

**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-0335K**

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

**Contract Period: July 3, 2005 – June 30, 2010**



JDG Communications, Inc  
7389 Lee Highway, Suite 200  
Falls Church, VA 22042  
Telephone: (703) 207-0933  
Fax: (703) 207-0825

<http://www.jdgcommunications.com>

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

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

**Pricelist current through modification #A002 dated July 19, 2007**



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## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):  
(Please refer to page #4 for a more detailed description)

- SIN 541-1 / 541-1RC: Advertising Services
- SIN: 541-4A / 541-4ARC: Market Research and Analysis Services
- SIN: 541-4C / 541-4CRC: Exhibit Design and Implementation Services
- SIN: 541-1000 / 541-1000RC: Other Direct Costs
- SIN 541-2 / 541-2RC: Public Relations Services
- SIN 541-4B / 541-4BRC: Video/Film Production Services
- SIN 541-5 / 541-5RC: Integrated Marketing Services

- 1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on page #10
2. Maximum Order: \$1,000,000
3. Minimum Order: \$100
4. Geographic Coverage: Domestic Only
5. Point (s) of Production: Falls Church, Virginia
6. Discount from List Price: All Prices Herein are Net
7. Quantity Discounts: 1% - task orders between \$100,000 and \$250,000  
2% - task orders between \$250,000 and \$500,000  
3% - task orders over \$500,000
8. Prompt Payment Terms: 2% - 10 days Net 30
- 9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.
- 9b. Government Purchase Card *is* 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
- 13a. Ordering Address: JDG Communications, Inc  
Attn: GSA Orders  
7389 Lee Highway, Suite 200  
Falls Church, VA 22042
- 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:  | JDG Communications, Inc<br>Attn: Accounts Receivable<br>7389 Lee Highway, Suite 200<br>Falls Church, VA 22042 |
| 15. Warranty Provision:   | Not Applicable  |
| 16. Export Packing Charges:   | Not Applicable  |
| 17. Terms & 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):   | Not Applicable  |
| 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: <a href="http://www.Section508.gov/">www.Section508.gov/</a> : | Contact Contract Administrator for more information.  |
| 25. Data Universal Number System (DUNS) Number:   | 040542953   |
| 26. JDG Communications, Inc <i>is</i> registered in the Central Contractor Registration (CCR) database.   |   |
| 27. Uncompensated Overtime:   | JDG Communications, Inc practices uncompensated overtime  |

## **CONTRACT OVERVIEW**

GSA awarded JDG Communications, Inc a GSA Federal Supply Schedule contract for Advertising and Integrated Marketing Solutions (AIMS), Contract No. GS-35F-0335K. The current contract period is July 3, 2005 – June 30, 2010. GSA may exercise a total of 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**

Leonard A. Johnson  
JDG Communications, Inc  
7389 Lee Highway, Suite 200  
Telephone: (703) 207-0933 ext 101  
Fax Number: (703) 207-0825  
Email: [ljohnson@jdgcommunications.com](mailto:ljohnson@jdgcommunications.com)

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

Leonard A. Johnson  
JDG Communications, Inc  
7389 Lee Highway, Suite 200  
Telephone: (703) 207-0933 ext 101  
Fax Number: (703) 207-0825  
Email: [ljohnson@jdgcommunications.com](mailto:ljohnson@jdgcommunications.com)

## **CONTRACT USE**

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

## **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. JDG Communications, Inc has been awarded a contract by GSA to provide services under the following SINs:

- SIN 541-1 / 541-1RC: Advertising Services
- SIN: 541-4A / 541-4ARC: Market Research and Analysis Services
- SIN: 541-4C / 541-4CRC: Exhibit Design and Implementation Services
- SIN: 541-1000 / 541-1000RC: Other Direct Costs
- SIN 541-2 / 541-2RC: Public Relations Services
- SIN 541-4B / 541-4BRC: Video/Film Production Services
- SIN 541-5 / 541-5RC: Integrated Marketing Services

A full description of each SIN definition and examples of the types of work covered by the SIN are provided below.

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

### **541-1/ 541-1RC: Advertising Services**

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to advertising objective determination, message decision/creation, media selection and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

- Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message. Typical tasks may include, but are not limited to:
  - Direct Mail Services: Incorporates effective timing of messages, a method of reaching prospects directly, and diversity in advertising formats. Services may include: address list compilation; addressing services; test mailing services; warehousing/clearinghouse services; and mail advertising services including direct mail and postage (most economical means to the government). Using the Coding Accuracy Support System software and National Change of Address to match addresses with the U.S. Postal Service database may be required.
  - Outdoor Marketing and Media Services: Will promote agencies' advertising and integrated marketing efforts. Types of services may include but are not limited to: painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Also, assembling, repairing and maintaining displays may be required. Novelty items in conjunction with advertising services are also included. Examples of advertising sites are: all modes of transit such as buses to include exterior and interior panels; train and subway stations; taxi tops; truck trailers; sporting events; airport displays; and kiosks.
  - Broadcast Media (Radio, TV and Public Service Announcements (PSA)): Promotes public awareness and/or prepares the consumer market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.
- Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.

- Related activities to advertising services.

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

#### **541-2/ 541-2RC: Public Relations Services**

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits. Other related services may fall under the following categories:

- Conducting Press Conferences
- Scheduling broadcast and/or print interviews
- Press, Public Relations and Crisis Communications
- Media Training: Training of agency personnel to deal with media & media responses
- Media Alerts
- Press clipping services
- Related activities to public relation services

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

#### **541-4A / 541-4ARC: Market Research and Analysis Services**

Services include, but are not limited to:

- Develop customized strategic marketing plans
- Create branding initiatives
- Create public awareness of products, services, and issues
- Identify and analyze target markets
- Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies
- Conduct focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results
- Manage call centers (in relation to services provided under this schedule)

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

#### **541-4B / 541-4BRC: Video/Film Production Services**

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
- DVD
- CD-ROM
- Video Streaming Development

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

### **541-4C / 541-4CRC: Exhibit Design and Implementation Services**

These services include: making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.). The key components within the category include:

- Conceptualizing, designing, and producing exhibits and their accompanying materials
- Providing and/or making recommendations for carpet and padding installation for exhibit property
- Preview set-up and dismantling of exhibit property,
- Cleaning, prepping, and storing exhibit property for future use and
- Shipping exhibit property to and from designated site(s).

An additional component of exhibit design, which may be evaluated separately, is Media and Exhibit Illumination Services. In support of exhibit design and implementation, Media and Exhibit Illumination Services may be used to enhance the exhibits created. Contractors submitting an offer for Illumination Services are not required to perform Exhibit Design Services and vice versa.

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

### **541-5 / 541-5RC: Integrated Marketing Services**

This SIN will be used to offer a complete solution that integrates all services found under the other SINs. Services required under this SIN will include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of a complete advertising and integrated marketing campaign. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and all of the sub-SINs under 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

*NOTE: SIN 541-5 may NOT be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.*

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

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

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs can not be purchased under this contract as a stand alone item or service.

To the extent possible, all anticipated ODCs associated with performance within the scope of the contract should be offered and have an established contract price. All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. Note: the category of "miscellaneous" is not an acceptable ODC and will not be awarded under this Special Item Number. The ODC must be identified and be specific. The contract may be modified at any time to add/delete/change ODC(s) as appropriate to respond to a task order. ODCs not approved on schedule may not be included as part of a GSA Schedule order (see note under Pricing Instructions). ODCs can only be based on actual cost to the contractor plus IFF (overhead, profit, management fees, G & A, etc. will not be allowed). ODCs awarded under this contract will be invoiced for the actual cost plus IFF as it relates to the specific task order. Travel and per diem are not ODCs.

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

## **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 JDG Communications, 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 Advertising and Integrated Marketing Solutions 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.

**HOURLY RATES FOR SERVICES**  
**SIN(s) 541-1 / 541-1RC, 541-2 / 541-2RC, 541-4A / 541-4ARC, 541-4B / 541-4BRC,**  
**541-4C / 541-4CRC and 541-5 / 541-5RC**

**SIN 541-1 ADVERTISING SERVICES**

<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
Principal/Mgmt. Supervisor	\$195.59
Advertising Strategist	\$173.87
Market Research	\$186.91
Research Analysis	\$186.91
Market Analysis	\$195.59
Market Planning	\$195.59
Focus Group Moderator	\$182.56
Brand Development	\$182.56
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Illustration	\$119.60
Mechanical Production	\$104.00
Photo Imaging Specialist	\$88.40
Direct Mail Services	\$124.80
Media Planning	\$173.87
Media Buying	\$109.20
Ad Traffic Manager	\$109.20
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Print Traffic Manager	\$124.80
Clerical Support	\$72.80

**SIN 541 2 PUBLIC RELATIONS SERVICES**

<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
Principal/Mgmt. Supervisor	\$195.59
Senior PR Counsel	\$195.59
PR Planner	\$169.52
Media Training	\$152.13
PR Campaign Mgmt.	\$147.78
PR Coordinator	\$143.44
PR Specialist	\$143.44
Market Research	\$186.91
Research Analysis	\$186.91
Market Analysis	\$195.59
Focus Group Moderator	\$182.56
Brand Development	\$182.56
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Mechanical Production	\$104.00
Photo Imaging Specialist	\$88.40
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Clerical Support	\$72.80

**SIN 541 4A MARKET RESEARCH AND ANALYSIS SERVICES**

<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
Principal/Mgmt. Supervisor	\$195.59
Advertising Strategist	\$173.87
Market Research	\$186.91
Research Analysis	\$186.91
Market Analysis	\$195.59
Market Planning	\$195.59
Telephone Researcher	\$165.17
Focus Group Moderator	\$182.56
Brand Development	\$182.56
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Clerical Support	\$72.80

**SIN 541 4B VIDEO/FILM PRODUCTION SERVICES**

<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
Principal/Mgmt. Supervisor	\$195.59
Producer	\$195.59
Director	\$173.87
Cameraman	\$160.83
Editor	\$152.13
TV/Video Production	\$130.40
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Illustration	\$119.60
Mechanical Production	\$104.00
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Clerical Support	\$72.80

**SIN 541 4C EXHIBIT DESIGN AND IMPLEMENTATION SERVICES**

<b>Labor Category</b>	<b>GSA Rate w/IFF</b>
Principal/Mgmt. Supervisor	\$195.59
Exhibit Planning	\$195.59
Exhibit Design	\$130.40
Exhibit Production	\$124.80
Exhibit Fabrication	\$124.80
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Illustration	\$119.60
Mechanical Production	\$104.00
Photo Imaging Specialist	\$88.40
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Clerical Support	\$72.80

SIN 541 5 INTEGRATED MARKETING SERVICES

Labor Category	GSA Rate w/IFF
Principal/Mgmt. Supervisor	\$195.59
Advertising Strategist	\$173.87
Creative Director	\$130.40
Art Director	\$130.40
Senior Designer	\$128.96
Graphic Designer	\$126.88
Illustration	\$119.60
Mechanical Production	\$104.00
Photo Imaging Specialist	\$88.40
Direct Mail Services	\$124.80
Media Planning	\$173.87
Media Buying	\$109.20
Ad Traffic Manager	\$109.20
Senior Writer	\$130.40
Writer	\$114.40
Copy Editor	\$114.40
Proofreader	\$104.00
Project/Production Mgmt.	\$130.40
Senior Account Manager	\$130.40
Account Manager	\$124.80
Print Traffic Manager	\$124.80
Clerical Support	\$72.80
Senior PR Counsel	\$195.59
PR Planner	\$169.52
Media Training	\$152.13
PR Campaign Mgmt.	\$147.78
PR Coordinator	\$143.44
PR Specialist	\$143.44
Market Research	\$186.91
Research Analysis	\$186.91
Market Analysis	\$195.59
Market Planning	\$195.59
Telephone Researcher	\$165.17
Focus Group Moderator	\$182.56
Brand Development	\$182.56
Web Marketing Strategist	\$182.56
Web Architect/Developer	\$130.40
Web Content Developer	\$130.40
Web Programmer	\$130.40
Web Production Specialist	\$130.00
Web Maintenance	\$130.40
Web Useability Research	\$165.17
Web Search Engine Optimization	\$165.17
Technology Director	\$130.40
Producer	\$195.59
Director	\$173.87
Cameraman	\$160.83
Editor	\$152.13
TV/Video Production	\$130.40
Exhibit Planning	\$195.59
Exhibit Design	\$130.40
Exhibit Production	\$124.80
Exhibit Fabrication	\$124.80
Event/Trade Show Planning	\$173.87
Event/Trade Show Mgmt. & Coord	\$160.83
Photographer	\$173.87
Photographer Assistant	\$130.40

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

Other Direct Cost	Description	Qty	Unit of Measure	GSA Rate
Large Event Coordination and Facilitation	Includes: Event Production and Coordination; On-site Production Facilities (Pelican Island), Production Facility (Riverview Park), Jumbotron Production (Riverview Park), Production Facilities (Wildlife Festival); Event Facilities; Event Supplies; Miscellaneous Expenses.	1	Event	\$149,765.00
Printing and Worldwide Distribution	Includes: Tri-fold brochure. Specs: 4 PMS + Flood Aqueous + Spot Gloss Aqueous, 6/6; 100lb. Porcelain Gloss Cover; 8.5 inch perf. For 3rd panel plus perf cards from 3rd panel; Back are common; Front has single plate change per brochure; Quantity: 221,786 (variable quantities of 162 versions); Packaging, handling and shipping to 162 U.S. Air Force (AF) base locations and AF points of U.S. departure to International base locations.	1	Printing/ Mailing	\$81,250.00
Nationwide Public Service Announcement (PSA) Distribution	Television PSA Distribution: Duplicate 300 each of 4 separate TV spots (hard copy dubs) in beta format; Deliver and/or mail 300 (separate) television stations nationwide.	1	TV PSA	\$35,047.00
Nationwide Public Service Announcement (PSA) Distribution	Radio PSA Distribution: Duplicate 2,000 each of 10 radio spots on CD-ROM; Deliver and/or mail 2,000 (separate) CD-ROMs to radio stations nationwide.	1	Radio PSA	\$35,047.00
Custom Illustration	Create 230 custom b&w illustrations for a series of 12 manuals. Costs include all buy out rights.	1	Illustration	\$33,925.00
Curriculum Development	Develop online curriculum, training content and storyboards for two training modules for mental health professionals that work with patients with Post-Traumatic Stress Disorder (PTSD).	1	Online Curriculum	\$26,450.00
Exhibit Booth Structure and Graphic Panel Printing	Includes: 3 bridges (2 for 20 x 20' space and 1 for 10' x 20' space); 2 towers (1 with extension); 1 reception counter w/shelf; graphic panels for bridges, towers and back of exiting Neptune booth; all necessary lighting; all carrying cases, plus accompanying surface cover and fabric; any necessary fabric to cover end caps.	1	Exhibit Booth	\$26,623.00
Custom On-Site and Location Photography	4.5 day photo shoot; 20 unique shots; all buy out rights; deliver finished shots on CD.	1	Photo Shoot	\$18,332.00
Copywriting	Copywriting services for direct mail campaign includes: compose 3 emails; compose 4 packages.	1	Copywriting	\$6,720.00
Pre-press Scanning	30 drum scans from 35 mm to 5 x 7 inches; 8 drum scans from 35 mm to 8 x 10 inches.	1	Scanning	\$1,575.00
Event Facility & Equipment Support	Event Facility & Equipment Support including: room rental, audio visual equipment rental, internet connection, and food & beverage services, etc.	1	Per Event	\$3,276.05
Radio Spot Buy	1 1/2 minute program with a 15 second introduction, 45 second interview and 30 second commercial spot, run 6 times per week, twice a day (A.M. and P.M.)	1	Per Spot	\$5,737.71
Print Ad Buy	One full page ad, 4 color bleed	1	Per Insertion	\$13,353.41

Other Direct Cost	Description	Qty	Unit of Measure	GSA Rate
Internet Ad Buy	1) 300x250 for 190,000 Impressions/Breaking News/Shock and Awe; 2) 160x600 for 190,000 Impressions/Run of Site; 3) Homepage Sponsorship for 100,000 IMP (90x60 logo and text); 4) Logo 60x60, headline of 20 characters and text of 150 characters and URL	1	Per Insertion	\$7,556.25
Advertising Promotional Items	Advertising Promotional Items to include advertising specialty items to support marketing campaign activities. These items include: pens, flashlights, key chains, pins, hats, T-shirts, tote bags, note pads, binders, banners, coffee cups, water bottles, computer accessories, luggage tags, desk accessories, award plaques and corporate promo and recognition items, etc.	1	Per Buy	\$48,259.25
Posters	46" x 60" double sheet poster	1	Per Poster	\$376.81
CD Duplication/Packaging	CD Duplication/Packaging	1	Per CD	\$2.19