

# 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](http://gsaadvantage.gov).

#### **Schedule Title:**

#### **Professional Services Schedule (PSS) - 00CORP**

Industrial Group: 00CORP

**Contract No.: GS-23F-0364P**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

**Contract Period: August 10, 2014 to August 9, 2019**



#### **PRR, Inc.**

1501 Fourth Avenue  
Suite 550  
Seattle, WA 98101  
(206) 623-0735 phone  
(206) 623-0781 fax  
[www.prrbiz.com](http://www.prrbiz.com)

#### **Contract Administrator**

Ms. Susan Bjork  
1501 Fourth Avenue  
Suite 550  
(206) 462-6373 phone  
(206) 623-0781 fax  
[sbjork@prrbiz.com](mailto:sbjork@prrbiz.com)

**Business Size:** Small, Disadvantaged Business

# CUSTOMER INFORMATION

## 1a. Awarded Special Item Numbers

Under this contract, PRR, Inc. is authorized to provide services under the following Special Item Numbers (SINS):

SIN No.	Title
541-1	Advertising Services
541-1 RC	
541-2	Public Relations Services
541-2 RC	
541-5	Integrated Marketing Services
541-5 RC	
541-1000	Other Direct Costs
541-1000 RC	

## 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

Not applicable

## 1c. Hourly Rates

See GSA Labor Category Rates and Definitions section of this catalog for hourly rates by labor category and labor category definitions.

## 2. Maximum Order:

\$1,000,000 for Awarded SINS

## 3. Minimum Order:

\$100.00

## 4. Geographic Coverage:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

## 5 Points of production:

Seattle, WA

## 6. Discount from List Prices of Statement of Net Price:

All prices herein are net.

## 7. Quantity Discounts

Discounts may be negotiated at the time of order based on contract value.

**8. Prompt Payment Terms**

Net 30

**9. Government Commercial Credit Card Acceptance**

*a. Acceptance at or below the micro-purchase threshold.*  
PRR will accept the Government purchase credit card for purchases equal to or less than the micro-purchase threshold.

*b. Acceptance above the micro-purchase threshold*  
PRR will not accept the Government purchase credit card for purchases over the micro-purchase threshold.

**10. Foreign Items**

Not applicable

**11a. Time of Delivery**

To be negotiated with the ordering agency on each task order.

**11b. Expedited Delivery**

Contact PRR, Inc. for expedited delivery.

**11c. Overnight and 2-day Delivery**

Contact PRR, Inc. for rates for such delivery.

**11d. Urgent Requirements**

Contact PRR, Inc. for faster delivery or rush requirements.

**12. F.O.B. Point(s)**

Destination

**13a. Ordering Address**

1501 Fourth Avenue, Suite 550  
Seattle, WA 98101

**13b. Ordering Procedures**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

**14. Payment Address**

1501 Fourth Avenue, Suite 550  
Seattle, WA 98101

**15. Warranty Provision**

Not applicable

**16. Export Packaging Charges**

Not applicable

**17. Terms and Conditions of Government Commercial Credit Card Acceptance**

See Item #9 above.

**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, etc.**

Not applicable

**21. List of Service and Distribution Points**

Not applicable

**22. List of Participating Dealers**

Not applicable

**23. Preventive Maintenance**

Not applicable

**24a. Environmental Attributes**

Not applicable

**24b. Section 508**

Not applicable

**25. Data Universal Numbering System (DUNS) Number**  
17-327-5934

**26. Central Contractor Registration (CCR)**

PRR is registered in the CCR Database.

# ATTACHMENT 1



## Awarded Contract Price List

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-5 Integrated Marketing Services
- 541-1000 Other Direct Costs (ODCs)

### GSA Labor Category Rates

LABOR CATEGORY Title/Role	RATE 9/14-8/15	RATE 9/15-8/16	RATE 9/16-8/17	RATE 9/17-8/18	RATE 9/18-8/19
<b>LEVEL 8</b> Counsel/Strategist	\$267.77	\$273.90	\$280.17	\$286.59	\$293.15
<b>LEVEL 7</b> Director	\$214.54	\$219.45	\$224.48	\$229.62	\$234.88
<b>LEVEL 6</b> Group Acct Director	\$159.20	\$162.85	\$166.58	\$170.39	\$174.29
<b>LEVEL 5</b> Account Director Sr. Associate	\$145.83	\$149.17	\$152.59	\$156.08	\$159.65
<b>LEVEL 4</b> Sr. Account Manager Sr. Designer Associate II/III	\$115.36	\$118.00	\$120.70	\$123.46	\$126.29
<b>LEVEL 3</b> Account Manager Designer Associate I	\$80.19	\$82.03	\$83.91	\$85.83	\$87.80
<b>LEVEL 2</b> Account Executive	\$79.22	\$81.03	\$82.89	\$84.79	\$86.73
<b>LEVEL 1</b> Assistant AE Sr. Project Coordinator Account Coordinator Project Coordinator	\$63.82	\$65.28	\$66.77	\$68.30	\$69.86
<b>LEVEL 0</b> Project Administrator	\$106.00	\$108.43	\$110.91	\$113.45	\$116.05

## Other Direct Costs

### SIN 541-1000 Other Direct Costs:

Expenses other than labor hours that are necessary to complete a project. GSA has approved the following Other Direct Costs (ODC) for PRR's Advertising and Integrated Marketing Solutions contract. Any additional ODCs will require procurement using appropriate acquisition regulations or through a contract modification. When necessary, PRR will submit contract modifications to include any ODCs required to respond to and fulfill task order requests.

<b>ODC</b>	<b>Cost</b>
Black & white copies .....	\$.07 (each)
8.5 x 11 Fiery Digital Color Outputs .....	\$.75 (each)
11 x 17 Fiery Digital Color Outputs .....	\$1.50 (each)
Focus Group Participant Recruitment .....	\$1,313.10
Focus Group Facility .....	\$4,836.00
Audio and Video Media Monitoring Reports .....	\$10.08 (per line item)
Audio and Video Media Coverage Segments .....	\$7,052.50 (per month)
View Binders .....	\$3.01 (each)
Index Tabs .....	\$21.94 (5 sets)

## Labor Category Definitions

<b>GSA LEVEL</b> <b>Title/Role</b>	<b>DESCRIPTION</b>
<b>LEVEL 8</b> Counsel/Strategist	Create strategic plans and program directions. Supervises contracts with multiple projects and work teams. 12+ years experience.
<b>LEVEL 7</b> Director	Leads practice area for the firm. Manages contracts and project teams. 10+ years experience.
<b>LEVEL 6</b> Group Acct Director	Leads work team for the firm. Manages contracts and project teams. 8+ years experience.
<b>LEVEL 5</b> Account Director Sr. Associate	Independently manages large projects. Supervises project teams. 7+ years of experience.
<b>LEVEL 4</b> Sr. Account Manager Sr. Designer Associate II/III	Independently manages small to medium projects and contracts. Implements marketing and public relations tactics. 5+ years of experience.
<b>LEVEL 3</b> Account Manager Designer Associate I	Manages smaller projects and contracts under the supervision of the contract manager. Implements marketing and public relations tactics. 4+ years of experience.
<b>LEVEL 2</b> Account Executive	May lead small projects, under supervision of account manager. Assists team with projects and programs. 3+ years of experience.
<b>LEVEL 1</b> Assistant AE Sr. Project Coordinator Account Coordinator Project Coordinator	Provides project and administrative support to contract team. 0 to 2 years of experience.
<b>LEVEL 0</b> Project Administrator	Provides administrative contract support to project team.

# Capabilities

Under our GSA Schedule Contract, PRR can provide federal agencies and departments with a broad range of Advertising, Public Relations and Integrated Marketing Services. The Scope of Work of our contract is divided into Special Item Numbers (SINS), listed below. The tasks listed within each SIN are examples only, and are not meant to limit or exclude any task within the scope of our contract.

## **SIN 541-1 Advertising Services:**

Services provided under this SIN will promote public awareness of an agency's mission and initiatives and dissemination of information to consumer and advocacy groups. Advertising Media such as: Direct Mail, Media Planning/Placement, Public Education, Outdoor Marketing and Media, and Broadcast Media to include TV and Radio and Public Service Announcements may be used in providing services relating to this SIN.

## **SIN 541-2 Public Relations Services:**

Services include providing customized media and public relations services; preparation of media materials, including background materials, press releases, speeches and presentations and press kits; and executing media programs such as press conferences, distribution of press materials, and scheduling broadcast and print interviews.

## **SIN 541-5 Integrated Marketing Services:**

Services under this SIN provide comprehensive solutions using strategically targeted marketing tactics that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions encompass services within: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing.

## **SIN 541-1000 Other Direct Costs:**

Expenses other than labor hours.

# Contact Us

Please contact Jennifer Lynch at 206.462.6384 or [bd@prrbiz.com](mailto:bd@prrbiz.com) for more information about PRR or ordering information.

Visit [www.prrbiz.com](http://www.prrbiz.com) to learn more about our firm.