

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 for GSA Advantage is: gsaadvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions
FSC Group: 541

Contract Number: GS-23F-0297K

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

Contract Period: November 10, 2005- November 9, 2010

Educational Services, Inc.



4350 East West Highway
Suite 1100
Bethesda, MD 20814
Telephone: 240.744.7000
Fax: 240.744.7005
www.esi-dc.com

Contract Administrator
Mr. Joseph Graziano
4350 East West Highway
Suite 1100
Bethesda, MD 20814
Telephone: 240.744.7000
Fax: 240.744.7005
Email: josephg@esi-dc.com

Business Size: Large

Customer Information Page

- 1a. SIN 541-1 Advertising Services & SIN 541-5 Integrated Marketing Services
- 1b. See attachment 1 for pricing of Tasks
- 1c. See attachment 1
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): Worldwide
5. Point(s) of production (city, county, and state, or foreign country): Bethesda, MD
6. Discount from list prices or statement of net prices: Prices above are net prices and discounts are inclusive.
7. Quantity discounts: None.
8. Prompt Payment terms: 1% net 20 days if not using Government Purchase Card for orders over \$2,500.00.
- 9a. Notification whether 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: Not Applicable
- 11a. Time of Delivery. Will adhere to the delivery schedule as specified by the agency purchase order or contract.
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day delivery: Contact contractor for rates on overnight and 2-day delivery.
- 11d. Urgent Requirements: See contract clause I-FSS-14-B. Agencies can contact the contact for Contract Administration to obtain faster delivery
12. F.O.B point(s): Destination
- 13a. Ordering address (es):
4350 East West Highway
Suite 1100
Bethesda, MD 20814
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
14. Payment address(es): Same information contained in 13a.
15. Warranty provision: Not applicable
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): Not applicable.
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts: Not applicable
- 20a. Terms and conditions for any other services: Not applicable
21. List of services and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventative maintenance- Not applicable

- 24a. Special attributes such as environmental attributes: Not applicable
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found: Not Applicable
- 25. Data Universal Number System (DUNS) number: 55-605-0110
- 26. Notification regarding registration in Central Contract Registration (CCR) database: Registered, and Registration valid to 08/12/2006

Introduction to ESI

ESI is a professional services firm established in 1990 and located in Bethesda, MD, with a commitment to public and private sector programs that improve education, health, child welfare, and family services. Since its creation, the company has experienced continuous growth and currently has more than 125 professional staff who support its numerous initiatives. ESI's major service areas are conference and meeting support, peer review and grants management, communication services, training and technical assistance, and information center services.

Our senior management team oversees three key program areas: health; children, youth, and families; and education and student service; as well as our financial and administrative matters. From planning a large-scale conference to developing strategic plans for a new program or producing a publication, ESI delivers its services mindful of the six operating principles listed on the previous page. These principles are demonstrated in our work, our longstanding relationships with clients, our excellent past performance record, and in the dedication of our staff of highly skilled professionals.

Our employee stock ownership plan (ESOP), implemented in 2004, recognizes the critical role that staff play in building the success of the company. Shared ownership offers ESI employees an even greater incentive to strive for excellence in everything we do, and underscores the vital importance of each staff person's role in providing superior customer service and ensuring the highest level of customer satisfaction.

ESI Services

Communication Services

At ESI, we employ methods based on social marketing, adult learning, and other communication theories in developing and delivering communication services that work. Mindful of user needs and knowledge gaps, we translate technical information into plain language, crafting effective messages. We design products that transmit new knowledge for use in everyday life, including brochures, fact sheets, newsletters, posters, and meeting reports, as well as Web sites, CD-ROMs, online training courses, Webcasts, and other multimedia products.

Conference Management Services

ESI manages events of all sizes to maximize opportunities for participants to improve their knowledge, skills, and relationships. Emerging technologies in audio, video, computer, Internet, broadcasting, and other communication capabilities are altering the nature of event management and revolutionizing meeting delivery. To this evolving environment, our project teams bring a combination of specialized knowledge, skills, and resources to successfully plan and implement a wide range of events.

Information Center Services

ESI has extensive experience operating resource centers and information clearinghouses. Through inquiry response, resource collection and management, and publication distribution, we provide information that addresses a wide range of health, social service, and

educational needs. Programs we have supported assist individuals in finding weight loss, nutrition, and substance abuse treatment programs; advice on reducing trauma-related stress; and assistance for children and adolescents with special needs.

Peer Review and Grants Management Services

Staging a coordinated, successful peer review demands creative professional staff with top-notch organizational, technical, and communications skills; relevant experience; and program knowledge. We follow a highly focused approach that integrates three discrete functions: data management, paper management, and people management. The majority of ESI services for both onsite and online peer reviews are the same, but a few are unique to one format or the other. Onsite reviews require site selection, reviewer travel and lodging, and onsite logistics support. For online reviews, we use advanced Web-based applications to eliminate the need for onsite services.

Training and Technical Assistance Services

ESI's approach to both training and technical assistance response is based upon developing a thorough understanding of client needs and expected outcomes. Through a series of formal and informal needs assessment exercises we build an approach best suited to each client. ESI employs multiple models of training and technical assistance, including direct, onsite, person-to-person delivery; resource center development and maintenance; toll-free inquiry response and consultation; local, regional, and national training events; and Webcasting and satellite broadcasting.

Attachment 1

Awarded Contract Price List

541-1 Advertising Services

Labor Categories	2006	2007	2008	2009	2010
Project Director	\$89.79	\$92.67	\$95.63	\$98.69	\$101.85
Communications Specialists	\$66.02	\$68.13	\$70.31	\$72.56	\$74.88
Sr. Publications Specialists	\$76.97	\$79.43	\$81.97	\$84.59	\$87.30
Jr. Writer	\$60.48	\$62.41	\$64.41	\$66.47	\$68.60
Graphic Designer	\$49.12	\$50.70	\$52.32	\$53.99	\$55.72
Administrative	\$32.89	\$33.94	\$35.03	\$36.15	\$37.31

541-5 Integrated Marketing Services

Labor Categories	2006	2007	2008	2009	2010
Project Director	\$120.58	\$124.44	\$128.42	\$132.53	\$136.77
Project Manager	\$89.78	\$92.66	\$95.62	\$98.68	\$101.84
Senior Associate	\$118.55	\$122.34	\$126.25	\$130.29	\$134.46
Subject Matter Expert	\$118.55	\$122.34	\$126.25	\$130.29	\$134.46
Media Relations Specialist	\$71.12	\$73.39	\$75.74	\$78.16	\$80.66
Graphic Designer	\$48.68	\$50.24	\$51.84	\$53.50	\$55.22
Photographer	\$55.98	\$57.77	\$59.62	\$61.52	\$63.49
Writer/Editor	\$70.09	\$72.34	\$74.65	\$77.04	\$79.51
Copy Editor	\$66.14	\$68.26	\$70.44	\$72.70	\$75.02
Project/Production Coordinator	\$53.72	\$55.43	\$57.21	\$59.04	\$60.93
Intern	\$29.29	\$30.23	\$31.19	\$32.19	\$33.22
Project Assistant	\$35.87	\$37.02	\$38.20	\$39.43	\$40.69

541-1000 Other Direct Costs

Cost Element	Price
Writer(s)/Editor(s)	\$5,570.00
Video Duplication	\$193.00
Supplies	\$299.88
Design Services	\$4,004.00
Telephone	\$283.17
Postage	\$34.32
Printing	\$11,654.98