

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

**Advertising & Integrated Marketing Solutions**

**FSC Group: 541**

**Contract No.: GS-23F-0289L**

*For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at:  
<http://www.fss.gsa.gov>*

**Contract Period: September 19, 2001 - August 31, 2011**

**Contractor:**

**Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102  
Telephone: (703) 821-8955  
Fax: (703) 902-1250  
<http://www.circlesolutions.com>**

**Contract Administrator:**

**Kristina Lewis  
Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102  
Telephone: (703) 902-1206  
Fax: (703) 902-1250  
Email: [klewis@circlesolutions.com](mailto:klewis@circlesolutions.com)**

**Business Size/Status: Small, Woman-Owned**

**Prices shown herein are NET (discount deducted).**

**Pricelist current through modification #FX51 dated January 16, 2008**

## GENERAL CONTRACT INFORMATION

- 1a. Table of Awarded Special Item Numbers (SINs):  
541-3 / 541-3RC Web Based Marketing Services  
541-1000 / 541-1000RC Other Direct Costs  
(Please refer to [page #4](#) for a more detailed description)
- 1b. Lowest Priced Model Number and Lowest Price:  
Writer/Editor/Notetaker - see [page #10](#) for price  
Reference Database Usage - \$0.39 per record
- 1c. Labor Category Descriptions: Please refer to [page #8](#)
2. Maximum Order: \$1,000,000
3. Minimum Order: \$100
4. Geographic Coverage: Domestic Only
5. Point (s) of Production: Not Applicable
6. Discount from List Price: All Prices Herein are Net
7. Quantity Discounts:  
\$250K - \$500K: .5%  
\$501K - \$1 Million: 1%  
**Discount on labor only.**
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* accepted above the micro – purchase threshold up to \$25,000.  
No additional discount is offered for use of the Purchase Card.
10. Foreign Items: None
- 11a. Time of Delivery: To be negotiated at the task order level.
- 11b. Expedited Delivery: Will be considered on a case-by-case basis.  
Requirements will be negotiated at the task order level.
- 11c. Overnight and 2-Day Delivery: Will be considered on a case-by-case basis.  
Requirements will be negotiated at the task order level
- 11d. Urgent Requirement: Will be considered on a case-by-case basis.  
Requirements will be negotiated at the task order level.
12. F.O.B. Point(s): Destination
- 13a. Ordering Address:  
Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102
- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

## GENERAL CONTRACT INFORMATION (CONTINUED)

14. Payment Address: Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable
17. Terms & Conditions of Government Purchase Card Acceptance: Accept at or below the micro – purchase threshold and above the micro – purchase threshold up to \$25,000. No additional discount is offered for use of the Government Purchase Card.
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): All other terms and conditions for services to be negotiated at the task order level.
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/) : Circle follows all Section 508 guidelines as they pertain to each task order.
25. Data Universal Number System (DUNS) Number: 048298954
26. Circle Solutions, Inc. is registered in the Central Contractor Registration (CCR) database.

## **CONTRACTOR INFORMATION**

Founded in 1980, Circle Solutions, Inc. (Circle) is a small, woman-owned professional services firm committed to providing services and products in support of healthier, safer people and communities. Located in the Tysons Corner (VA) technology corridor near Washington DC, Circle supports government and private-sector clients throughout the nation. For 4 years, before the award was eliminated, Circle was recognized by the Washington Business Journal as one of Washington's Top 25 women-owned businesses. For 5 years, Circle has been recognized by the Washington Business Journal as one of Washington's Top 25 Meeting Planners. Circle's primary business areas include:

- Clearinghouses and Information Centers
- Distribution and Warehouse Services
- Conference and Program Management
- Information Technology
- Creative and Communications Services
- Research and Evaluation
- Training and Technical Assistance

## **CONTRACT OVERVIEW**

GSA awarded Circle Solutions, Inc. a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0289L. Circle's base period was completed on August 31, 2006. GSA has exercised option period one from September 1, 2006 – August 31, 2011 with two additional 5-year option periods remaining. 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**

Kristina Lewis  
Vice President of Contracts  
Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102  
Telephone: (703) 902-1206  
Email: [klewis@circlesolutions.com](mailto:klewis@circlesolutions.com)

## **MARKETING AND TECHNICAL POINT OF CONTACT**

Caroline Watler, President  
Circle Solutions, Inc.  
8280 Greensboro Drive, Suite 300  
McLean, VA 22102  
Telephone: (703) 902-1218  
Email: [cwatler@circlesolutions.com](mailto:cwatler@circlesolutions.com)

## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. 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.

## **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.

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. Circle Solutions, Inc. has been awarded a contract by GSA to provide services under the following SINs:

- 541-3 / 541-3RC Web Based Marketing Services
- 541-1000 / 541-1000RC Other Direct Costs

**SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

***541-3 / 541-3RC Web Based Marketing Services (set-aside for small businesses)***

Circle Solutions, Inc. will develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following typical web based tasks:

- Website Design and Maintenance Services
- Search Engine Development
- E-mail Marketing
- Interactive Marketing
- Web Based Training
- Web Casting
- Video Conferencing via the web
- Section 508 compliance: including Captioning Services
- On-Line Media Management
- Related activities to electronic marketing services

***541-1000 / 541-1000RC Other Direct Costs***

Expenses other than labor hours that are necessary to complete a project.

## **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 **Circle Solutions, Inc.** 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:

### **Step 1. Develop a Statement of Work (SOW)**

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.

### **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### **Step 3. Prepare 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

### **Step 4. Provide RFQ to at least Three Firms**

### **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

## REQUIREMENTS EXCEEDING THE MAXIMUM ORDER

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

## BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

## LABOR CATEGORY DESCRIPTIONS

### Information Technology Manager

Establishes and directs the strategic long-term goals, policies, and procedures for the information technology department. Determines the company's long-term systems needs and hardware acquisitions to accomplish business objectives. Requires a Bachelors Degree or equivalent experience plus at least 10 years experience in the IT field.

### Multimedia Specialist/Web Designer

Develops and implements the interface, front pages, and tools to navigate a web site. Works under the direction of the Internet Services Director to design online user experiences. Designs and constructs web pages/sites including incorporating GUI features and other techniques. Maintains and provides ongoing update of web sites. Troubleshoots issues with existing sites and resolves them. Performs site testing. Requires a Bachelors Degree or equivalent experience plus 2-4 years experience in a related field. Familiar with standard concepts, practices, and procedures in the field.

### Internet Services Director

Consults with clients and project team members to design, build and manage web sites. Develops, implements, and reviews WWW policies and procedures, design concepts, technical specifications, and site architecture to meet the business objectives of the company or project. Serves as liaison for the creative content team and the IT technical team. Supervises programming staff. Bachelors or Masters Degree plus at least 5 years experience, plus knowledge of concepts, practices and procedures in the field.

### Internet Services/Network Administrator

Installs, configures, and maintains the company's network. Maintains external and internal Internet presence. Supports, monitors, tests, and troubleshoots hardware and software problems related to network and Internet services. Provides end user support for all network-based applications. Installs and configures workstations, hardware, and software. Performs a wide variety of complex tasks using a wide variety of creativity and latitude. Requires a degree in a related area, or IT certification plus a minimum of five years experience in the field.

### Database Developer/Senior Programmer

Analyzes requirements for, and plans and develops, new, complex databases/information systems affecting major aspects of company or project operations. Gives technical direction to lower-level programmers. Bachelors Degree or equivalent plus 5 years of related experience.

### Programmer

Reviews, analyzes, and modifies programming systems including encoding, testing, debugging and documenting programs. May require a Bachelors Degree. Requires 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. Reports directly to a project lead, senior programmer, or manager.

## LABOR CATEGORY DESCRIPTIONS (CONTINUED)

### Senior Writer/Editor

Create and maintain style guides for project and company documents; ensure that corporate and project documents meet established quality standards; write original text per client specifications, performing research as required; supervise editor(s) and proofreader(s). Bachelors or Masters Degree in a related field, or equivalent experience, plus 5 years experience as a writer/editor.

### Writer/Editor/Notetaker

Writes, edits, proofreads, and copyedits a variety of documents. Bachelors Degree or equivalent experience in a related area plus at least 2 years related experience.

### Graphic Artist

Designs art and copy layouts based on client specifications. Determines style, technique and medium best suited to produce desired effects and conform to reproduction requirements, or receives specific instruction regarding these variables. Selects type/fonts, lays out materials, and performs related duties. Associates Degree. in a related field of study or equivalent education/experience, working knowledge of graphic design software, plus at least two years experience as a graphic artist in a commercial setting.

## HOURLY LABOR RATES

<b>Labor Category</b>	<b>9/01/06 - 8/31/07</b>	<b>9/01/07 - 8/31/08</b>	<b>9/01/08 - 8/31/09</b>	<b>9/01/09 - 8/31/10</b>	<b>9/01/10 - 8/31/11</b>
Information Technology Manager	\$139.95	\$145.55	\$151.37	\$157.42	\$163.72
Multimedia Specialist/Web Designer	\$69.99	\$72.79	\$75.70	\$78.73	\$81.88
Internet Services Director	\$116.63	\$121.30	\$126.15	\$131.20	\$136.45
Internet Services/Network Administrator	\$101.08	\$105.12	\$109.32	\$113.69	\$118.24
Database Developer/Senior Programmer	\$101.74	\$105.81	\$110.04	\$114.44	\$119.02
Programmer	\$69.99	\$72.79	\$75.70	\$78.73	\$81.88
Senior Writer/Editor	\$94.96	\$98.76	\$102.71	\$106.82	\$111.09
Writer/Editor/Notetaker	\$63.08	\$65.60	\$68.22	\$70.95	\$73.79
Graphic Artist	\$67.92	\$70.64	\$73.47	\$76.41	\$79.47

**OTHER DIRECT COSTS**  
**SIN 541-1000 / 541-1000RC**

<b>ODC</b>	<b>Unit</b>	<b>Ceiling Rate</b>
Computer Equipment	Per Task	\$349.84
Computer Use/Programming	Per Task	\$4,352.00
Courier Services	Per Task	\$1,728.53
Duplication Services	Per Task	\$1,859.81
Educational Materials	Per Task	\$113.42
Equipment Rental	Per Task	\$11,673.20
Federal Express	Per Task	\$9,911.69
Trainer	Per Day	\$222.15
Meeting Room Rental	Per Task	\$2,733.95
Office Supplies	Per Task	\$12,769.33
Printing Services	Per Task	\$6,083.31
Printing-Labels	Per Occurrence	\$1,778.42
Reference Database Usage	Per Record	\$0.39
Software	Per Task	\$1,668.27
Subscriptions	Per Task	\$546.79
Telephone/Fax Services	Per Task	\$3,278.13
Temporary Help Services	Per Task	\$2,013.86
Translation Services	Per Task	\$3,682.46
U.S. Postage	Per Task	\$2,446.76
Videotape Reproduction	Per Task	\$297.95
Warehouse Costs	Per Task	\$8,589.34