

GENERAL SERVICES ADMINISTRATION
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 delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage!™ is: GSAAdvantage.gov.

**Advertising & Integrated Marketing Solutions (AIMS)
FSC GROUP 541**

**Special Item No. 541 4A (Market Research and Analysis)
Special Item No. 541 5 (Integrated Marketing Services)
Special Item No. 541 1000 (Other Direct Costs)**

**Contract Number: GS-23F-0199K
Contract Period: 4/1/2015 through 3/31/2020**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules at fss.gsa.gov



**ICF Macro Inc.
530 Gaither Road Suite 500
Rockville, MD 20850301-572-0200
301-572-0999**

**Point of Contact for Contract Administration:
Ilene Gerber
Phone: 703-934-3632 Fax: 703-218-2547
icfgsacontracts@icfi.com**

Business Size: Large Business

Customer Information:

1a. Awarded special item numbers:

Special Item No. 541 4A (Market Research and Analysis)

Special Item No. 541 5 (Integrated Marketing Services)

Special Item No. 541 1000 (Other Direct Costs (ODCs))

1b. Pricelist: ***Prices shown in price list are nets, all discounts deducted, and valid for all domestic areas. See Item 6.***

2. Maximum order. **\$1,000,000 ***. For orders in excess of \$1,000,000, which may be placed, please contact ICF Macro, Inc. for additional information.

*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.

3. Minimum order. **\$100.**

4. Geographic coverage: **Domestic and International Delivery.**

5. Point(s) of production (city, county, and State or foreign country): **Beltsville, Prince Georges, MD.**

6. Prices Shown in Catalogue: **Prices shown herein are net prices. All discounts deducted.**

7. Quantity discounts: **None**

8. Prompt payment terms: **0% - Net 30 days.**

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

9b. Government purchase cards are accepted above the micro-purchase threshold.

ICF Macro, Inc. accepts the government purchase card. No additional discounts are offered for payment by government purchase card.

10. Foreign items: **None.**

11a. Time of delivery: **ICF Macro, Inc. will adhere to the delivery schedule as specified by the agency's purchase order.**

11b. Expedited Delivery: **Contact ICF Macro, Inc. for expedited delivery.**

11c. Overnight and 2-day delivery: **Contact ICF Macro, Inc. for rates for overnight and two-day delivery.**

11d. Urgent Requirements: **Contact ICF Macro, Inc. to expedite urgent requirements.**

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

13a. Ordering address:

**ICF Macro, Inc.
530 Gaither Road Suite 500
Rockville, MD 20850301-572-0200
Ilene Gerber, Contracts Manager
1-703-934-3632**

1-703-218-2547 FAX
lcfgsacontracts@icfi.com

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address:

ICF Macro, Inc.
For Electronic payment:
Citizens Bank
1 Citizens Drive
Riverside RI 02915
Account #: 6203219502
ABA #: 036076150 (same for ACH & Wire)

Payments by check:
P.O. Box 536259
Pittsburgh, PA 15253-5904

15. Warranty provision: **Standard Commercial Warranty: ICF Macro, Inc. warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.**

16-24. Terms and Conditions: **Not applicable.**

25. Data Universal Number System (DUNS) number. **06-6783721.**

Cage Code Number: **2N613.**

26. Central Contractor Registration: **ICF Macro, Inc. is registered in the CCR Database.**

GSA Schedule Pricelist**All SINS are Applicable to All Labor Categories**

Labor Categories for ICF Macro, Inc. AIMS Contract #GS-23F-0199K

	12/22/2014 3/31/2016	4/1/2016 3/31/2017	4/1/2017 3/31/2018	4/1/2018 3/31/2019	4/1/2019 3/31/2020
Level I	\$230.91	\$237.84	\$244.97	\$252.32	\$259.89
Level II	\$175.08	\$180.33	\$185.74	\$191.31	\$197.05
Level III	\$119.25	\$122.83	\$126.51	\$130.31	\$134.22
Level IV	\$103.21	\$106.31	\$109.50	\$112.78	\$116.16
Level V	\$87.17	\$89.79	\$92.48	\$95.25	\$98.11
Level VI	\$79.29	\$81.67	\$84.12	\$86.64	\$89.24
Level VII	\$54.10	\$55.72	\$57.39	\$59.12	\$60.89

Other Direct Costs (SIN 541-1000)

Media Placement:

7 Minute Video would cost approximately \$43,990 'Not to Exceed'

60 Seconds Radio Spot in Prime Drive time with a National network of radio stations would cost \$17,600 'Not to Exceed'

60 Seconds Radio Spot in Nonprime/fringe time with a local station would cost \$630 'Not to Exceed'

30 Seconds TV Spot in prime time at a local station would cost \$87,900 'Not to Exceed'

30 Seconds TV Spot in fringe time at a local station would cost \$9,560 'Not to Exceed'

Media Buying Commission: ICF Macro, Inc. will not use the commercial practice of charging a commission on media buys. All media commission and any quantity discounts received by ICF Macro, Inc. will be rebated back to the Agency.

Full Service Marketing, Media and Public Information

Total Project Cost \$252,599.85 'Not To Exceed'

Description includes the following:

Consultants	Ground Transportation	Reproduction
Telephone	FAX	Postage
Delivery	Freight Service	Course Training Material
Books & Publication	Strategic Planning	Meeting Facilitation
Computer Supplies	Seminar	Conference
Meeting Cost		

Labor Category Descriptions

- **Level I**

Minimum/General Experience/Education: Minimum 10 years of relevant work experience with a Master's Degree and have highly specialized areas of expertise.

Functional Responsibility: 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**

Minimum/General Experience/Education: Minimum 7 years of relevant work experience with a Master's Degree or 10 years of relevant work experience with a Bachelor's Degree and have highly specialized areas of expertise.

Functional Responsibility: 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 ICF Macro's corporate resources. Titles might include, but are not limited to – Senior Consultant, Vice President, or Senior Technical Consultant.

- **Level III**

Minimum/General Experience/Experience: Minimum 5 years of relevant work experience with a Master's Degree or 8 years of relevant work experience with a Bachelor's Degree and have highly specialized areas of expertise.

Functional Responsibility: Senior technical staff who are responsible for all phases, activities, staffing, and outcomes involved in a project, including budget management, for the entire project. Titles might include, but are not limited to – Senior Manager, Principal, Senior Consultant, Marketing Director, Public Relations Director, Technical Project Director, or Senior Research Methodologist.

- **Level IV**

Minimum/General Experience/Education: Minimum 3 years of relevant work experience with a Master's Degree or 6 years of relevant work experience with a Bachelor's Degree and have specialized areas of expertise.

Functional Responsibility: 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, but are not limited to – 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**

Minimum/General Experience/Education: Minimum 1 years of relevant work experience with a Master's Degree or 2 years of relevant work experience with a Bachelor's Degree.

Functional Responsibility: Midlevel staff with titles that might include, but are not limited to – 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**

Minimum/General Experience/Education: Minimum 1 year of relevant work experience with a Bachelor's Degree.

Functional Responsibility: Associate level staff with titles that might include, but are not limited to – 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**

Minimum/General Experience/Education: Introductory position requiring no relevant experience with a High School Degree or equivalent.

Functional Responsibility: Junior Staff with titles that might include, but are not limited to – telephone interviewer, data collector, reproduction clerk, or research assistant.

Equivalent Experience Requirements for ICF Macro Labor Categories

- Any combination of additional years of relevant experience plus full time college level study totaling four years will be an acceptable substitute for a Bachelors degree.
- A Bachelors degree plus any combination of additional years of relevant experience and graduate level study totaling two years will be an acceptable substitute for a Masters degree.
- Additional years of graduate level study in an appropriate field will be considered equal to years of experience on a one-for-one basis.
- Staff with highly relevant training and experience for a particular assignment may be considered to have additional years of experience for purposes of assignment to a labor category for that assignment.

Staff whose training and experience exceed the requirements of their role for a particular assignment may have their years of experience decreased for purposes of placement in a labor category for that assignment.

The ICF MACRO Approach

ICF Macro, Inc. is a global professional services firm based in Calverton, Maryland. Since 1966, we have helped clients in nearly every U.S. federal agency and department, as well as in the corporate and not-for-profit sectors. We use innovative marketing research and communications strategies to educate, inform, and move our clients' 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.

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, ICF Macro 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 public.

From short-term projects to long-range services...from radio and television to website design...from concept through delivery, ICF Macro 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.

Description of Services

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. ICF 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 Awareness Development
- Brand Strategy Management
- 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 Show/Exhibits
- Outdoor and Public-Space Displays
- Websites
- 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
 - Website 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