

**General Services Administration  
Federal Acquisition Service  
Authorized Federal Acquisition 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 & Integrated Marketing Solutions**

**FSC Group: 541**

**Contract Number: GS-23F-0248S**

**(SINs 541-1/541-1RC, 541-2/541-2RC, 541-4A/541-4ARC, 541-4D/541-4DRC, 541-1000/541-1000RC)**

*For more information on ordering from Federal Supply Schedules visit: <http://www.gsa.gov/schedules-ordering>*

**Contract Period: 8/8/2006 - 8/7/2016**



**GYMR, LLC  
1825 Connecticut Avenue, N.W., Suite 300  
Washington, DC 20009  
Telephone: (202) 745-5100  
Fax: (202) 234-6159  
[www.gymr.com](http://www.gymr.com)**

Business Size/Status: Small

Prices shown herein are NET (discounts already deducted).

**Pricelist current through modification PO-0012 dated July 19, 2013**



**TABLE OF CONTENTS**

GENERAL CONTRACT INFORMATION .....2  
CONTRACT OVERVIEW .....4  
CONTRACT ADMINISTRATOR.....4  
MARKETING AND TECHNICAL POINT OF CONTACT .....4  
CONTRACT USE.....4  
CONTRACT SCOPE.....5  
INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY  
RATES .....6  
HOURLY RATES FOR SERVICES.....7  
OTHER DIRECT COSTS.....8  
LABOR CATEGORY DESCRIPTIONS .....9

## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs): (Please refer to [GSA eLibrary](#) for detailed descriptions)

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-4A Market Research and Analysis Services
- 541-4D Conference Events and Tradeshow Planning Services
- 541-1000 Other Direct Costs

Our GSA AIMS Contract can also support state and local agencies under the following programs:

**DISAST  
RECOV**

- *Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) – allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.*
- *Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act)*

Additional programs:

**ARRA**

- *American Recovery and Reinvestment Act (ARRA) – we have accepted the Recovery Act clauses and are eligible to receive orders funded, in whole or in part, by the Recovery Act.*

- 1b. Lowest Priced Model Number and Lowest Price: Please refer to page #[7](#)
- 1c. Labor Category Descriptions: Please refer to page #[9](#)
2. Maximum Order: \$1,000,000  
*Agencies may place, and Contractor may, but is not obligated to honor, orders exceeding this limit*
3. Minimum Order: \$100
4. Geographic Coverage: Domestic Only
5. Point (s) of Production: Not Applicable
6. Discount from List Price: Government net prices (discounts already deducted)
7. Quantity Discounts: Not Applicable
8. Prompt Payment Terms: Net 30 days
- 9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.
- 9b. Government Purchase Card *is not* accepted above the micro – purchase threshold.
10. Foreign Items: None
- 11a. Time of Delivery: To Be Negotiated with Ordering Agency
- 11b. Expedited Delivery: To Be Negotiated with Ordering Agency
- 11c. Overnight and 2-Day Delivery: To Be Negotiated with Ordering Agency
- 11d. Urgent Requirement: To Be Negotiated with Ordering Agency
12. F.O.B. Point(s): Destination

## GENERAL CONTRACT INFORMATION (CONTINUED)

- 13a. Ordering Address: GYMR, LLC  
Attn: Andrea Holmes/GSA Orders  
1825 Connecticut Avenue, N.W., Suite 300  
Washington, DC 20009
- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: GYMR, LLC  
Attn: Patrick McCabe/Accounts Receivable  
1825 Connecticut Avenue, N.W., Suite 300  
Washington, DC 20009
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable
17. Terms and Conditions of Government Purchase Card Acceptance: None
18. Terms and conditions of rental, maintenance, and repair: Not Applicable
19. Terms and conditions of installation (if applicable): 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 (if applicable): None
21. List of service and distribution points (if applicable): Not Applicable
22. List of participating dealers (if applicable): Not Applicable
23. Preventative maintenance (if applicable) Not Applicable
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.): Not Applicable
- 24b. 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/) : Contact Contract Administrator for more information
25. Data Universal Number System (DUNS) Number: 119484207
26. GYMR, LLC is registered in the System for Award Management (SAM) database.

## CONTRACT OVERVIEW

GYMR is a nationally ranked communications firm specializing in health, healthcare and social issues. Our award-winning team of Washington, D.C.-based public relations professionals has earned a strong reputation for its commitment to our clients' issues and success. We use our knowledge to put issues on the national agenda, generate desirable media coverage and promote public health messages to key target audiences. We represent the nation's leading foundations, federal agencies, associations, nonprofits and pharmaceutical companies. GYMR offers the expertise usually found only in large agencies, with the heart and soul of a small business that offers personal service and exceptional value.

GSA awarded GYMR, LLC a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0248S. The contract was awarded on August 8, 2006. The current contract period is August 8, 2011 - August 7, 2016. Note: This contract incorporates SINs previously awarded under Set-Aside contract GS-23F-0247S. GSA may exercise up to two additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

## CONTRACT ADMINISTRATOR

Andrea Holmes  
GYMR, LLC  
1825 Connecticut Avenue, N.W., Suite 300  
Washington, DC 20009  
Telephone: (202) 745-5100  
Fax Number: (202) 234-6159  
Email: [aholmes@gymr.com](mailto:aholmes@gymr.com)

## MARKETING AND TECHNICAL POINT OF CONTACT

Andrea Holmes  
GYMR, LLC  
1825 Connecticut Avenue, N.W., Suite 300  
Washington, DC 20009  
Telephone: (202) 745-5100  
Fax Number: (202) 234-6159  
Email: [aholmes@gymr.com](mailto:aholmes@gymr.com)

## CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions, for domestic use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

Our GSA AIMS Contract can also support state and local agencies under the following programs:

- DISAST RECOV** • **Disaster Recovery Purchasing Program** (Section 833 of the National Defense Authorization Act) – allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.
- **Federal Grants During Public Health Emergencies** (Section 319 of Public Health and Services Act)

## **CONTRACT SCOPE**

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. GYMR, LLC has been awarded a contract by GSA to provide services under the following SINs:

- 541-1 / 541RC Advertising Services
- 541-2 / 541-2RC Public Relations Services
- 541-4A / 541-4ARC Market Research and Analysis Services
- 541-4D / 541-4DRC Conference Events and Tradeshow Planning Services
- 541-1000 / 541-1000RC Other Direct Costs

See [GSA E-Library](#) for full Special Item Number (SIN) descriptions.

## INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that GYMR, LLC meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

|   |
|---|
| <b>Orders under the Micro-Purchase Threshold (\$3,000)</b>  |
| <ul style="list-style-type: none"> <li>Select the contractor best suited for your needs and place the order.</li> </ul>   |
| <b>Orders in-between the Micro-Purchase Threshold (\$3,000) and the Simplified Acquisition Threshold (\$150,000)</b>  |
| <ul style="list-style-type: none"> <li>Prepare a SOW or PWS in accordance with FAR 8.405-2(b).</li> <li>Prepare and send the RFQ (including SOW and evaluation criteria) to at least <b>three</b> GSA Schedule contractors.</li> <li>Evaluate, then make a "Best Value" determination.</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>  |
| <b>Orders over the Simplified Acquisition Threshold (\$150,000)</b>   |
| <ul style="list-style-type: none"> <li>Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least <b>three</b> contractors.</li> <li>Seek price reductions.</li> <li>Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p> |

### Developing a Statement of Work (SOW) or Performance Work Statement (PWS)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and

Special standards and any special requirements, where applicable.

### Preparing a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to <http://www.gsa.gov/schedules-ordering> and click "Ordering Information". Also see summary guidelines in the [Multiple Award Schedule \(MAS\) Desk Reference Guide, Ordering Procedures.](#)

## HOURLY RATES FOR SERVICES

SIN 541-1/541-1RC, 541-2/541-2RC, 541-4A/541-4ARC, 541-4D/541-4DRC

| <b>Labor Category</b>       | <b>GSA Hourly Labor Rate</b> |
|-----------------------------|------------------------------|
| Program Director II         | \$213.52                     |
| Program Director I          | \$176.15                     |
| Senior Program Manager      | \$167.34                     |
| Program Manager             | \$163.59                     |
| Media Relations Specialist  | \$154.13                     |
| Managing Supervisor         | \$132.11                     |
| Account Supervisor          | \$123.30                     |
| Senior Account Executive    | \$114.50                     |
| Account Executive           | \$96.88                      |
| Assistant Account Executive | \$74.86                      |
| Account Coordinator         | \$66.06                      |
| Project Associate           | \$48.15                      |

## OTHER DIRECT COSTS

**SIN 541-1000/541-1000RC**

| Description                                      | Unit of Measure  | Ceiling Rate |
|--|------------------|--------------|
| Ad Design  | Per Task         | \$6,548.75   |
| Audio News Release                               | Per Task         | \$10,422.59  |
| Beta SP Dubs                                     | Each             | \$45.34      |
| Bites and B-Roll Distribution                    | Each             | \$14,810.25  |
| Breakfast for Event                              | Per Person       | \$25.19      |
| Broadcast Video Program Development and Outreach | Per Task         | \$35,262.50  |
| B-Roll   | Per Task         | \$881.56     |
| B-Roll Production                                | Per Task         | \$3,859.46   |
| Clipping Service                                 | Per Task         | \$309.30     |
| Conference Materials                             | Per Task         | \$1,368.69   |
| Conference Materials                             | Per Task         | \$5,264.96   |
| DVD-R Dubs                                       | Each             | \$15.11      |
| Event Facility Charges                           | Per Event        | \$3,828.50   |
| Fax  | Per Page         | \$1.01       |
| Focus Group Incentive                            | Each             | \$176.31     |
| Graphic Design                                   | Per Task         | \$3,818.43   |
| Graphic Production                               | Per Task         | \$6,610.21   |
| Host Controls                                    | Each             | \$201.50     |
| Incentive Distribution                           | Each             | \$3.02       |
| News Broadcast Network                           | Per Task         | \$5,440.50   |
| News Release                                     | Per News Release | \$5,465.53   |
| Phone - Conference Calls                         | Per Minute       | \$0.30       |
| Phone call - long distance                       | Per Minute       | \$0.06       |
| Photocopies <1000                                | Per Copy         | \$0.20       |
| Photocopies >1000                                | Per Copy         | \$0.05       |
| Postage  | Per Ounce        | \$0.39       |
| Print PSA Packaging and Distribution             | Each             | \$19,218.06  |
| Printing and Copying                             | Per Task         | \$14,445.66  |
| Promotional Items                                | Per Item         | \$3.41       |
| PSA Packaging                                    | Per PSA          | \$93,989.19  |
| Radio Media Tour                                 | Per Task         | \$5,087.88   |
| Remote Operator                                  | Each             | \$151.13     |
| Satellite Media Tour                             | Each             | \$26,698.75  |
| Sound Bytes                                      | Per Day          | \$100.75     |
| Teleconference Center                            | Per Call         | \$163.91     |
| Teleconference Focus Group                       | Per Group        | \$1,007.50   |
| VHS Dubs   | Each             | \$15.11      |
| Video Crew                                       | Per Task         | \$1,637.04   |
| Video News Release                               | Per Task         | \$20,376.69  |
| Video Transfer                                   | Each             | \$50.38      |

## LABOR CATEGORY DESCRIPTIONS

### Experience Substitutions:

|  |        |                   |
|--|--------|-------------------|
| H.S. Diploma + 4 years additional experience     | Equals | Bachelors Degrees |
| Bachelors Degree + 2 years additional experience | Equals | Masters Degree    |
| Masters Degree + 3 years additional experience   | Equals | Ph.D              |

### Education Substitutions:

|   |
|---|
| A Ph.D. may be substituted for 3 years of required experience with a Masters Degree or 4 years with a Bachelors Degree. |
| A Masters Degree may be substituted for 2 years of required experience with a Bachelors Degree.                         |
| A Bachelors Degree may be substituted for 4 years of required experience with a High School Diploma.                    |

### **Job Title: Program Director II**

**Minimum/General Experience:** 20 years experience

**Functional Responsibility:** Demonstrated strategic and analytical thinking. Possesses strong management and presentation skills. Grounding in social marketing required. Solid knowledge of health or social issues arena preferred. Partners are responsible for managing and overseeing all aspects of the business. Provide senior level counsel to clients on program strategy and implementation. Develop public relations strategies. Supervise the development and implementation of strategic public relations programs.

**Minimum Education:** Bachelor's Degree

### **Job Title: Program Director I**

**Minimum/General Experience:** 15 years experience

**Functional Responsibility:** Demonstrated strategic and analytical thinking. Possesses strong management and presentation skills. Grounding in social marketing required. Solid knowledge of health or social issues arena preferred. Partners are responsible for managing and overseeing all aspects of the business. Provide senior level counsel to clients on program strategy and implementation. Develop public relations strategies. Supervise the development and implementation of strategic public relations programs.

**Minimum Education:** Bachelors Degree

### **Job Title: Senior Program Manager**

**Minimum/General Experience:** 12 years of experience

**Functional Responsibility:** Senior vice presidents counsel clients on strategy and project planning. Oversee accounts with at least two junior staff. Responsible for managing projects. Present to clients and lead training sessions. Develop and implement short-term programs and long-term campaigns. Must have strong verbal and written communications skills. Must be media savvy, creative, strategic and have the ability to juggle multiple tasks. Agency experience is required.

**Minimum Education:** Bachelors Degree

### **Job Title: Program Manager**

**Minimum/General Experience:** 10 years of experience

**Functional Responsibility:** Vice presidents counsel clients on strategy and project planning. Oversee accounts with junior staff. Responsible for managing projects. Present to clients and lead training sessions. Develop and implement short-term programs and long-term campaigns. Must have strong verbal and written communications skills. Must be media savvy, creative, strategic and have the ability to juggle multiple tasks. Agency experience is required.

**Minimum Education:** Bachelors Degree

|  |
|--|
| <b>Job Title: Media Relations Specialist</b>   |
| <b>Minimum/General Experience:</b> 12 years of experience  |
| <b>Functional Responsibility:</b> Media relations specialists design media and develop marketing and communications strategies. Formulate creative strategies and concepts. Consult on production of or outsource media materials as needed. |
| <b>Minimum Education:</b> Bachelors Degree   |

|   |
|---|
| <b>Job Title: Managing Supervisor</b>   |
| <b>Minimum/General Experience:</b> 7 years of experience  |
| <b>Functional Responsibility:</b> Managing supervisors manage the day-to-day activities of accounts with support from junior staff. Provide guidance, problem solving and evaluation to existing accounts. Supervise and mentor junior staff. Demonstrated ability to think strategically. Possesses strong verbal and written communications skills. |
| <b>Minimum Education:</b> Bachelors Degree  |

|  |
|--|
| <b>Job Title: Account Supervisor</b>   |
| <b>Minimum/General Experience:</b> 5 years of experience   |
| <b>Functional Responsibility:</b> Account supervisors manage the day-to-day activities of accounts with support from junior staff. Provide guidance, problem solving and evaluation to existing accounts. Supervise and mentor junior staff. Demonstrated ability to think strategically. Possesses strong verbal and written communications skills. |
| <b>Minimum Education:</b> Bachelors Degree   |

|   |
|---|
| <b>Job Title: Senior Account Executive</b>  |
| <b>Minimum/General Experience:</b> 3 years experience   |
| <b>Functional Responsibility:</b> Senior account executives are responsible for day-to-day project work on two to four accounts. Undertake projects in various areas such as media relations, research or alliance building and brings them to completion with strategic council from senior level staff. Work directly with the media and pitches clients issues. Develop and edit more complex written material such as presentations, brochures and feature stories. Working knowledge of the media and public relations strategy. Strong writing skills required. Supervisory skills are necessary. |
| <b>Minimum Education:</b> Bachelors Degree  |

|   |
|---|
| <b>Job Title: Account Executive</b>   |
| <b>Minimum/General Experience:</b> 2 years experience   |
| <b>Functional Responsibility:</b> Account executives support senior account executives or managing supervisors in managing the day-to-day work flow of multiple accounts at one time. May supervise assistant account executives and/or interns and report to a supervisor for strategic leadership on the accounts. Develop knowledge of clients and their respective industries to anticipate clients' needs. Supervise and assist in the development of media lists. Write pitch letters, media advisories, news releases, bios, letters, and meeting summaries. Manage all event logistics. Possesses basic knowledge of public relations agencies and the media. |
| <b>Minimum Education:</b> Bachelors Degree  |

|   |
|---|
| <b>Job Title: Assistant Account Executive</b>   |
| <b>Minimum/General Experience:</b> 1 year experience  |
| <b>Functional Responsibility:</b> Assistant account executives provide key support to the account team especially in media relations, events logistics and basic research. Coordinate distribution of client materials and vendor relationships. Coordinate event logistics surrounding a press conference, media launch or special event. Conduct secondary research and maintains lists. Must have strong writing and verbal skills, excellent organizational skills, and some basic understanding of public relations tactics. |
| <b>Minimum Education:</b> Bachelors Degree  |

|   |
|---|
| <b>Job Title: Account Coordinator</b>   |
| <b>Minimum/General Experience:</b> No experience necessary. Must successfully complete the GYMR writing test.   |
| <b>Functional Responsibility:</b> Account coordinators help organize the day-to-day account and administrative projects as assigned by staff. Prepare media lists, handle event logistics, conduct research on issues, monitor media, and coordinate mailings. Maintain clips, coordinate meetings and provide administrative support as needed. Conduct online research using the Internet and Lexis-Nexis. Must be organized, flexible and possess strong interpersonal skills. |
| <b>Minimum Education:</b> Bachelors Degree  |

|   |
|---|
| <b>Job Title: Project Associate</b>   |
| <b>Minimum/General Experience:</b> 2 years experience   |
| <b>Functional Responsibility:</b> Administrative associates provide administrative support to fast-paced, high-energy team of professionals on managing internal operations, client and new business communications. Answer phones and receive guests. Types, proofreads, and basic layout and collating of documents. Ability to work well under pressure in a fast-paced environment. Skilled in computer software applications (PowerPoint, Excel, and Windows). |
| <b>Minimum Education:</b> High School Diploma   |