

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: www.GSAAdvantage.gov

Advertising, Public Relations & Integrated Marketing Solutions (AIMS)

FSC Group: 541

Contract No.: GS-23F-0004R, GS-23F-0005R

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

Contract Period: October 3, 2009 to October 3, 2014



ARCH STREET COMMUNICATIONS

Strategic Communications for the Public Interest

Arch Street Communications, Inc.

7 Broad Street, Pawling, New York 12564-1002

Phone 845.855.7077

Fax 845.855.7078

www.archstreetcommunications.com

Contract Administrator: Nora Madonick

nmadonick@archstreetcommunications.com

Business Size: Small, Woman-owned, Disadvantaged Business

CUSTOMER INFORMATION*1a. Awarded Special Item Numbers*

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

SIN No.	Title
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4D	Conference Events & Tradeshow Planning Services
541-1000	Other Direct Costs

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 (delivery area)

Domestic, 50 states, Washington, DC, Puerto Rico and US Territories

5. Point(s) of production

Pawling, Dutchess County, New York

6. Discount from list prices or 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

9a. Acceptance at or below the micro-purchase threshold

ASC will accept the Government purchase credit card for purchases equal to or less than the micro-purchase threshold.

9b. Acceptance above the micro-purchase threshold

ASC will not accept the Government purchase credit card for purchases above 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 ASC, Inc. for expedited delivery.

11c. Overnight and 2-day delivery

Available. Contact ASC, Inc. for rates for overnight and 2-day delivery.

11d. Urgent Requirements

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

12. F.O.B. point(s)

Destination

13a. Ordering address

7 Broad Street, Pawling, New York, 12564-1002

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

7 Broad Street, Pawling, New York, 12564-1002

15. Warranty provision

Not applicable

16. Export packing charges

Not applicable

17. Terms and conditions of Government purchase 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 indicating date of parts price lists and any discounts from list prices

Not applicable

20a. Terms and conditions for any other services

Not applicable

21. List of service and distribution points

Not applicable

22. List of participating dealers

Not applicable

23. Preventive maintenance

Not applicable

24a. Special attributes such as environmental attributes

Not applicable

24b. Section 508

ASC, Inc. is able to develop web-based technology products in compliance with Section 508.

25. DUNS number

12-593-1159

26. Central Contractor Registration (CCR)

ASC's CCR registration is up to date.

ATTACHMENT 1**Awarded Contract Price List**

541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4D	Conference Events & Tradeshow Planning Services
541-1000	Other Direct Costs

GSA Labor Category Rates

Labor Category	#	#	HOURLY RATE	#	#
	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Principal / Strategist	\$ 169.72	\$ 176.51	\$ 183.57	\$ 190.91	\$ 198.55
Senior Project Manager / Task Manager	\$ 164.24	\$ 170.81	\$ 177.64	\$ 184.75	\$ 192.14
Communications Specialist	\$ 153.29	\$ 159.42	\$ 165.80	\$ 172.43	\$ 179.33
Senior Editor	\$ 136.87	\$ 142.34	\$ 148.04	\$ 153.96	\$ 160.12
Website Developer / Technology Specialist	\$ 169.72	\$ 176.51	\$ 183.57	\$ 190.91	\$ 198.55
Media Buyer	\$ 131.39	\$ 136.65	\$ 142.11	\$ 147.80	\$ 153.71
Events Coordinator	\$ 153.30	\$ 159.43	\$ 165.81	\$ 172.44	\$ 179.34
Creative Director	\$ 164.30	\$ 170.87	\$ 177.71	\$ 184.82	\$ 192.21
Graphic Artist	\$ 131.39	\$ 136.65	\$ 142.11	\$ 147.80	\$ 153.71
Editor / Writer	\$ 120.45	\$ 125.27	\$ 130.28	\$ 135.49	\$ 140.91
Production Assistant	\$ 87.59	\$ 91.09	\$ 94.74	\$ 98.53	\$ 102.47
Administrative	\$ 71.17	\$ 74.02	\$ 76.98	\$ 80.06	\$ 83.26

Labor Category Definitions

Title	Description
Principal/Strategist	Directs strategic plan and program direction for agency contracts. Develops methods, strategies and techniques for PR, advertising and interactive outreach activities. Oversees contracts with multiple projects and work teams. Extensive knowledge of the government services business sector.
Senior Project/Task Manager	Creates and executes project work plans, manages operations and budgets of a project. Administers all aspects of the project scope, including managing staff and subcontractors to meet deadlines. Reviews deliverables and invoicing prior to submission to the client. Facilitates team meetings and holds regular status meetings with the project team to maintain schedule, deliverables and quality.
Communications Specialist	Implements specific communications tasks under direct supervision of project/task manager. May coordinate specific tasks and facilitates communication with client. Reviews all communication materials for completeness/accuracy prior to review by Senior Project/Task Manager.
Senior Editor	Responsible for conceptualizing and writing compelling copy and web content for branded awareness campaigns and related communications products. Member of the creative team.
Web Site Developer/Technology Specialist	Responsible for strategic web-based communications, including websites and social media executions. Able to work across multiple technology platforms and optimize websites for search engines. Provides expertise on e-mail and e-newsletter outreach to increase site traffic while measuring and improving online performance. Develops content management systems, integrates videos, animation, webcasts, video conferencing, etc. into site design
Media Buyer	Executes strategic marketing plans through paid media programs and secures value-added donated media space.
Events Coordinator	Plans, coordinates and supervises meetings, events and press conferences, including venue selection and negotiation, attendee management, travel coordination, audio visual, meals, presentations, booths, exhibits and event communication. Manages budgets, vendor payment and reconciliation.
Creative Director	Develops campaign concepts; responsible for overall look and design of all communication material.
Graphic Artist	Executes design layouts and concepts for print and online projects
Editor/Writer/Copywriter	Develops advertising/outreach concepts; writes compelling headline, body copy, newsletters, fact sheets, brochures, websites, reports.
Production Assistant	Prepares files for print production, assists video and TV production, coordinates production requirements. Ensures layouts and support files are printer or studio ready, including images and fonts. Manages talent releases, required credits. Ensures Section 508 compliance. Prepares files for transfer to client and online use.
Administrative	Coordinates and supervises all administrative tasks and day-to-day operations, including technology and information management. Coordinates production of large projects involving word processing input, editing, copying and binding.

Other Direct Costs

SIN 541-1000 Other Direct Costs:

Expenses in addition to labor hours are often required to complete a project. ASC does not mark-up these expenses; instead, they are invoiced at-cost to the agency, following the agency's authorization of the expenditure. GSA has approved the following Other Direct Costs (ODC) for ASC's Advertising and Marketing Solutions contract. Any additional ODCs will require procurement through a contract modification—as appropriate and required, ASC will submit contract modifications to fulfill task order requirements.

Mailer	Self-mailer outreach, including design, concept, prepress and production	87,000	\$18,873.78
Newsletter	Newsletter: artwork, stock photography, prepress, printing, and delivery	20,000	\$15,271.18
Postcards	Four color postcards: artwork, prepress, printing, delivery	3 sets of 63,333	\$15,805.88
Reprints	Reprints of single sheet 4 / c advertisements	3 sets of 60,000	\$13,039.06
Advertisement	Creative development including concept development, design, photo research, copywriting and revisions	3	\$15,112.50
Brochure	Brochure, concept through pre-press; stock photography	1,500	\$21,849.36
Event Material	Support materials, including invitations, event brochures, nametags and posters, printing, prepress and delivery. Quantity and materials may vary by job.	Examples: <ul style="list-style-type: none"> • 600 invitations with inserts & envelopes, • 500 posters and mailing tubes (design – print) • Photo prep (for web site, print, etc.) • 16 page B&W high gloss brochure to inc. design – print of 5,000 pieces 	\$13,945.82

Capabilities

Arch Street Communications is a public relations firm delivering national public awareness and outreach programs for federal agencies

Under our GSA Schedule Contract, ASC provides federal agencies and departments with strategic communications programs that meet requirements for effectiveness, accessibility, transparency and project management. Our winning creative solutions use every discipline—advertising, websites, social media, community building and events—to advance messages and understanding about topics like transportation, safety, air quality, energy and the environment.

SIN-541-2: Public Relations Services

Under this SIN, ASC delivers comprehensive national awareness programs to raise public understanding of an agency's mission and initiatives, through development of key messaging, community building, public outreach, and distribution of materials and information to the public, media and Congress. Services include stakeholder identification, market research, focus groups, awareness campaign planning, talking points, media materials, press releases, presentations, press kits and media programs including press conferences, distribution of press materials, and scheduling of broadcast, print and online interviews.

SIN-541-3: Web Based Marketing Services

Services include a wide range of strategic Web-based communications, including websites and social-media executions. ASC's technology team delivers strategic communications programs across multiple technology platforms, develops and implements e-mail and e-newsletter outreach efforts, and implements metrics and techniques to drive audiences to Web information centers and improve online performance. Work under this SIN may also include development of content management systems, video, animation, webcasts and video conferences. All web-based marketing is developed in compliance with Section 508 requirements, federal regulations and guidance for transparency and social media interaction.

SIN-541-4D: Special Events and Conferences

Services include planning, coordination and supervision of special events and conferences, including small meetings, large conferences, press conferences, special programs and events, from initial event conceptualization through execution and reconciliation of expenses and payments. Includes venue selection and negotiation, attendee invitations, speaker coordination, travel arrangements, meal planning, displays and presentations, booths and exhibits, audio visual requirements, PowerPoint development, rehearsals and walk-throughs, registration tables and online registration systems, and budgets, vendor payments and invoice verification.