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 is available through GSA Advantage™, a menu-driven database system. The INTERNET address for GSA Advantage™ is: http://www.GSAAdvantage.gov.

Multiple Award Schedule
Federal Supply Group: Professional Services

Contract Number: GS-23F-0231N
Contract Period: May 8, 2003 through May 7, 2023
GSA Pricelist Current through Modification PA-0048 – Effective August 2, 2022

Porter Novelli Public Services, Inc.
805 15th Street, NW, Suite 300
Washington, DC 20005-2207
Phone: (202) 973-5800
Website: www.porternovelli.com

Contact for Contract Administration
Kathy Williams
Telephone: (301) 788-2720
Fax: (212) 453-2125
E-mail: Kathy.Williams@porternovelli.com

Business Size: Large

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules page at gsa.gov
Customer Information

1a. Awarded Special Item Numbers (SINs)

<table>
<thead>
<tr>
<th>SIN Numbers</th>
<th>Services Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613 and 541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810 and 541810RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820 and 541820RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910 and 541910RC</td>
<td>Marketing and Research Services</td>
</tr>
<tr>
<td>541810ODC and 541810ODCRC</td>
<td>Other Direct Costs for Marketing and Public Relations</td>
</tr>
<tr>
<td>OLM and OLM RC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. N/A – Not offering products.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. Services descriptions begin on Page 5, and hourly rates are provided on Page 15.

2. Maximum order: $1,000,000 for SINs 541613, 541810, 541820, 541910, and 541810ODC; and $250,000 for SIN OLM

3. Minimum order: $100

4. Geographic Coverage: Domestic Only

5. Point of Production: Washington, DC, USA

6. Discount from list prices or statement of net prices: Government net prices provided (discounts already deducted).

7. Quantity discounts: None

8. Prompt payment terms: Net 30 Days. *Information for Ordering Offices: Prompt Payment Terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items: None

10a. Time of delivery: Specified on the Task Order

10b. Expedited Delivery: Contact Contractor

10c. Overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements: Contact Contractor

11. F.O.B. Point: Destination

12a. Ordering address:
12b. **Ordering procedures:** For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment address(es):**

Account Name: Porter Novelli Public Services Inc.
Bank Name: Wells Fargo, N.A.
Bank Address: 420 Montgomery Street, San Francisco, CA 94163
Account Number: 4945335420
ABA: 121000248

Via USPS:
Porter Novelli Public Services Inc.
PO Box 771633
St. Louis, MO 63177

Via commercial carrier:
Agency Accounting Services
200 North Broadway
17th Floor
Saint Louis, MO 63102
Attn: Katie Scherer
(314) 982-8739

14. **Warranty provision:** None

15. **Export packing charges:** N/A

16. **Terms and conditions of rental, maintenance, and repair (if applicable).** N/A

17. **Terms and conditions of installation (if applicable).** N/A

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).** N/A

18b. **Terms and conditions for any other services (if applicable).** N/A

19. **List of service and distribution points (if applicable).** N/A

20. **List of participating dealers (if applicable).** N/A

21. **Preventive maintenance (if applicable).** N/A

22a. **Environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).** N/A

22b. 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 (e.g. contractor’s website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/). N/A

23. **Unique Entity Identifier (UEI) number:** QJJVNMLVNA3
24. Notification regarding registration in System for Award Management (SAM) database. Porter Novelli Public Services is registered in SAM under CAGE Code 58BY1.
Labor Category Descriptions for SINs 541613, 541810, 541820, AND 541910

Account Coordinator

Minimum Experience: No experience required. Internship to Hire preferred.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline.

Functional Responsibilities:
This is an entry level position for someone interested in Public Relations. Account Coordinators play an active role in coordinating and implementing daily account activity.

Responsibilities include, but are not limited to, handling travel arrangements and meeting logistics, and preparing media materials. The Account Coordinator will also be supporting the professional account team by performing day-to-day administrative duties, playing a key role in organizing and coordinating administrative aspects of account group activity, including, competitive analysis and trend tracking by monitoring client and market news coverage, providing instantaneous information using online news services, and collaborating on written materials, including pitch letters, status reports, briefing books, biographies, memos, fact sheets, and press releases.
Assistant Account Executive

Minimum Experience: One year professional experience required, agency background preferred.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline.

Functional Responsibilities:
Assistant Account Executives execute day-to-day client work under direct supervision of a Senior Account Executive or a higher-level supervisor. Assistant Account Executives play an active role in coordinating and implementing daily account activity on behalf of the client.

Responsibilities include, but are not limited to, competitive analysis and trend tracking by monitoring client and market news coverage, providing instantaneous information using online news services, and collaborating on written materials, including pitch letters, status reports, briefing books, biographies, memos, fact sheets, and press releases.

Skills required include good written and verbal skills, proven ability to effectively organize and manage multiple responsibilities, efficiency in database management and online research, creativity in writing samples, demonstrated ability to work well with others in both team and independent environments, and a positive, flexible attitude that will lend itself to client service.
Account Executive

**Minimum Experience:** Two years of experience in public relations, with agency background.

**Minimum Education:** BA degree, preferably in Communications, Journalism, English, or PR-related discipline.

**Functional Responsibilities:**
Account Executives plan and execute client activities in a timely and proactive manner under the direction of an Account Supervisor or a higher-level supervisor. Account Executives play an active role in coordinating and implementing daily account activities on behalf of the client.

Responsibilities include, but are not limited to, developing, and editing high-quality written materials, being an ongoing contact on the client's behalf to the press, coordinating press tours, and ensuring program deadlines are met while handling multiple projects.

Skills required include strong written and verbal skills, proven ability to effectively organize and manage multiple responsibilities, strong understanding of public relations concepts, knowledge of tactics and media relations, knowledge in integrating research and creative work concepts into account activity, efficiency in database management and online research, demonstrated ability to work well with others in both team and independent environments, and a positive, flexible attitude that will lend itself to client service.
Senior Account Executive

Minimum Experience: Three years of experience in public relations, with agency background.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline.

Functional Responsibilities:
Senior Account Executives are expected to be able to independently plan and execute activities in a timely, efficient, and high-quality manner with minimal direction from an Account Supervisor or higher-level supervisor. Senior Account Executives are expected to demonstrate independence and autonomy with respect to their responsibilities and must exhibit a deep understanding of clients and accounts.

Responsibilities include, but are not limited to, developing and editing high-quality written materials, being the primary and ongoing contact on the client's behalf to the press, managing press tours, keeping programs on track, and ensuring program deadlines are met while handling multiple projects.

Skills required include strong written and verbal skills in both informal and formal client and business settings, solid understanding of public relations and marketing principles, knowledge of strategic planning and implementation, strong client relations skills, knowledge of new business development, proven ability to effectively organize and manage resources, demonstrated ability to manage projects from start to finish, efficiency in database management and online research, demonstrated ability to work well with others in both team and independent environments, ability to manage and motivate junior staff, and a positive, flexible attitude that will lend itself to client service.
Account Supervisor

Minimum Experience: Five years of experience in public relations, with agency background.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline

Functional Responsibilities:
Account Supervisors are expected to be able to independently plan and execute activities in a timely, efficient, and high-quality manner with minimal direction from an Account Manager or higher-level supervisor. Account Supervisors are expected to demonstrate independence and autonomy with respect to their responsibilities and must exhibit a deep understanding of the clients, accounts, and industry. Account Supervisors are expected to have some knowledge of managing the business aspects of the client account on behalf of the agency.

Responsibilities include, but are not limited to, managing the development and editing of high-quality written materials, being the primary and ongoing contact on the client's behalf to top tier press analysts, managing press tours, managing resources and staff while keeping programs on track, and ensuring program deadlines are met while handling multiple projects.

Skills required include strong written and verbal skills in both informal and formal client and business settings, solid understanding of public relations and marketing principles, strategic planning and implementation, strong client relations skills, knowledge of new business development, critical thinking skills, proven ability to effectively organize and manage resources, demonstrated ability to manage a project and team from start to finish, solid understanding of fiscal account management, demonstrated ability to work well with others in both team and independent environments, ability to manage and motivate junior staff, and a positive, flexible attitude that will lend itself to client service.
Account Manager

Minimum Experience: Seven years of experience in public relations, with agency background.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline.

Functional Responsibilities:
Account Managers are responsible for managing, budgeting, and coordinating day-to-day activities of multiple accounts/account teams to ensure deliverables are out on time. Account Managers are expected to demonstrate independence and autonomy with respect to their responsibilities and must exhibit a deep understanding of the clients, their industry, and the account. Account Managers are expected to consult with clients on high-level strategies to conceptualize and implement PR programs and plans.

Responsibilities include, but are not limited to, providing strategic guidance to clients and account teams, serving as senior-level client and media contact, managing resources and staff while keeping programs on track, and ensuring program deadlines are met while handling multiple projects and assuming supervision and motivation of account team members to ensure they receive the guidance and training needed to succeed.

Skills required include strong written and verbal skills both in informal and formal client and business settings, solid understanding of public relations and marketing principles, strategic planning and implementation, strong client relations skills, knowledge of new business development, critical thinking skills. Must be skilled at project management - managing public relations activities for multiple client or divisions, keeping team members focused and motivated on generating the best results for our client, while managing resources and budgets along the way. Passion for ideas and passion for moving companies into new categories of leadership are all critical to success in this role.
Vice President

Minimum Experience: Ten years of experience in public relations, with agency background.

Minimum Education: BA degree, preferably in Communications, Journalism, English, or PR-related discipline

Functional Responsibilities:
Vice Presidents are responsible for developing strong client relationships by providing strategic counsel, building, and leading solid account teams, mentoring, growing, and retaining employees, and managing accounts to consistently achieve business objectives.

Responsibilities include, but are not limited to, demonstrating independence and autonomy with respect to their responsibilities and exhibiting a deep understanding of the clients, their industry, the account, and the agency. Vice Presidents play an active role in contributing to Porter Novelli's success by participating in new business development, managing finances and resources profitably, and participating in company-wide initiatives.

Skills required include providing counsel and leadership to influence and impact client strategy, project management - managing public relations activities for multiple clients or divisions, keeping team members focused and motivated on generating the best results for our client, while managing resources and budgets along the way. Knowledge and experience in prospecting, pitching, and closing new business are a must. A passion for ideas and for moving companies into new categories of leadership are all critical to success in this role. Strong ties to business and trade media and general business acumen are the underpinnings of the sound strategic counsel that will be provided to both the client and the team. Strong leadership and mentoring skills required. Growing accounts organically, as well as experience in prospecting and securing new business essential to opportunity.
Senior Vice President

Minimum Experience: Thirteen years of professional experience in agency, campaign, advocacy, or another communications role is required.

Minimum Education: BA Degree in Communications, Journalism, English, Public Relations, or discipline related to core area of work.

Functional Responsibilities:
Senior Vice Presidents are the leaders of client teams and central to the operation of the office. The SVP must have passion for communications excellence, and the creative and executional abilities to bring it to life. SVPs are idea generators; people for whom fresh and innovative thinking is second nature. This ability is matched with expertise in critical subject matter and hard business sense. SVPs also have the people skills and strong client relationships to sell in new thinking and get clients to follow their lead.

Responsibilities include, but are not limited to, leading and growing major pieces of business, and developing/fostering strong and strategic client relationships. SVPs are expected to develop high-functioning account teams, and to manage budgets and staff to meet revenue and profitability targets.

Skill required include being an expert in new business, cultivating leads, providing the leadership and ideas that make for winning proposals, and creating teams that showcase our abilities to client prospects.

The SVP must be passionate about Porter Novelli, believe deeply in our mission and our approach, and convey enthusiasm and understanding to staff, clients, potential clients, and the industry at large.
Executive Vice President

Minimum Experience: Fifteen Years of public relations experience and agency experience are required

Minimum Education: BA Degree in Communications, Journalism, English, Public Relations, or discipline related to core area of work.

Functional Responsibilities:
Executive Vice Presidents are responsible for providing strong leadership and guidance to both clients and employees. The Executive Vice President will work in a collaborative manner to craft the overall direction of the company’s business.

Responsibilities include, but are not limited to, directing corporate communications and business and client relationships at the most strategic levels, building solid account management teams, ensuring fiscal responsibility for both client budgets, as well as internal operating groups. EVPs provide hands-on direction for the mentoring, growing, and retaining of employees. They direct all human resource responsibilities for their team. EVPs participate in senior agency management decisions regarding business growth and the strategic direction of the office.

Skill required include providing counsel and leadership to influence and impact client strategy and project management. Growing accounts organically, as well as experience prospecting and securing new business is essential to position. Overseeing and providing counsel on the public relations activities for multiple clients or divisions, keeping team members focused and motivated on generating the best results for our clients, while managing resources and budgets along the way. Knowledge and experience in strategic corporate communications, managing and mentoring teams of PR professionals, and prospecting, pitching, and closing new business are required. A passion for ideas and for moving companies into new categories of leadership are all critical to success in this role. Strong leadership and mentoring skills required.
Partner

**Minimum Experience:** Twenty Years of public relations experience and agency experience are required

**Minimum Education:** BA Degree in Communications, Journalism, English, Public Relations, or discipline related to core area of work. An advanced degree in Journalism, Communications, Business, or Marketing is an advantage but not required.

**Functional Responsibilities:**
The Partner is an expert in all aspects of talent management, business development, client management, operations/financial management, and possesses technical skills, including creativity, media relations, digital capabilities, presentation skills, and client communication.

Responsibilities include, but are not limited to establishing positive agency positioning in the marketplace in order to enhance Porter Novelli’s appeal to both prospects and talent; building visibility of the practice by participating in key conferences and thought leadership speaking and writing; and developing agency thought leadership that reflects the core strengths of the practice. Partners also support all aspects of talent management, including recruiting, assessing candidates, career planning, professional development, real-time coaching, and dealing with conflict and reward/recognition. Partners work to build a “best teams” approach to support clients regardless of geography. Partners contribute to the professional development of staff by ensuring a robust professional training program and nurturing core skill development. Partners maintain relationships with key clients around the world with an eye towards helping identify business opportunities for clients, solving client problems, and avoiding revenue attrition. Partners also ensure that client service excellence standards are being applied to all client projects.

Skills required include demonstrable experience of driving effective collaboration across multi-disciplined teams to bring significant business benefit to client organizations. Strong commercial track record and new business drive/orientation. Acknowledged subject matter expert in many areas such as consumer, brand, business-to-business, nutrition, policy, and reputation management. Unparalleled leadership, relationship-building, and networking skills at all levels, both internally and externally. The ability to balance market facing responsibilities, including business development, with key internal leadership priorities.
Awarded GSA Rates

LABOR CATEGORY/SERVICES HOURLY RATES FOR SINS 541613, 541810, 541820, AND 541910

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>GSA Price (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner</td>
<td>$310.33</td>
</tr>
<tr>
<td>Executive Vice President</td>
<td>$279.29</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$232.24</td>
</tr>
<tr>
<td>Vice President</td>
<td>$213.90</td>
</tr>
<tr>
<td>Account Manager</td>
<td>$164.03</td>
</tr>
<tr>
<td>Account Supervisor</td>
<td>$160.40</td>
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<tr>
<td>Senior Account Executive</td>
<td>$138.94</td>
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<tr>
<td>Account Executive</td>
<td>$102.57</td>
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<tr>
<td>Assistant Account Executive</td>
<td>$97.83</td>
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<tr>
<td>Account Coordinator</td>
<td>$75.37</td>
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</tbody>
</table>
OTHER DIRECT COST RATES AND MARK-UPS FOR
SIN 541810ODC

<table>
<thead>
<tr>
<th>ITEM</th>
<th>UNIT</th>
<th>GSA Ceiling Price (Including IFF)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Placement Costs</td>
<td>Per Task</td>
<td>$6,363,981.65</td>
</tr>
<tr>
<td>Photographic Services</td>
<td>Per Task</td>
<td>$94,200.00</td>
</tr>
<tr>
<td>Printing</td>
<td>Per Task</td>
<td>$161,000.00</td>
</tr>
<tr>
<td>Audio/Video Production</td>
<td>Per Task</td>
<td>$305,400.00</td>
</tr>
<tr>
<td>Graphics Design</td>
<td>Per Task</td>
<td>$8,300.00</td>
</tr>
<tr>
<td>Editorial</td>
<td>Per Task</td>
<td>$60,500.00</td>
</tr>
<tr>
<td>Focus Groups, including Participant</td>
<td>Per Task</td>
<td>$117,800.00</td>
</tr>
<tr>
<td>Research Fees</td>
<td>Per Task</td>
<td>$132,500.00</td>
</tr>
<tr>
<td>Conference Costs</td>
<td>Per Task</td>
<td>$15,400.00</td>
</tr>
<tr>
<td>Radio Media Tour</td>
<td>Per Task</td>
<td>$18,200.00</td>
</tr>
<tr>
<td>Video News Release</td>
<td>Per Task</td>
<td>$39,500.00</td>
</tr>
<tr>
<td>Satellite Tour</td>
<td>Per Task</td>
<td>$20,200.00</td>
</tr>
<tr>
<td>Talent</td>
<td>Per Task</td>
<td>$33,900.00</td>
</tr>
</tbody>
</table>

* These are the maximum/ceiling rates that can be charged to an agency. Lower rates can be quoted. A markup of no greater than 13.00% (exclusive of IFF) is allowed on the cost of the ODCs, except for Media Placement Costs, which has a maximum markup of 1.25% (exclusive of IFF). Total markups of 13.75% and 2.00%, inclusive of the 0.75% IFF, are allowed.