

# General Services Administration

## Federal Supply Service

### Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the opinion to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is [gsaadvantage.gov](http://gsaadvantage.gov).

**Schedule Title:** Advertising & Integrated Marketing Solutions (AIMS)

**FSC Group:** 541

**Contract Number:** GS-23F-0199K

For more information on ordering from Federal Supply Schedules click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).

**Contract Period:** April 14, 2000–April 14, 2010

**Macro International Inc.**

ORC Macro  
11785 Beltsville Drive, Suite 300  
Calverton, MD 20705 Telephone: (301) 572-0200  
Fax: (301) 572-0999  
[www.orcmacro.com](http://www.orcmacro.com)

**Contract Administrator**

Ms. Jane Ketchum  
GSA Contract Administration  
11785 Beltsville Drive, Suite 300 Calverton, MD 20705  
Telephone: (301) 572-0890  
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**Business Size:** Large

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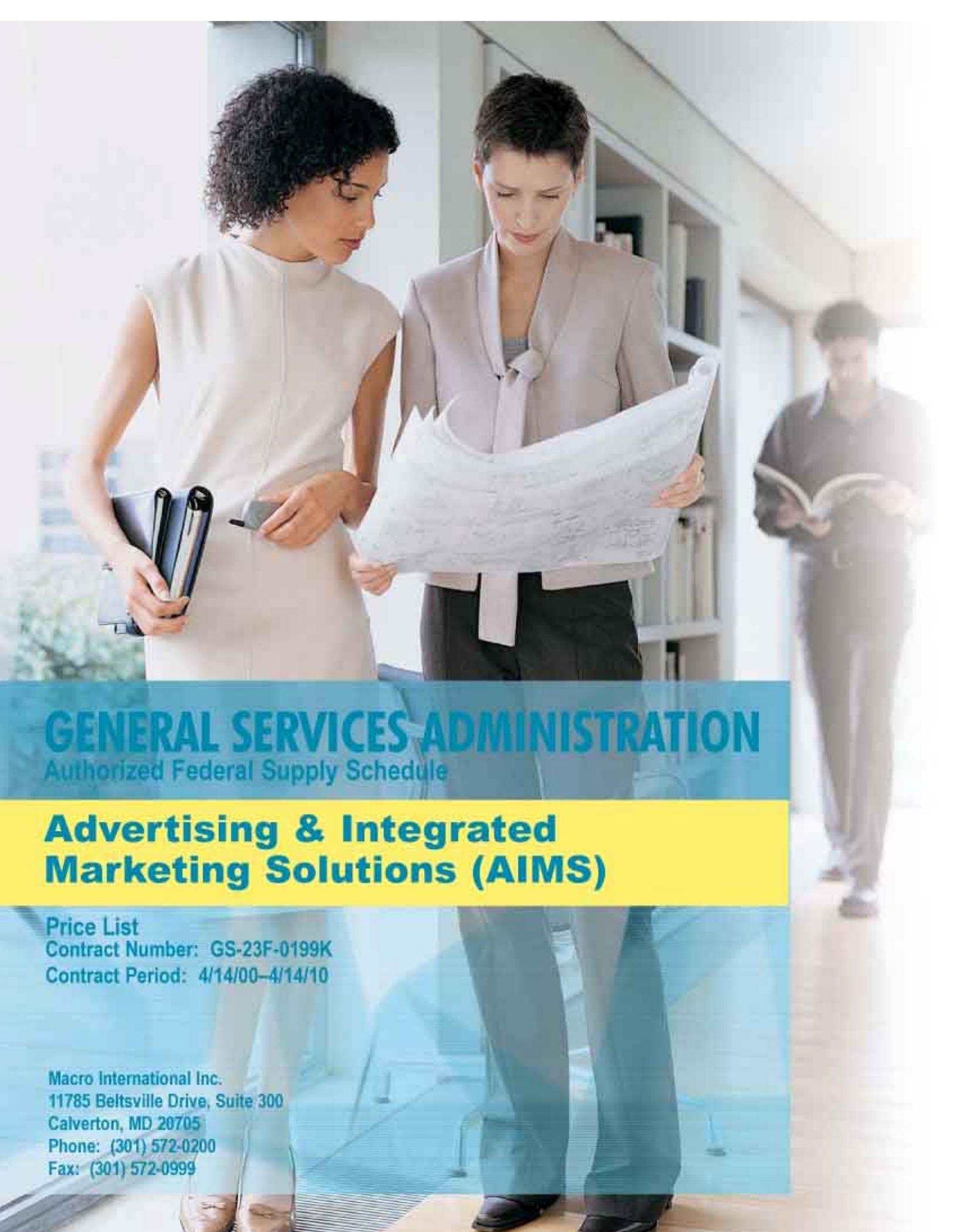
## Customer Information Page

- 1a. **SIN 541-4A**—Market Research Analysis Services  
**SIN 541-5**—Integrated Marketing Services  
**SIN 541-1000**—Other Direct Costs
- 1b. See attachment 1 for pricing of tasks
- 1c. See attachment 1
2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$100
4. **Geographic coverage (delivery area):** Domestic and Overseas
5. **Point(s) of production (city, county, and state, or foreign country):** Calverton, MD 20705—corporate headquarters; Bethesda, MD 20814; Rockville, MD 20852; Atlanta, GA 30329; Burlington, VT 05401; New York, NY 10038
6. **Discount from list prices or statement of net prices:** The prices shown herein are net (Discount Deducted)
7. **Quantity discounts:** To be negotiated at the task order level
8. **Prompt payment terms:** None

- 9a. **Notification whether Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Yes
10. **Foreign items:** Not applicable
- 11a. **Time of delivery:** To be negotiated at the task order level
- 11b. **Expedited delivery:** To be negotiated at the task order level
- 11c. **Overnight and 2-day delivery:** To be negotiated at the task order level
- 11d. **Urgent requirements:** To be negotiated at the task order level
12. **F.O.B point(s):** Destination
- 13a. **Ordering address(es):** 11785 Beltsville Drive, Suite 300  
Calverton, MD 20705
- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPA can be found at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
14. **Payment address(es):** Citizens Bank  
P.O. Box 7777 (W510546)  
Philadelphia, PA 19175-0546
15. **Warranty provision:** Not applicable
16. **Export packing charges:** Not applicable
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level):** Not applicable
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 services and distribution points:** Not applicable
22. **List of participating dealers:** Not applicable
23. **Preventative maintenance:** Not applicable
- 24a. **Special attributes such as environmental attributes:** Not applicable
- 24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found:** Not applicable
25. **Data Universal Number System (DUNS) number:** 06-678-3721
26. **Notification regarding registration in Central Contract Registration (CCR) database:** Registered

# Attachment 1

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# GENERAL SERVICES ADMINISTRATION

Authorized Federal Supply Schedule

## Advertising & Integrated Marketing Solutions (AIMS)

### Price List

Contract Number: GS-23F-0199K

Contract Period: 4/14/00-4/14/10

Macro International Inc.  
11785 Beltsville Drive, Suite 300  
Calverton, MD 20705  
Phone: (301) 572-0200  
Fax: (301) 572-0999

***“Macro International Inc. provides the full range of services to meet your specific requirements.”***



Macro International Inc. is a global professional services firm based in Calverton, Maryland. Since 1966, we have helped clients in nearly every Federal Agency and Department, as well as in the corporate and not-for-profit sectors, use innovative marketing research and communications strategies to educate, inform, and move their target audiences to action.

We welcome the opportunity to assist your organization in planning and implementing full-service solutions to your marketing, media, and public information needs.

## We offer the following services under the Advertising & Integrated Marketing Solutions schedule:\*\*

- ◆ Market Research and Analysis Service, SIN 541-4A
- ◆ Integrated Marketing Services, SIN 541-5
- ◆ Other Direct Costs, SIN 541-1000
- ◆ \*\*Per Modification #FX-07

Whether you require a strategic marketing plan to increase public awareness of an issue, or you need to disseminate information about a new policy or program, Macro International Inc. provides a wide range of communications vehicles and channels to expand the reach and penetration of your messages. By using the science of market research and the principles of branding to inform our strategies and inspire the creative process, we can help you effectively communicate the value of your Agency's work to employees, policymakers, and the American public.

From short-term projects to long-range services...from radio and television to Web site design...from concept through delivery, Macro International Inc. provides the full range of services to meet your specific requirements. We have earned a reputation for the high quality, reliability, and responsiveness of our work. We look forward to working with you to achieve your organization's objectives.

## Hourly Labor Rate\* Pricing Schedule\*\*

	BASE		Option 1				
	Year 4 4/14/03– 4/14/04	Year 5 4/14/04– 4/14/05	Year 1 4/14/05– 4/14/06	Year 2 4/14/06– 4/14/07	Year 3 4/14/07– 4/14/08	Year 4 4/14/08– 4/14/09	Year 5 4/14/09– 4/14/10
Level I	\$337.53	\$351.02	\$365.06	\$379.67	\$394.85	\$410.65	\$427.07
Level II	\$218.32	\$227.05	\$236.13	\$245.58	\$255.40	\$265.62	\$276.24
Level III	\$188.12	\$195.65	\$203.48	\$211.62	\$220.08	\$228.88	\$238.04
Level IV	\$139.89	\$145.49	\$151.31	\$157.36	\$163.65	\$170.20	\$177.01
Level V	\$99.27	\$103.24	\$107.37	\$111.67	\$116.13	\$120.78	\$125.61
Level VI	\$62.68	\$65.20	\$67.80	\$70.52	\$73.34	\$76.27	\$79.32
Level VII	\$32.76	\$34.07	\$35.44	\$36.86	\$38.33	\$39.86	\$41.46
Level VIII	\$23.49	\$24.43	\$25.41	\$26.42	\$27.48	\$28.58	\$29.72

\* Prices shown in price list are net, all discounts deducted, and valid for all areas including Domestic and Overseas

\*\* Per Modification #FX-03

“  
We can help  
you effectively  
communicate the  
value of your  
Agency's work.”



# We offer the following services under the Advertising & Integrated Marketing Solutions schedule:

*Market Research and Analysis Services: SIN 541-4A, Integrated Marketing Services: SIN 541-5, and Other Direct Costs: SIN 541-1000*

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

Every successful marketing or media campaign—regardless of its topic or target audience—owes its success to a solid foundation in research.

Macro International Inc. can help you develop the reliable research data you need to identify and fully understand your target audiences and the best ways to reach them, to establish marketing objectives, and to plan strategies and tactics to meet these objectives.

As needed, we can provide—

- ◆ Study Design
- ◆ Surveys and Data Collection
  - Telephone Interviews (CATI)
  - Mail Surveys
  - Internet Surveys
  - Intercept Surveys
  - In-person Interviews (CAPI)
  - Focus Groups
- ◆ Customized Data Analysis and Reporting
- ◆ Customer Satisfaction, Loyalty, and Tracking Studies
- ◆ Employee Studies
- ◆ Market Trends and Analysis
- ◆ Benchmarking
- ◆ Customer Value Analysis
- ◆ Social Marketing Strategic Planning
- ◆ Image Assessments
- ◆ Usage and Attitude Studies
- ◆ Brand Equity Research
- ◆ Brand Architecture Assessments
- ◆ Public Opinion Tracking
- ◆ General Population Surveys
- ◆ Advertising Effectiveness
- ◆ Audience Research
- ◆ Audience Testing
- ◆ Audience Profiles
- ◆ Marketing and Communications Planning
- ◆ Message Development and Testing
- ◆ Copy Testing

- ◆ Media Saturation
- ◆ Media Analysis and Planning
- ◆ Media Audits
- ◆ Youth Attitude and Behavior Studies
- ◆ Product Testing
- ◆ Ethnographic Research
- ◆ Case Studies
- ◆ Cognitive Interviews
- ◆ Participant Observation
- ◆ Demographic Surveys
- ◆ Health Research
- ◆ Formative Research
- ◆ Evaluation Services
- ◆ Process Evaluation
- ◆ Outcome Evaluation
- ◆ Central Location Tests
- ◆ Statistical Modeling
- ◆ Content Analysis
- ◆ Domain Analysis
- ◆ Program Evaluation

## Integrated Marketing Services (SIN 541-5)

From conceptualization to execution, Macro International Inc. provides all phases of marketing, media, and public information services. Whether your Agency's communications objectives call for social marketing or traditional marketing strategies...internal or external communications...print, broadcast, or Web-based materials, we provide the full range of integrated marketing solutions to meet your needs, including—

- ◆ Strategic Marketing Programs
  - Audience-based Strategic Marketing Plans
  - Market Assessment
- ◆ Branding and Awareness Development
- ◆ Brand Strategy Management



**“ From conceptualization to execution, we provide all phases of marketing, media, and public information services. ”**

- ◆ Organizational Communications
  - Internal Communications Strategy
  - Campaign Execution
  - Campaign Support
- ◆ Knowledge Communications
- ◆ Integrated Marketing and Communication Strategy Development
- ◆ Campaign Development
- ◆ Creative Strategies
- ◆ Positioning Strategies
- ◆ Advertising Development and Placement
- ◆ Message Development
- ◆ Creative Design and Execution
- ◆ Copywriting
- ◆ Art Direction
- ◆ Graphic Art and Design
  - Brochures/Pamphlets
  - Booklets
  - Calendars
  - Fliers
  - Posters
  - Annual Reports
  - Billboards, Banners, Signs
  - Bulletins/Newsletters
  - Illustration
  - Studio Photography
  - Stock Image Purchasing
  - Conference Materials
  - Trade Shows/Exhibits
- Outdoor and Public-space Displays
- Web Sites
- Web Banners and Icons
- E-cards
- Corporate Identity and Logo Design
- ◆ E-mail-based Marketing Campaigns
- ◆ Conference and Special Event Planning
- ◆ Multimedia
  - Film Production
  - Video Production
  - Public Service Announcements
  - Audio
  - Web Site Development, Implementation, and Promotion
  - Webcasts
  - CD-ROM Development
- ◆ Direct Marketing, Clearinghouses, and Call Centers
- ◆ Press and Public Relations
- ◆ Production, Placement, and Distribution
  - Printing
  - Storage and Distribution
- ◆ Develop and Procure Specialty Items
- ◆ Telemarketing Support
- ◆ Customer Relationship Management Strategies

## Labor Level Descriptions

*Macro International Inc. has a structured pricing schedule. All of the rates are for the 10-year contract period, April 2000–April 2010. Prices will vary depending upon the level of staff members assigned to the project. Below you will find a brief description of each level.*

### Level I

Senior executive level corporate officers and expert consultants with titles that might include, but are not limited to, President, Chief Operating Officer, or Senior Technical Expert Consultant.

### Level II

Senior management staff or technical experts who are responsible for overall direction and management oversight of project operations and whose final approval is required on all commitments of Macro International Inc. corporate resources. Titles might include Senior Consultant, Vice President, or Senior Technical Consultant.

### Level III

Senior technical staff that are responsible for all phases, activities, staffing, and outcomes involved in a project, including budget management, for the entire project. Titles might include Senior Manager, Principal, Senior Consultant, Marketing Director, Public Relations Director, Technical Project Director, or Senior Research Methodologist.

### Level IV

Senior midlevel staff whose well-defined technical skills and experience in both general and specialized subject matter provide expertise that is critical to a project's success. Titles might include Principal Investigator, Project Leader, Director of Programming Management, Senior Marketing Manager, Public Relations Manager, Meeting Manager,

Health Communications Project Manager, Distance Learning Program Developer, Research Methodologist, or Multimedia and Graphics Design Manager.

### Level V

Midlevel staff with titles that might include Task/Team Leaders, Web Designer/Developer, Graphics/Multimedia Developer, Health Communications Team Leader, Public Relations Specialist, Marketing Specialist, Editor, Research Analyst, or Senior SAS Programmer.

### Level VI

Associate level staff with titles that might include Research Associate, Junior Programmer, Health Communicator, Public Information Specialist, Marketing Associate, Graphics Designer, Copywriter, Publications Administrative Assistant, SAS Programmer, or Conference/Meeting Planner.

### Level VII

Junior staff with titles that might include, but are not limited to, Telephone Interviewer, Data Collector, Reproduction Clerk, or Research Assistant.

### Level VIII

Junior field interviewers:



## Terms and Conditions

**Prompt Payment Discount:** None

**Minimum Order:** \$100.00

**Maximum Order:** \$1,000,000.00\*

**FOB Point:** Destination

**Government Credit Cards:** Macro International Inc. accepts the Government purchase card. No additional discounts are offered for payment by Government purchase card.

**Security clearances:** Macro International Inc. will obtain all necessary security clearances as required.

**License fees:** Macro International Inc. will be responsible for obtaining all necessary permits and licenses for complying with all applicable Federal, State, and municipal laws.

**Geographic Coverage:** Domestic and Overseas

**Time of Delivery:** To be negotiated

**Expedited Delivery:** To be negotiated

**Urgent Delivery:** To be negotiated

*\*Under Federal supply schedules, this amount represents the amount over which agencies are encouraged to seek price reductions. There is no price ceiling on individual task orders or on the maximum total amount that can be ordered under this contract.*

## Contract Information

**Contract Number:** GS-23F-0199K

FCXA-M2-030001-B

Advertising & Integrated Marketing Solutions

FSC Class: 541

### Special Item Numbers Offered (SINs):

SIN 541-4A Market Research and Analysis Services

SIN 541-5 Integrated Marketing Services

SIN 541-1000 Other Direct Costs

### Duration:

April 14, 2000–April 14, 2010



## CONTACTS AND ORDERING ADDRESS

### For Contract/Ordering/Billing Information:

GSA Contract Administration  
Macro International Inc.  
11785 Beltsville Drive, Suite 300  
Calverton, MD 20705  
Phone: (301) 572-0890  
Fax: (301) 572-0999  
E-mail: [gsacontracts@orcmacro.com](mailto:gsacontracts@orcmacro.com)

### For General/Technical Information:

Janet Hoch  
Director, Marketing Services  
Macro International Inc.  
11785 Beltsville Drive, Suite 300  
Calverton, MD 20705  
Phone: (301) 572-0215  
Fax: (301) 572-0999  
E-mail: [marketing@orcmacro.com](mailto:marketing@orcmacro.com)

### Payment Address:

Macro International Inc.  
c/o Citizens Bank  
P.O. Box 7777 (W510546)  
Philadelphia, PA 19175-0546  
Account no.: 6205881202  
ABA no.: 036076150  
EIN: 52-0955232

**Business Size:** Large

**DUNS Number:** 066783721

**Internet Ordering:** 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!*<sup>™</sup>, a menu-driven database system. The Internet address for *GSA Advantage!*<sup>™</sup> is <http://www.gsaadvantage.gov>.

