



U.S. General Services Administration

Federal Supply Service

*Authorized Federal Supply Schedule Pricelist and Catalog*

## **Eurasia Group Ltd.**

GENERAL SERVICES ADMINISTRATION

**Advertising & Integrated Marketing Solutions (AIMS)**

Schedule: 541

Contract Number: GS-23F-0277M

Contract Period: 1/1/2008 – 7/31/2012

For information on the services that Eurasia Group Ltd. can provide through the GSA Federal Supply Schedule for Advertising & Integrated Marketing Solutions, contact:

John Timar  
Director, Government Services  
Eurasia Group Ltd.  
1818 N Street NW, 7th Floor  
Washington, DC 20036  
Tel: +1 202.903.0004  
Fax: +1 202.298.6276  
timar@eurasiagroup.net  
www.eurasiagroup.net

Pricelist current through Modification #A0-05, dated 5/22/08

# GSA Advertising & Integrated Marketing Solutions (AIMS) Eurasia Group Services Catalog 2008–2011

## Customer information

- 1a. Awarded Special Item Numbers:
  - SIN 541 4A Market Research and Analysis Services
  - SIN 541 5 Integrated Marketing Services
  - SIN 541 1000 Other Direct Costs
- 1b. Please see p5 for a price list.
- 1c. Please see p6–8 for a list of labor category descriptions.
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): worldwide
5. Point(s) of production: New York, NY; Washington, DC; and worldwide
6. Discount from list prices or statement of net price: N/A
7. Quantity discounts: N/A
8. Prompt payment terms: N/A
- 9a. Notification that 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: N/A
- 11a. Time of delivery: N/A
- 11b. Expedited delivery: N/A
- 11c. Overnight and 2-day delivery: N/A
- 11d. Urgent requirements: N/A
12. FOB point: Destination
- 13a. Ordering addresses:
  - Eurasia Group Ltd.
  - Attention: John Timar
  - 1818 N Street NW, 7th Floor
  - Washington, DC 20036
  - Phone: 202-298-6300
  - Fax: 202-298-6276

- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements, and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](https://fss.gsa.gov/schedules)).
14. Payment addresses:  
 Eurasia Group Ltd.  
 475 Fifth Avenue, 14th Floor  
 New York, NY 10017
15. Warranty provision: N/A
16. Export packing charges, if applicable: N/A
17. Terms and conditions of government purchase card acceptance (any thresholds above the micro-purchase level): N/A
18. Terms and conditions of rental, maintenance, and repair: N/A
19. Terms and conditions of installation: N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
- 20a. Terms and conditions for any other services: N/A
21. List of service and distribution points:  
 475 Fifth Avenue  
 14th Floor  
 New York, NY 10017  
  
 1818 N Street NW  
 7th Floor  
 Washington, DC 20036  
  
 30–31 Great Sutton Street  
 1st Floor  
 London, EC1V 0NA
22. List of participating dealers: N/A
23. Preventative maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. Section 508 compliance: N/A
25. Data Universal Number System (DUNS) number: 10-544-8711
26. Central Contractor Registration (CCR) database: Eurasia Group Ltd. is registered with CCR.
- Section 508 Compliance: All websites designed, developed, and implemented by Eurasia Group are Section 508 compliant with all accessibility standards.
- Online 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.

## About Eurasia Group

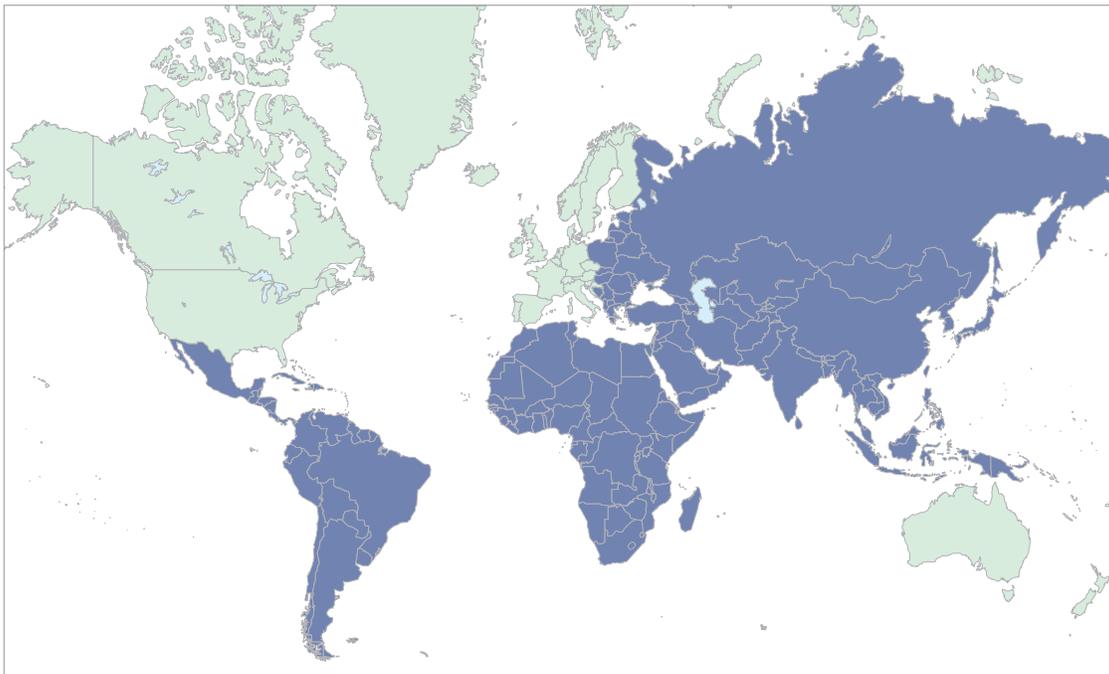
Eurasia Group is a social science research and consulting firm with high-level experience serving financial, corporate, and government clients that have significant geopolitical risk exposure across the globe. Eurasia Group provides clients with publications, research programs, and consulting services on political trends in emerging and frontier markets and their impact on operations. Using a combination of real-time geopolitical analysis and strategic-planning products, Eurasia Group provides clients with actionable intelligence across a multitude of sectors and time horizons.

Our extensive client base includes investment banks, private equity and hedge funds, multinational corporations, and G7 governments. Eurasia Group's robust analytic platform is designed to meet the operational needs of our clients by leveraging the deep regional and country expertise that makes our analysts recognized leaders in the market.

Eurasia Group has more than 85 analysts and support personnel organized into regional and functional practice groups. Our regional practice groups include Asia, Europe & Eurasia, the Middle East & Africa, and Latin America. Functional groups include Global Energy & Natural Resources and Comparative Analytics (which includes coverage on global public health issues).

Each analyst is an expert in their respective field. More than 90% of personnel have master's degrees, with approximately 30% educated at the PhD level. All analysts have deep functional experience in the geopolitics of their region; collectively, they speak 26 languages fluently. Eurasia Group regional analysts are further supported by a network of more than 400 in-country academic and professional resources across the globe.

## Country coverage



## Research & consulting capabilities

Drawing upon the extensive regional and functional expertise of Eurasia Group analysts, the Government Services team delivers innovative products and mission-focused analysis to agencies operating in today's dynamic and unpredictable geopolitical landscape. From forecasting and scenario analysis to focused research efforts, we provide unbiased and responsive products to decision-makers across the globe.

**Direct advisory services:** We provide actionable, real-time analysis tailored to client requirements through custom publications, briefings, and workshops.

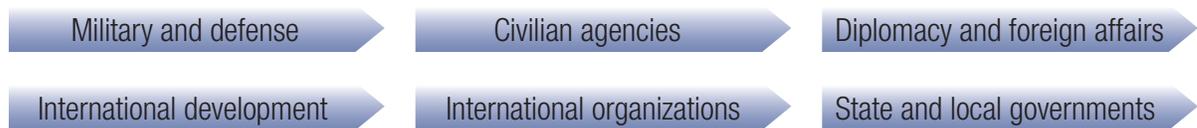
**Consultative research:** We deliver analytic solutions through our country-specific, regional, and transnational research programs, risk assessments, long-range forecasting, and scenario analysis.

**Analytic design:** We develop comparative methodologies and analytic frameworks to assist clients in impact evaluation, risk modeling, and strategic planning.

**Games and exercises:** Through war games and table top exercises, we provide a creative means for clients to attack challenges, explore unintended consequences, formulate strategy, and build consensus among stakeholders.

## Sector experience

Eurasia group has broad experience supporting government missions across the spectrum of international operations.



## Price list

As of January 1, 2004, our prices have been modified to reflect the new Industrial Funding Fee.

## Labor rates

Please refer to [www.eurasiagroup.net](http://www.eurasiagroup.net) for technical staff bios and additional subject matter experts.

Labor category	Rates (1/1/08 – 1/31/12)
Market researcher	\$100.75
Media analyst	\$151.13
Sr. media analyst	\$176.31
SME I	\$163.72
SME II	\$251.88
Web architect	\$88.16
Technical writer/editor	\$113.34
Network LAN/WAN	\$125.94
Project manager	\$176.31

## **Labor category descriptions**

### **Market researcher**

Conducts focused market research efforts to satisfy client requirements. Substantive areas of research may include media monitoring, open-source exploitation, and conduct of surveys. Uses a variety of information technology tools and research methods to collect and analyze data. Builds professional relationships with experts in academia and industry to facilitate research efforts.

Education and experience: Bachelor's degree in political science, business administration, or related field. Five years of experience providing marketing-, media-, and/or public information services in specific areas of expertise.

### **Media analyst**

Uses foreign language and area knowledge to review and assess foreign open media sources—including Internet sites, newspapers, press agencies, television, radio programs, and specialized publications—collecting information to deliver high-impact products to clients. They may also translate text, audio and video information, and other select materials.

Education and experience: Bachelor's degree in political science, business administration, or related field. Five years of experience providing marketing-, media-, and/or public information services in specific areas of expertise. Demonstrated foreign language fluency and/or area expertise.

### **Senior media analyst**

Leads foreign media assessment projects, establishes metrics, conducts impact evaluation of information campaigns, and analyzes media trends. Uses foreign language and area knowledge to review and assess foreign open media sources—including Internet sites, newspapers, press agencies, television, radio programs, and specialized publications—collecting information to deliver high-impact products to clients.

Education and experience: Master's degree in political science, area studies, or related field. Five years of experience providing marketing-, media-, and/or public information services in specific areas of expertise.

### **SME I**

Performs directed research in specialized areas such as political economy, regional political dynamics, or foreign trade flows. May present results of research to clients, as appropriate. Applies subject matter expertise in support of project goals by contributing to planning and strategy development sessions, conducting research, making presentations, or producing analytic reports.

Education and experience: Master's degree in political science, economics, or related field with five years of professional experience in an analytic capacity. A PhD or other professional degree (eg, JD) may be required for specific positions. Foreign language proficiency preferred.

### **SME II**

Oversees complex projects or geographically expansive coverage areas. Applies extensive experience and deep expertise to improving client operations. Heads development of product and service

strategies. Leads multidisciplinary analytic teams in satisfying client requirements. Meets regularly with clients to discuss performance, propose initiatives, and establish research priorities.

Education and experience: Master's degree or PhD in political science, international relations, economics, or related field. Ten years of experience providing analytic services in specific subject matter areas of expertise. Foreign language proficiency and extensive experience living/working in foreign countries is preferred.

### **Web architect**

Implements and manages web pages and web-based knowledge management platforms. Develops graphic artwork in a variety of media to support publication requirements using a variety of IT platforms. May also provide hand illustration, animation, or GIS support to clients. Produces a variety of artwork, including technical and commercial documents, viewgraph and 35mm slide presentations, pamphlets, brochures, and other products. Performs conceptual and visualization work, and graphic production tasks.

Education and experience: Bachelor's degree in a related technical/artistic field and four years of directly relevant work experience in graphic design, web development, and/or illustration. Five years of professional experience developing multimedia graphic artwork may be substituted for education requirement.

### **Technical writer/editor**

Leads multiple editorial initiatives. Manages document quality assurance and quality control procedures and works with analytic staff to improve writing flow and layout. Supports the development and production of a variety of documents for clients and their customers, including reports, journals, articles, catalogs, brochures, directories, plans, and promotional items. Writes and edits the results of surveys and statistical studies.

Education and experience: Bachelor's degree and six years of experience writing and editing publications. Excellent writing skills required, as is the ability to analyze, synthesize, and condense text that includes technical content but is intended for use by nontechnical lay audiences.

### **Network LAN/WAN**

Responsible for implementing, integrating, and managing networked hardware and software systems to support client requirements. Duties may include managing hosted environments, enterprise architecture, integrating databases, and implementing IT security protocols.

Education and experience: Bachelor's or master's degree in computer science or related discipline, and five years of professional IT experience. Relevant technical certifications, including MCSE, CISSP, or CCNA, may be required for specific positions. Demonstrated professional experience in one or more of the following areas: systems analysis, systems development, IV&V, networking, enterprise architecture, VPN systems, and TCP/IP.

### **Project manager**

Strategically manages program area and develops products and services. Is responsible for building and successfully maintaining integrated project management structure and overseeing project

financials in accordance with industry best practices. Responsible for project planning, resourcing, financial tracking, and workflow management. Meets regularly with clients to discuss performance, propose initiatives, and establish priorities. Implements appropriate quality control and quality assurance processes.

Education and experience: Master's degree in political science, international relations, business administration, or related field. Bachelor's degree, plus three years of additional directly related work experience (over and above the minimum experience requirements for this position), may be substituted for the master's degree. Requires expert knowledge of project management best practices and outstanding written and oral communication skills. Requires broad knowledge of various analytic standards and familiarity with client operations.