals are skilled in the fields of marketing, media, and public information. We provide strategic and cost-effective implementation support based on our clients’ specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, and corporate communications.

Best Value—Booz Allen provides “Best Value” to our clients through a comprehensive strategic communications capability, delivered by a highly productive staff that is managed by experienced and proven professionals.

Well-Defined Management Practices—Booz Allen has spent years refining our management practices with the goal of developing a quality product that meets or exceeds client expectations, delivered on time and within budget. Our efforts have not gone without reward: a majority of our business is follow-on tasks for existing clients, proving that Booz Allen delivers what we promise and achieves superior customer satisfaction. Our management approach is to provide a single point of responsibility, the task manager, with the charter of delivering the final product. That is not to say that the manager works alone but rather that the manager has the full complement of Booz Allen resources available to assemble the right team to deliver the right results. Attention is paid to quality at Booz Allen, with defined standards and processes used throughout the firm.

Booz Allen Advertising and Integrated Marketing Solutions Service Offerings

Booz Allen's professionals are skilled in the fields of marketing, media, and public information. We provide strategic and cost-effective implementation support based on our clients' specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, and corporate communications.

Advertising Services (SIN 541-1)

- Identify Organizations' Goals
- Tailor Strategies and Objectives to Align with Goals
- Incorporate Metrics and Mechanisms

Public Relations Services (SIN 541-2)

- Developing Messages
- Recommending Media Placement
- Preparing and Distributing Collateral Materials
- Facilitating Interviews, Press Conferences and Editorial Boards
- Providing Media Training

Market Research and Analysis Services (SIN 541-4A)

- Researching Respective Markets
- Analyzing Current Trends
- Gathering Audience Data
- Developing Strategic Communication Plans and Programs

Video/Film Production Services (SIN 541-4B)

- Employing Videotape and Film Production Services

Exhibit Design and Implementation Services (SIN 541-4C)

- Creating Exhibits
- Shipping, Assembling and Dismantling the Display
- Maintenance, Repair and Storage of the Display

Integrated Marketing Services (SIN 541-5)

- Creating Solutions Utilizing Strategically Targeted Marketing Plans

Other Direct Costs (SIN 541-1000)

Terms and Conditions:

GSA multiple award schedule contracts are awarded in accordance with the provisions of the Federal Acquisition Regulation Part 12 Acquisition of Commercial Items. To the maximum extent practicable, GSA multiple award schedule contracts include only those clauses and terms and conditions, either required to implement provisions of law or executive orders applicable to the acquisition of commercial items, or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (i.e., security, hazardous material handling, key personnel, etc.), provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) prohibited by law. The terms and conditions of Booz Allen Hamilton's AIMS contract are current through Refresh 15 to Solicitation Number 7FCB-H2-07-0541-B.

Appendix A: Labor Rates

Rates for Years 11-15

Booz Allen AIMS Labor Categories and Rates		Contractor Site				
LABOR CATEGORY	Year 11	Year 12	Year 13	Year 14	Year 15	
	3/1/2013 - 3/23/2014	3/24/2014 - 3/23/2015	3/24/2015 - 3/23/2016	3/24/2016 - 3/23/2017	3/24/2017 - 3/23/2018	
1 Executive Manager	\$ 499.32	\$ 512.30	\$ 525.62	\$ 539.29	\$ 553.31	
2 Senior Program Manager	\$ 347.39	\$ 356.42	\$ 365.69	\$ 375.20	\$ 384.96	
3 Program Manager	\$ 293.86	\$ 301.50	\$ 309.34	\$ 317.38	\$ 325.63	
4 Deputy Program Manager	\$ 247.79	\$ 254.23	\$ 260.84	\$ 267.62	\$ 274.58	
5 Project Manager - V	\$ 277.67	\$ 284.89	\$ 292.30	\$ 299.90	\$ 307.70	
6 Project Manager - IV	\$ 244.05	\$ 250.40	\$ 256.91	\$ 263.59	\$ 270.44	
7 Project Manager - III	\$ 197.98	\$ 203.13	\$ 208.41	\$ 213.83	\$ 219.39	
8 Project Manager - II	\$ 168.10	\$ 172.47	\$ 176.95	\$ 181.55	\$ 186.27	
9 Project Manager - I	\$ 140.71	\$ 144.37	\$ 148.12	\$ 151.97	\$ 155.92	
10 Communications Specialist V	\$ 204.22	\$ 209.53	\$ 214.98	\$ 220.57	\$ 226.30	
11 Communications Specialist IV	\$ 176.82	\$ 181.42	\$ 186.14	\$ 190.98	\$ 195.95	
12 Communications Specialist III	\$ 146.94	\$ 150.76	\$ 154.68	\$ 158.70	\$ 162.83	
13 Communications Specialist II	\$ 97.13	\$ 99.66	\$ 102.25	\$ 104.91	\$ 107.64	
14 Communications Specialist I	\$ 61.02	\$ 62.61	\$ 64.24	\$ 65.91	\$ 67.62	
15 Evaluation Specialist V	\$ 226.62	\$ 232.51	\$ 238.56	\$ 244.76	\$ 251.12	
16 Evaluation Specialist IV	\$ 197.98	\$ 203.13	\$ 208.41	\$ 213.83	\$ 219.39	
17 Evaluation Specialist III	\$ 140.71	\$ 144.37	\$ 148.12	\$ 151.97	\$ 155.92	
18 Evaluation Specialist II	\$ 108.31	\$ 111.13	\$ 114.02	\$ 116.98	\$ 120.02	
19 Evaluation Specialist I	\$ 78.44	\$ 80.48	\$ 82.57	\$ 84.72	\$ 86.92	
20 Editorial V	\$ 134.48	\$ 137.98	\$ 141.57	\$ 145.25	\$ 149.03	
21 Editorial IV	\$ 115.79	\$ 118.80	\$ 121.89	\$ 125.06	\$ 128.31	
22 Editorial III	\$ 103.33	\$ 106.02	\$ 108.78	\$ 111.61	\$ 114.51	
23 Editorial II	\$ 87.16	\$ 89.43	\$ 91.76	\$ 94.15	\$ 96.60	
24 Editorial I	\$ 65.99	\$ 67.71	\$ 69.47	\$ 71.28	\$ 73.13	
25 Media/Marketing Technology Specialist - V	\$ 315.03	\$ 323.22	\$ 331.62	\$ 340.24	\$ 349.09	
26 Media/Marketing Technology Specialist - IV	\$ 282.66	\$ 290.01	\$ 297.55	\$ 305.29	\$ 313.23	
27 Media/Marketing Technology Specialist - III	\$ 220.38	\$ 226.11	\$ 231.99	\$ 238.02	\$ 244.21	
28 Media/Marketing Technology Specialist - II	\$ 159.37	\$ 163.51	\$ 167.76	\$ 172.12	\$ 176.60	
29 Media/Marketing Technology Specialist - I	\$ 117.06	\$ 120.10	\$ 123.22	\$ 126.42	\$ 129.71	
30 Media Specialist V	\$ 216.66	\$ 222.29	\$ 228.07	\$ 234.00	\$ 240.08	
31 Media Specialist IV	\$ 184.29	\$ 189.08	\$ 194.00	\$ 199.04	\$ 204.22	
32 Media Specialist III	\$ 156.91	\$ 160.99	\$ 165.18	\$ 169.47	\$ 173.88	
33 Media Specialist II	\$ 131.99	\$ 135.42	\$ 138.94	\$ 142.55	\$ 146.26	
34 Media Specialist I	\$ 94.63	\$ 97.09	\$ 99.61	\$ 102.20	\$ 104.86	
35 Internet Media Specialist - V	\$ 259.00	\$ 265.73	\$ 272.64	\$ 279.73	\$ 287.00	
36 Internet Media Specialist - IV	\$ 234.09	\$ 240.18	\$ 246.42	\$ 252.83	\$ 259.40	
37 Internet Media Specialist - III	\$ 179.30	\$ 183.96	\$ 188.74	\$ 193.65	\$ 198.68	
38 Internet Media Specialist - II	\$ 140.71	\$ 144.37	\$ 148.12	\$ 151.97	\$ 155.92	
39 Internet Media Specialist - I	\$ 95.88	\$ 98.37	\$ 100.93	\$ 103.55	\$ 106.24	
40 Policy/Legislative Specialist V	\$ 192.99	\$ 198.01	\$ 203.16	\$ 208.44	\$ 213.86	
41 Policy/Legislative Specialist IV	\$ 156.91	\$ 160.99	\$ 165.18	\$ 169.47	\$ 173.88	
42 Policy/Legislative Specialist III	\$ 141.96	\$ 145.65	\$ 149.44	\$ 153.33	\$ 157.32	
43 Policy/Legislative Specialist II	\$ 118.28	\$ 121.36	\$ 124.52	\$ 127.76	\$ 131.08	
44 Policy/Legislative Specialist I	\$ 80.94	\$ 83.04	\$ 85.20	\$ 87.42	\$ 89.69	
45 Researcher - V	\$ 189.26	\$ 194.18	\$ 199.23	\$ 204.41	\$ 209.72	
46 Researcher - IV	\$ 169.34	\$ 173.74	\$ 178.26	\$ 182.89	\$ 187.65	
47 Researcher - III	\$ 129.50	\$ 132.87	\$ 136.32	\$ 139.86	\$ 143.50	
48 Researcher - II	\$ 83.42	\$ 85.59	\$ 87.82	\$ 90.10	\$ 92.44	
49 Researcher - I	\$ 61.02	\$ 62.61	\$ 64.24	\$ 65.91	\$ 67.62	
50 Subject Matter Expert V	\$ 444.51	\$ 456.07	\$ 467.93	\$ 480.10	\$ 492.58	
51 Subject Matter Expert IV	\$ 407.17	\$ 417.76	\$ 428.62	\$ 439.76	\$ 451.19	
52 Subject Matter Expert III	\$ 374.80	\$ 384.54	\$ 394.54	\$ 404.80	\$ 415.32	
53 Subject Matter Expert II	\$ 318.76	\$ 327.05	\$ 335.55	\$ 344.27	\$ 353.22	
54 Subject Matter Expert I	\$ 280.17	\$ 287.45	\$ 294.92	\$ 302.59	\$ 310.46	
55 Visual Communications/Graphics Specialist - V	\$ 174.32	\$ 178.85	\$ 183.50	\$ 188.27	\$ 193.17	
56 Visual Communications/Graphics Specialist - IV	\$ 161.87	\$ 166.08	\$ 170.40	\$ 174.83	\$ 179.38	
57 Visual Communications/Graphics Specialist - III	\$ 125.76	\$ 129.03	\$ 132.38	\$ 135.82	\$ 139.35	
58 Visual Communications/ Graphics Specialist - II	\$ 105.85	\$ 108.60	\$ 111.42	\$ 114.32	\$ 117.29	
59 Visual Communications/Graphics Specialist - I	\$ 68.48	\$ 70.26	\$ 72.09	\$ 73.96	\$ 75.88	
60 Administrative III	\$ 103.33	\$ 106.02	\$ 108.78	\$ 111.61	\$ 114.51	
61 Administrative II	\$ 79.69	\$ 81.76	\$ 83.89	\$ 86.07	\$ 88.31	
62 Administrative I	\$ 82.18	\$ 84.32	\$ 86.51	\$ 88.76	\$ 91.07	
63 Financial Analyst III	\$ 165.62	\$ 169.93	\$ 174.35	\$ 178.88	\$ 183.53	
64 Financial Analyst II	\$ 122.03	\$ 125.20	\$ 128.46	\$ 131.80	\$ 135.23	
65 Financial Analyst I	\$ 85.92	\$ 88.15	\$ 90.44	\$ 92.79	\$ 95.20	
66 Functional Expert Consultant, Level V	\$ 536.66	\$ 550.61	\$ 564.93	\$ 579.62	\$ 594.69	
67 Functional Expert Consultant, Level IV	\$ 469.43	\$ 481.64	\$ 494.16	\$ 507.01	\$ 520.19	
68 Functional Expert Consultant, Level III	\$ 361.11	\$ 370.50	\$ 380.13	\$ 390.01	\$ 400.15	
69 Functional Expert Consultant, Level II	\$ 275.19	\$ 282.34	\$ 289.68	\$ 297.21	\$ 304.94	
70 Functional Expert Consultant, Level I	\$ 171.84	\$ 176.31	\$ 180.89	\$ 185.59	\$ 190.42	

Appendix A: Government Site Labor Rates

Rates for Years 11-15

Booz Allen AIMS Labor Categories and Rates		Government Site				
LABOR CATEGORY	Year 11	Year 12	Year 13	Year 14	Year 15	
	3/1/2013 - 3/23/2014	3/24/2014 - 3/23/2015	3/24/2015 - 3/23/2016	3/24/2016 - 3/23/2017	3/24/2017 - 3/23/2018	
1 Executive Manager	\$ 499.32	\$ 512.30	\$ 525.62	\$ 539.29	\$ 553.31	
2 Senior Program Manager	\$ 347.39	\$ 356.42	\$ 365.69	\$ 375.20	\$ 384.96	
3 Program Manager	\$ 293.86	\$ 301.50	\$ 309.34	\$ 317.38	\$ 325.63	
4 Deputy Program Manager	\$ 194.23	\$ 199.28	\$ 204.46	\$ 209.78	\$ 215.23	
5 Project Manager - V	\$ 227.85	\$ 233.77	\$ 239.85	\$ 246.09	\$ 252.49	
6 Project Manager - IV	\$ 192.99	\$ 198.01	\$ 203.16	\$ 208.44	\$ 213.86	
7 Project Manager - III	\$ 164.37	\$ 168.64	\$ 173.02	\$ 177.52	\$ 182.14	
8 Project Manager - II	\$ 141.96	\$ 145.65	\$ 149.44	\$ 153.33	\$ 157.32	
9 Project Manager - I	\$ 118.28	\$ 121.36	\$ 124.52	\$ 127.76	\$ 131.08	
10 Communications Specialist V	\$ 168.10	\$ 172.47	\$ 176.95	\$ 181.55	\$ 186.27	
11 Communications Specialist IV	\$ 149.43	\$ 153.32	\$ 157.31	\$ 161.40	\$ 165.60	
12 Communications Specialist III	\$ 122.03	\$ 125.20	\$ 128.46	\$ 131.80	\$ 135.23	
13 Communications Specialist II	\$ 79.69	\$ 81.76	\$ 83.89	\$ 86.07	\$ 88.31	
14 Communications Specialist I	\$ 54.80	\$ 56.22	\$ 57.68	\$ 59.18	\$ 60.72	
15 Evaluation Specialist V	\$ 183.04	\$ 187.80	\$ 192.68	\$ 197.69	\$ 202.83	
16 Evaluation Specialist IV	\$ 163.11	\$ 167.35	\$ 171.70	\$ 176.16	\$ 180.74	
17 Evaluation Specialist III	\$ 115.79	\$ 118.80	\$ 121.89	\$ 125.06	\$ 128.31	
18 Evaluation Specialist II	\$ 87.16	\$ 89.43	\$ 91.76	\$ 94.15	\$ 96.60	
19 Evaluation Specialist I	\$ 67.23	\$ 68.98	\$ 70.77	\$ 72.61	\$ 74.50	
20 Editorial V	\$ 110.81	\$ 113.69	\$ 116.65	\$ 119.68	\$ 122.79	
21 Editorial IV	\$ 93.39	\$ 95.82	\$ 98.31	\$ 100.87	\$ 103.49	
22 Editorial III	\$ 83.42	\$ 85.59	\$ 87.82	\$ 90.10	\$ 92.44	
23 Editorial II	\$ 73.46	\$ 75.37	\$ 77.33	\$ 79.34	\$ 81.40	
24 Editorial I	\$ 58.52	\$ 60.04	\$ 61.60	\$ 63.20	\$ 64.84	
25 Media/Marketing Technology Specialist - V	\$ 263.99	\$ 270.85	\$ 277.89	\$ 285.12	\$ 292.53	
26 Media/Marketing Technology Specialist - IV	\$ 234.00	\$ 240.18	\$ 246.42	\$ 252.83	\$ 259.40	
27 Media/Marketing Technology Specialist - III	\$ 180.57	\$ 185.26	\$ 190.08	\$ 195.02	\$ 200.09	
28 Media/Marketing Technology Specialist - II	\$ 135.72	\$ 139.25	\$ 142.87	\$ 146.58	\$ 150.39	
29 Media/Marketing Technology Specialist - I	\$ 95.88	\$ 98.37	\$ 100.93	\$ 103.55	\$ 106.24	
30 Media Specialist V	\$ 176.82	\$ 181.42	\$ 186.14	\$ 190.98	\$ 195.95	
31 Media Specialist IV	\$ 151.93	\$ 155.88	\$ 159.93	\$ 164.09	\$ 168.36	
32 Media Specialist III	\$ 135.72	\$ 139.25	\$ 142.87	\$ 146.58	\$ 150.39	
33 Media Specialist II	\$ 108.31	\$ 111.13	\$ 114.02	\$ 116.98	\$ 120.02	
34 Media Specialist I	\$ 78.44	\$ 80.48	\$ 82.57	\$ 84.72	\$ 86.92	
35 Internet Media Specialist - V	\$ 210.42	\$ 215.89	\$ 221.50	\$ 227.26	\$ 233.17	
36 Internet Media Specialist - IV	\$ 191.76	\$ 196.75	\$ 201.87	\$ 207.12	\$ 212.51	
37 Internet Media Specialist - III	\$ 149.43	\$ 153.32	\$ 157.31	\$ 161.40	\$ 165.60	
38 Internet Media Specialist - II	\$ 115.79	\$ 118.80	\$ 121.89	\$ 125.06	\$ 128.31	
39 Internet Media Specialist - I	\$ 79.69	\$ 81.76	\$ 83.89	\$ 86.07	\$ 88.31	
40 Policy/Legislative Specialist V	\$ 159.37	\$ 163.51	\$ 167.76	\$ 172.12	\$ 176.60	
41 Policy/Legislative Specialist IV	\$ 135.72	\$ 139.25	\$ 142.87	\$ 146.58	\$ 150.39	
42 Policy/Legislative Specialist III	\$ 118.28	\$ 121.36	\$ 124.52	\$ 127.76	\$ 131.08	
43 Policy/Legislative Specialist II	\$ 94.63	\$ 97.09	\$ 99.61	\$ 102.20	\$ 104.86	
44 Policy/Legislative Specialist I	\$ 68.48	\$ 70.26	\$ 72.09	\$ 73.96	\$ 75.88	
45 Researcher - V	\$ 158.14	\$ 162.25	\$ 166.47	\$ 170.80	\$ 175.24	
46 Researcher - IV	\$ 143.19	\$ 146.91	\$ 150.73	\$ 154.65	\$ 158.67	
47 Researcher - III	\$ 105.85	\$ 108.60	\$ 111.42	\$ 114.32	\$ 117.29	
48 Researcher - II	\$ 69.72	\$ 71.53	\$ 73.39	\$ 75.30	\$ 77.26	
49 Researcher - I	\$ 54.80	\$ 56.22	\$ 57.68	\$ 59.18	\$ 60.72	
50 Subject Matter Expert V	\$ 444.51	\$ 456.07	\$ 467.93	\$ 480.10	\$ 492.58	
51 Subject Matter Expert IV	\$ 407.17	\$ 417.76	\$ 428.62	\$ 439.76	\$ 451.19	
52 Subject Matter Expert III	\$ 374.80	\$ 384.54	\$ 394.54	\$ 404.80	\$ 415.32	
53 Subject Matter Expert II	\$ 318.76	\$ 327.05	\$ 335.55	\$ 344.27	\$ 353.22	
54 Subject Matter Expert I	\$ 229.12	\$ 235.08	\$ 241.19	\$ 247.46	\$ 253.89	
55 Visual Communications/Graphics Specialist - V	\$ 145.69	\$ 149.48	\$ 153.37	\$ 157.36	\$ 161.45	
56 Visual Communications/Graphics Specialist - IV	\$ 135.72	\$ 139.25	\$ 142.87	\$ 146.58	\$ 150.39	
57 Visual Communications/Graphics Specialist - III	\$ 102.11	\$ 104.76	\$ 107.48	\$ 110.27	\$ 113.14	
58 Visual Communications/Graphics Specialist - II	\$ 84.66	\$ 86.86	\$ 89.12	\$ 91.44	\$ 93.82	
59 Visual Communications/Graphics Specialist - I	\$ 59.76	\$ 61.31	\$ 62.90	\$ 64.54	\$ 66.22	
60 Administrative III	\$ 83.42	\$ 85.59	\$ 87.82	\$ 90.10	\$ 92.44	
61 Administrative II	\$ 68.48	\$ 70.26	\$ 72.09	\$ 73.96	\$ 75.88	
62 Administrative I	\$ 57.30	\$ 58.79	\$ 60.32	\$ 61.89	\$ 63.50	
63 Financial Analyst III	\$ 139.46	\$ 143.09	\$ 146.81	\$ 150.63	\$ 154.55	
64 Financial Analyst II	\$ 99.60	\$ 102.19	\$ 104.85	\$ 107.58	\$ 110.38	
65 Financial Analyst I	\$ 70.98	\$ 72.83	\$ 74.72	\$ 76.66	\$ 78.65	
66 Functional Expert Consultant, Level V	\$ 529.21	\$ 542.97	\$ 557.09	\$ 571.57	\$ 586.43	
67 Functional Expert Consultant, Level IV	\$ 450.75	\$ 462.47	\$ 474.49	\$ 486.83	\$ 499.49	
68 Functional Expert Consultant, Level III	\$ 326.24	\$ 334.72	\$ 343.42	\$ 352.35	\$ 361.51	
69 Functional Expert Consultant, Level II	\$ 232.84	\$ 238.89	\$ 245.10	\$ 251.47	\$ 258.01	
70 Functional Expert Consultant, Level I	\$ 144.44	\$ 148.20	\$ 152.05	\$ 156.00	\$ 160.06	

Appendix B:

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
1.	Newspaper Advertising	Any	\$304,582.30
2.	Magazine Advertising	Any	\$356,732.47
3.	Brochures (pamphlets, booklets, catalogs, postcards,	Brochure	\$6,601.33
5.	Newsletter	Each	\$3,773.16
6.	Billboard Advertising	Each	\$2,828,005.98
7.	Mall Poster Advertising	Poster	\$143,793.73
8.	Subway Station Posters	Poster	\$325,331.18
9.	Subway Station Clocks	Display	\$200,658.82
10.	Bus Shelters	Panel	\$660,672.56
12.	Airport Billboards	Each	\$291,380.44
13.	Bus Advertising	Panel	\$345,129.75
14.	Taxi Top Advertising	Taxi	\$194,178.14
15.	Commuter Rail Car Cards	Cards	\$131,611.26
16.	Poster	Poster	\$1,359.11
17.	Exhibits	Exhibit	\$182,289.70
18.	Signage - Banners	Banner	\$1,701.74
19.	Signage - Window	Letter	\$12.83
20.	Awnings	Awning	\$1,982.70
21.	Table Skirts	Skirt	\$676.82
22.	Items/Giveaways	Item	\$859.06
23.	Photography	Shoot	\$12,582.61

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
24.	Internet Advertising	Banner	\$429,983.18
25.	Radio (production only)	30 Seconds	\$4,336.50
26.	Television/Video (production only)	All	\$56,610.58
27.	Tracking Software/Hardware	Copy	\$385.62
28.	Lexis Nexis	Month	\$4,569.43
29.	Content Analysis	3 Months	\$22,750.43
30.	Online Survey	Survey	\$786.90
31.	Custom Telephone Survey Questions	Question	\$1,706.28
32.	Roper Green Gauge Report	Semi-annual Report	\$19,906.63
33.	iTracks Online Focus Group	National Group	\$2,843.80
34.	Direct Mail (postage and handling)	Piece	\$9,359.38
35.	Staging	Stage	\$985.70
36.	Transcripts (TV & Radio coverage)		
	a. Videotape	Per 1 Recorded Hour	\$226.45
	b. Written transcript	Page	\$28.44
37.	Podium Rental	Podium	\$152.85
38.	Multi Box Rental (audio feed)	Each (Daily)	\$213.99
39.	Audio Rental	Daily	
	a. Microphones	Each	\$107.56
	b. Mixer console	Each	\$107.56
	c. Amplifier	Each	\$84.92
	d. Speakers	Each	\$367.98

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
41.	Postage (Standard Rates)	Each (1st ounce)	\$0.42
42.	FedEx	Each	\$193.38
43.	Graphic Supplies and Services		
	a. Disk Mailers	1 case (500)	\$452.94
	b. Photo Mailers	1 each	\$2.52
	c. Disks (Zip 100MB)	10 pack	\$108.71
	c. Disks (Floppy Disks)	box 100	\$80.33
	d. CD-R Duplication (CDR Business Cards)	each	\$3.25
	d. CD-R Duplication (50 Disks, each)	each	\$3.13
	d. CDR Set up Fee	per set up	\$30.20
	e. DVD-R Duplication 50 Discs (each)	each	\$8.56
	e. DVD Packaging Pricing (50 each)	50 each	\$6.75
	f. Video Tapes (VHS)	1 each	\$15.03
	f. Video Tapes (SVHS) (20 tapes)	20 tapes	\$151.00
	f. Video Tape DVC Pro-24M (12 Pk)	12-Pk	\$217.43
	f. Video Tape DVC Pro-33M (10 Pk)	10-Pk	\$276.63
	f. Video Tape DVC Pro-66L (10 Pk)	10-Pk	\$353.81
	f. Video Tape DVC Pro-126L (10 Pk)	10-Pk	\$765.25
	g. CDs (CD-RW-10 Pk)	10-Pk	\$28.06
	g. DVDs (15-pack)	15-Pk	\$41.06
	g. CD/DVD duplication (stand alone duplicator per unit)	Per Unit	\$3,013.94
	g. CD Jewel Cases (10-pk)	10-Pk	\$15.35

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
	g. CD clam Shells (400- pk)	400-Pk	\$99.06
	g. CD Paper tray inserts (100 Sheet Pack)	100 Sheet pack	\$25.37
	Color Plots		
	h. Coated Paper	26lbs	\$39.85
	h. Photo Base Paper	Pack of 100 Sheets	\$32.07
	h. Opaque Adhesive Vinyl - EPSS041438	Roll	\$270.59
	h. Clear Film	40ft. 131lbs per roll	\$107.63
	h. Scrim Vinyl	20lbs	\$345.72
	h. Poster Boards	Box of 50	\$67.65
	h. Banner Paper with Tyvek	Each	\$380.51
44.	Equipment Rentals		
	a. Laptop Rental	monthly, 1 each	\$991.83
	b. Fax Rental	weekly	\$181.20
	c. LCD Projector	weekly	\$678.21
	d. Projection Screen Rental	daily	\$254.76
	e. Printer Rental	weekly	\$1,316.71
	f. Copier Rental	monthly rate	\$1,396.56
45.	Video Production Producers Video		
	Shoot		
	a. EFP Package with 3 person crew	day	\$2,036.16
	a. Teleprompter with Operator	day	\$452.48
	a. Wireless Mic	day	\$141.40

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
	Motion Control Effects		
	a. 16mm film	day	\$2,714.88
	Scan Conversion		
	a. Digital Betacam	day	\$226.24
	Sound Stage		
	b. Pre-Light & Construction	day	\$452.48
	b. Shoot Day w/Power	8 hours	\$791.84
	Stock		
	b. Digital Betacam	30 min	\$67.87
	Video Editing		
	c. Digitize from Digital Beta	hour	\$169.68
	c. On-Line Editorial w/PVC Editor	hour	\$282.80
	c Digital Effects	hour	\$622.16
	c. Motion Graphics		\$509.04
	c. Master Stock	90 min	\$367.64
	Sound Editing		
	d. Surround Sound Mix	hour	\$339.36
	d. Location Production	day	\$735.28
	d. Digital Playback		\$339.36
	d. Music & SFX Search	hour	\$96.15
	Duplication		
	d. CD-R	up to 74 min	\$28.28
	d. DAT	under 10 min	\$42.25

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
	Program Duplication		
	e. Analog	\$150 per/hr + Stock	\$169.68
46.	Miscellaneous		
	a. Mannequin	month	\$860.51
47.	Conference Set-Up		
	a. Polycom SoundStation Premier with Mics	Conference	\$1,932.78
	b. Telephone		\$362.39
	Facility Rental		
	c. Conference meeting space for up to 100 guests		\$1,449.59
	c. Catering		\$4,107.17
	c. Table rental each	6' round seats 10-12	\$10.87
	c. Chairs with Resin	each	\$3.62
	d. Mile		\$136.50
48.	Facilities	Square Foot per Year	\$182.06
49.	Email Lists		
	a. Targeted email Lists		\$4,227.97
50.	In-Person focus Group		\$3,774.98
51.	Online Focus Group		\$2,778.38
52.	TV Spot Buy	30-second spot	\$169,835.11
53.	Radio Spot Buy	60-second spot	\$1,471.90
55.	PoP Display Production	each	\$1,287.13

Appendix B: (Continued)

SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
56.	PSA Distribution		\$45,176.14
57.	PSA Talent Costs		\$644.25

Appendix C: Labor Category Descriptions

Each AIMS labor category is defined with regard to general education & experience guidelines, and typical duties. Booz Allen recognized that successful performance depends on having the right skills and experience. These skills and experience, in turn, are acquired through the proper mix of education and professional experience. Increasingly, we find that the skills needed to support complex efforts, and to meet today's problems and tomorrow's challenges, are not always supported by a traditional education and work experience combination.

1. EXECUTIVE MANAGER

Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Is responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with government program manager to discuss performance, initiatives, and priorities.

Executive Managers generally have a BA/BS and approximately 20 years of experience

2. SENIOR PROGRAM MANAGER

Leads management of diverse program, providing broad-range service vision. Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation. Meets with government program manager to discuss performance, propose initiatives, and establish priorities.

Senior Program Managers generally have a BA/BS and approximately 18 years of experience

3. PROGRAM MANAGER

Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages subcontractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Program Managers generally have a BA/BS and approximately 15 years of experience

4. DEPUTY PROGRAM MANAGER

Supports program manager in oversight of multi-level program. Handles cross-team subcontractor support and program financials. Meets with government program manager to discuss performance, propose initiative, and establish priorities as needed.

Deputy Program Managers generally have a BA/BS and approximately 12 years of experience

5. PROJECT MANAGER V

Oversees related program areas. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Project Manager V generally has a BA/BS and approximately 15 years of experience

6. PROJECT MANAGER IV

Strategically manages program area and develops product and service vision. Is responsible for building and successfully maintaining integrated project management structure and overseeing project financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Project Manager IV generally has a BA/BS and approximately 12 years of experience

7. PROJECT MANAGER III

Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.

Project Manager III generally has a BA/BS and approximately 10 years of experience

8. PROJECT MANAGER II

Leads and performs program area work. Proposes and implements creative methods to complete work effectively and efficiently. Meets with client regularly, if not daily, to ensure work meets/exceeds client objectives.

Project Manager II generally has a BA/BS and approximately 8 years of experience

9. PROJECT MANAGER I

Performs program area work. Supports team in producing high quality deliverables. Meets with client as needed.

Project Manager I generally has a BA/BS and approximately 6 years of experience

10. COMMUNICATIONS SPECIALIST V

Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Communications Specialist V generally has a BA/BS and approximately 12 years of experience

11. COMMUNICATIONS SPECIALIST IV

Leads communications program area, developing communications product and service strategy. Builds team capable of providing range of support services including media and legislative relations, news monitoring, evaluation, and trends analysis. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Communications Specialist IV generally has a BA/BS and approximately 8 years of experience

12. COMMUNICATIONS SPECIALIST III

Manages team of communications specialists. Develops and directs strategic approach to information campaigns and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives, to propose initiatives, and to establish priorities.

Communications Specialist III generally has a BA/BS and approximately 6 years of experience

13. COMMUNICATIONS SPECIALIST II

Leads and implements communication tasks. Conducts targeted information campaigns, arranges press briefings and interviews, coordinates editorial boards, monitors the news, and writes trends analysis. Meets with client on daily basis to relay progress, propose creative solutions to communication challenges, and establish priorities.

Communications Specialist II generally has a BA/BS and approximately 2 years of experience

14. COMMUNICATIONS SPECIALIST I

Aids in developing and implementing targeted information campaigns. Contributes to the production of information products such as brochures, videos, media, and legislative analysis. Maintains contact lists.

Communications Specialist I generally has a BA/BS

15. EVALUATION SPECIALIST V

Oversees multi-faceted evaluation and monitoring program area. Heads development of strategic product and service strategy. Lends support in building and sustaining successful cross-team management structure, managing integration of evaluation processes into crosscutting program activities. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Evaluation Specialist V generally has a BA/BS and approximately 12 years of experience

16. EVALUATION SPECIALIST IV

Leads design and implementation of evaluation and effectiveness systems, measuring program impact and activities. Manages team of experts skilled in content analysis, quantitative tracking, and qualitative assessment. Uses tools such as surveys, focus groups, structured interviews, and secondary research. Oversees performance report generation and communication and integration of findings into current strategies. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Evaluation Specialist IV generally has a BA/BS and approximately 10 years of experience

17. EVALUATION SPECIALIST III

Supports team of performance effectiveness specialists measuring program impact and activities. Develops and coordinates strategic integration of evaluation processes into program activities. Oversees performance report design and generation and communication and integration of findings into current strategies. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Evaluation Specialist III generally has a BA/BS and approximately 6 years of experience

18. EVALUATION SPECIALIST II

Leads evaluation tasks. Applies expertise in quantitative analysis to support the design and implementation of evaluation processes. Uses analytical reports to help refine and redefine program strategies. Meets with client on daily basis to relay progress, propose creative solutions to work challenges, and establish priorities.

Evaluation Specialist II generally has a BA/BS and approximately 4 years of experience

19. EVALUATION SPECIALIST I

Supports evaluation efforts through extensive information gathering, report generation, and data analysis.

Evaluation Specialist I generally has a BA/BS

20. EDITORIAL V

Oversees diverse editorial program area. Heads development of strategic integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of effectively communicating client key messages and directing quality assurance. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Editorial V generally has a BA/BS and approximately 8 years of experience

21. EDITORIAL IV

Establishes and manages process for ensuring communications clearly relay client key messages and adhere to identified requirements. Meets regularly with client to discuss performance, propose initiatives, and establish priorities.

Editorial IV generally has a BA/BS and approximately 6 years of experience

22. EDITORIAL III

Leads multiple editorial initiatives. Manages document quality assurance and quality control procedures and works with staff to improve writing flow and layout.

Editorial III generally has a BA/BS and approximately 4 years of experience

23. EDITORIAL II

Applies expertise in writing/editing to create and implement procedures for ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews and works with staff to improve writing flow and layout.

Editorial II generally has a BA/BS and approximately 2 years of experience

24. EDITORIAL I

Supports writing projects and aids in ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews. Works with staff to improve writing flow and layout.

Editorial I generally has a BA/BS

25. MEDIA/MARKETING TECHNOLOGY SPECIALIST V

Oversees multi-faceted information technology program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated support services including systems architecture and development. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist V generally has a BA/BS and approximately 18 years of experience

26. MEDIA/MARKETING TECHNOLOGY SPECIALIST IV

Leads strategic, long-term media/marketing program. Builds team structure for range of support services including systems architecture and development. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist IV generally has a BA/BS and approximately 15 years of experience

27. MEDIA/MARKETING TECHNOLOGY SPECIALIST III

Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist III generally has a BA/BS and approximately 10 years of experience

28. MEDIA/MARKETING TECHNOLOGY SPECIALIST II

Implements media/marketing initiatives, overseeing requirements gathering, systems development, and documentation. Works with client daily to relay progress and establish priorities.

Media/Marketing Technology Specialist II generally has a BA/BS and approximately 8 years of experience

29. MEDIA/MARKETING TECHNOLOGY SPECIALIST I

Supports media/marketing tasks. Assists with systems development by writing reports, testing software-writing systems, documenting, and building basic queries.

Media/Marketing Technology Specialist I generally has a BA/BS and approximately 4 years of experience

30. MEDIA SPECIALIST V

Oversees multi-faceted media/communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure, capable of providing integrated range of electronic and print media services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Media Specialist V generally has a BA/BS and approximately 12 years of experience

31. MEDIA SPECIALIST IV

Leads media focused communications, heading support team structured to ensure client key messages are promoted effectively in print and electronic media. Develops strategy to build long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media Specialist IV generally has a BA/BS and approximately 10 years of experience

32. MEDIA SPECIALIST III

Manages team of media specialists. Develops and directs approach to targeting media outlets and producing hard hitting information pieces such as press releases, Op/Ed pieces, and draft news stories. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media Specialist III generally has a BA/BS and approximately 6 years of experience

33. MEDIA SPECIALIST II

Leads and implements media relations initiatives. Builds long-term relationships with media outlets and writes and distributes information pieces and responses to queries. Organizes editorial boards, press conferences, and media trainings. Meets with client on daily basis to relay progress and establish priorities.

Media Specialist II generally has a BA/BS and approximately 4 years of experience

34. MEDIA SPECIALIST I

Supports media initiatives by maintaining contact lists, tracking news coverage, and handling logistics.

Media Specialist I generally has a BA/BS and approximately 2 years of experience

35. INTERNET MEDIA SPECIALIST V

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Internet Media Specialist V generally has a BA/BS and approximately 15 years of experience

36. INTERNET MEDIA SPECIALIST IV

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Internet Media Specialist IV generally has a BA/BS and approximately 12 years of experience

37. INTERNET MEDIA SPECIALIST III

Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of Web developers. Develops and directs strategic approach to Web campaigns including general planning for site architecture, rollout, and evaluation. Has expertise in numerous Web development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

Internet Media Specialist III generally has a BA/BS and approximately 8 years of experience

38. INTERNET MEDIA SPECIALIST II

Leads and implements Web design and development initiatives. Determines look and feel for Web sites including navigation and interface design. Possesses expertise in HTML, JavaScript, Cold Fusion, ASP, and/or other tools to execute Web design. Meets with client regularly to relay progress and establish priorities.

Internet Media Specialist II generally has a BA/BS and approximately 6 years of experience

39. INTERNET MEDIA SPECIALIST I

Aids in design and development of Web sites. Contributes to the production of Web graphics and aids implementation of site layout using HTML, JavaScript, Cold Fusion, ASP, and/or other tools. Can assist in Web site testing and evaluation processes.

Internet Media Specialist I generally has a BA/BS and approximately 2 years of experience

40. POLICY/LEGISLATIVE SPECIALIST V

Oversees multi-faceted, public policy, and legislative program areas. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including legislative relations and policy analysis. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist V generally has a BA/BS and approximately 12 years of experience

41. POLICY/LEGISLATIVE SPECIALIST IV

Leads policy analysis, strategic planning, and communication initiatives. Creates team structure for range of support services. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist IV generally has a BA/BS and approximately 8 years of experience

42. POLICY/LEGISLATIVE SPECIALIST III

Manages team of public policy specialists. Develops strategy dictating direction and management of support. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist III generally has a BA/BS and approximately 6 years of experience

43. POLICY/LEGISLATIVE SPECIALIST II

Implements public policy initiatives. Support includes: assistance with long-term strategy development, tracking legislation, and making policy recommendations. Meets with client on daily basis to relay progress and establish priorities.

Policy/Legislative Specialist II generally has a BA/BS and approximately 4 years of experience

44. POLICY/LEGISLATIVE SPECIALIST I

Supports public policy initiatives by tracking legislation, performing research, and maintaining contact lists.

Policy/Legislative Specialist I generally has a BA/BS

45. RESEARCHER V

Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Researcher V generally has a BA/BS and approximately 12 years of experience

46. RESEARCHER IV

Leads and manages multiple research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Researcher IV generally has a BA/BS and approximately 8 years of experience

47. RESEARCHER III

Coordinates and/or conducts research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Researcher III generally has a BA/BS and approximately 4 years of experience

48. RESEARCHER II

Implements short- and long-term research tasks. Support includes conducting surveys and interviews, and generating reports. Contributes to data analysis initiatives and assists in the formulation of market positioning or product overviews. Meets with client daily to relay progress and establish priorities.

Researcher II generally has a BA/BS and approximately 2 years of experience

49. RESEARCHER I

Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods.

Researcher I generally has a BA/BS

50. SUBJECT MATTER EXPERT V

Oversees multi-faceted program area. Heads development of strategic integrated subject matter product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of subject matter support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert V generally has a BA/BS and approximately 20 years of experience

51. SUBJECT MATTER EXPERT IV

Leads strategic planning and communication initiatives in specified program area. Creates team structure for range of support services and meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert IV generally has a BA/BS and approximately 15 years of experience

52. SUBJECT MATTER EXPERT III

Manages team of subject matter experts. Develops strategy, dictating direction and management of support services. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert III generally has a BA/BS and approximately 12 years of experience

53. SUBJECT MATTER EXPERT II

Implements strategy dictating direction and management of support services in a specified field. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert II generally has a BA/BS and approximately 10 years of experience

54. SUBJECT MATTER EXPERT I

Performs directed subject matter work. Supports team in producing high-quality deliverable in time-efficient manner. Meets with client as needed.

Subject Matter Expert I generally has a BA/BS and approximately 8 years of experience

55. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST V

Oversees multi-faceted visual communications program area. Heads development of strategic integrated visual product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications/graphic services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Visual Communications/Graphics Specialist V generally has a BA/BS and approximately 12 years of experience

56. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST IV

Leads design team by establishing conceptual and stylistic direction for work of team. Expertise in using design software and pre-press production. Acts as client liaison for design team.

Visual Communications/Graphics Specialist IV generally has a BA/BS and approximately 10 years of experience

57. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST III

Assists design team lead in establishing conceptual and stylistic direction for work of team. Designs materials and approves the work of other designers. Possesses specialized skills in Web, multimedia, or video expertise in using design software and pre-press production. Meets with client as necessary.

Visual Communications/Graphics Specialist III generally has a BA/BS and approximately 6 years of experience

58. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST II

Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion. Possesses specialized skills in Web, multimedia, or video. Experienced in desktop layout, image manipulation, and some pre-press preparation.

Visual Communications/Graphics Specialist II generally has a BA/BS and approximately 4 years of experience

59. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST I

Creates graphic materials based on pre-set standards. Supports design of projects from conception to completion. Experienced in desktop layout, image manipulation, and some pre-press preparation.

Visual Communications/Graphics Specialist I generally has a BA/BS

60. ADMINISTRATIVE III

Provides administrative, project assistant, and administrative oversight support. May provide secretarial, word processing, graphics, desktop publishing, and editing support.

Administrative III generally has a HS Diploma and approximately 5 years of experience

61. ADMINISTRATIVE II

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.

Administrative II generally has a HS Diploma and approximately 2 years of experience

62. ADMINISTRATIVE I

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.

Administrative I generally has a HS Diploma

63. FINANCIAL ANALYST III

Serves as a group leader, ensuring that analysts are working in concert to automate complex business practices within the time frame specified by the customer and that all the requirements are met. Must be able to assess products and procedures for compliance with government standards, accounting principles, and multi-tiered system application standards. Prepares milestone status reports and presentations for colleagues, subordinates, and end user representatives. Coordinates all aspects of complex financial application automation. Completes objectives independently within negotiated budgets.

Financial Analyst III generally has a BA/BS and approximately 8 years of experience

64. FINANCIAL ANALYST II

Integrates government financial business practices. Identifies potential problems and solutions through analysis and recommends solutions. Works with functional specialists, vendors, and customers to effectively automate requirements. Acts as a focal point for coordinating all disciplines in the recommended solution. Applies applications, while adhering to established accounting principles and practices.

Financial Analyst II generally has a BA/BS and approximately 4 years of experience

65. FINANCIAL ANALYST I

Determines the feasibility of automating government financial business practices. Supports definition of government financial business practices and incorporates processes into an automated solution. Assists in applying sound accounting and data processing principles.

Financial Analyst I generally has a BA/BS and approximately 2 years of experience

66. FUNCTIONAL EXPERT CONSULTANT V

Provides task unique, functional expertise necessary to interpret requirements, ensure responsiveness, and achieve successful performance. May include unique technical knowledge. Leads analysis, evaluation, and implementation of tasks.

Functional Expert Consultant V generally has a BA/BS and approximately 20 years of experience

67. FUNCTIONAL EXPERT CONSULTANT IV

Coordinates and provides task-unique functional expertise. Has unique technical knowledge relevant to contract requirements. Manages analysis, evaluation, and implementation of tasks.

Functional Expert Consultant IV generally has a BA/BS and approximately 15 years of experience

68. FUNCTIONAL EXPERT CONSULTANT III

Provides task unique functional expertise necessary to interpret requirements including managing a team of functional experts as needed. Has unique technical knowledge of contract requirements. Assists with analysis, evaluation, and implementation of tasks.

Functional Expert Consultant III generally has a BA/BS and approximately 12 years of experience

69. FUNCTIONAL EXPERT CONSULTANT II

Provides task unique functional expertise in support of contract requirements. Has technical knowledge of contract requirements. Assists with analysis, evaluation, and implementation of tasks.

Functional Expert Consultant II generally has a BA/BS and approximately 10 years of experience

70. FUNCTIONAL EXPERT CONSULTANT I

Assists with analysis, evaluation, and implementation of tasks, providing functional expertise and support.

Functional Expert Consultant I generally has a BA/BS and approximately 4 years of experience

The labor category guidelines in our Price list describe the functional responsibilities and general education and experience associated with each labor category. These definitions are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of experience may be substituted for 1 year of education, and vice versa. In additional certifications, professional licenses, and vocational technical training may be substituted for experience and education.

Degree	Experience Equivalence*	Other Equivalence
Associate’s	1 year relevant experience	Vocational or technical training in work-related field
Bachelor’s	Associate’s degree + 2 years relevant experience, or 4 years relevant experience	Professional certification
Master’s	Bachelor’s + 2 years relevant experience, or Associate’s + 4 years relevant experience	Professional license
Doctorate	Master’s + 2 years relevant experience, or Bachelor’s + 4 years relevant experience	

* Successful completion of each year of higher education that has not yet resulted in a degree may be counted 1-for-1 for a year of experience.