

FEDERAL SUPPLY SCHEDULE PRICE LIST

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 *GSA Advantage!* is: GSAAdvantage.gov

Schedule Title: Advertising & Integrated Marketing Solutions

FSC Group: 541

NAICS Code(s): 541430, 514613, 541820, 541810, 541840, 541910

Contract number(s): 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: 10/4/2004 to 10/3/2009 with 3 five year option periods (10/4/2009 – 10/3/2024)

Contractor Name: Arch Street Communications, Inc.

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

Phone Number: 845.855.7077

Fax Number: 845.855.7078

Web Site: www.archstreetcommunications.com

Contact for Contract Administration: Nora Madonick

Business Size: Small, woman-owned

CUSTOMER INFORMATION PAGE

- 1a. **Special Item Numbers SIN(S) Awarded:**
 541-2 Public Relations Services
 541-3 Web Based Marketing Services
 541-4D Conference Events & Tradeshow Planning Services
 541-1000 Other Direct Costs
- 1b. **Award Pricing**
 Other Direct Costs (ODCs)

OTHER DIRECT COST	DETAILS	QUANTITY	PRICE
Mailer	Self-mailer outreach, including design, concept, prepress and production	87,000	\$18,873.78
Newsletter	Newsletter outreach including artwork, photography, printing, prepress and delivery	20,000	\$15,271.18
Postcards	Series of three 4 / c postcards to include 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 production, including photography, printing, special papers, embossing services	1,500	\$21,849.36
Event Material	Support materials required for special event production, including invitations, event brochures, nametags and posters, printing, prepress and delivery. Quantity and materials may vary by job. Examples from invoice are provided to the right and prices are inclusive of the IFF.	Per Job Including such things as: <ul style="list-style-type: none"> • 600 invitations (including envelopes, direction cards) • 500 posters and mailing tubes (design – print) • Scans & retouching of photos (web site, print, etc.) • 16 page B&W high gloss brochure to inc. design – print of 5,000 pieces 	\$13,945.82 <ul style="list-style-type: none"> • \$1,998.88 • \$1,752.09 • \$1,511.25 • \$7,389.00

1c. **Labor Hour Pricing:** These prices include the Industrial Funding Fee (IFF) and applicable discount from commercial rates. An escalation rate of 4.0% per annum is applied to years 2 through 5.

LABOR CATEGORY	YEAR 1 (HOURLY)	YEAR 2 (HOURLY)	YEAR 3 (HOURLY)	YEAR 4 (HOURLY)	YEAR 5 (HOURLY)
Principal	\$139.50	\$145.08	\$150.88	\$156.92	\$163.20
Senior Project Manager	\$135.00	\$140.40	\$146.02	\$151.86	\$157.93
Communications Specialist	\$126.00	\$131.04	\$136.28	\$141.73	\$147.40
Senior Editor	\$112.50	\$117.00	\$121.68	\$126.55	\$131.61
Web Site Developer/Technology Specialist	\$139.50	\$145.08	\$150.88	\$156.92	\$163.20
Media Buyer	\$108.00	\$112.32	\$116.81	\$121.49	\$126.34
Events Coordinator	\$126.00	\$131.04	\$136.28	\$141.73	\$147.40
Creative Director	\$135.00	\$140.40	\$146.02	\$151.86	\$157.93
Graphic Artist	\$108.00	\$112.32	\$116.81	\$121.49	\$126.34
Editor/Writer	\$99.00	\$102.96	\$107.08	\$111.36	\$115.82
Production Assistant	\$72.00	\$74.88	\$77.88	\$80.99	\$84.23
Administrative	\$58.50	\$60.84	\$63.27	\$65.80	\$68.44

2. **Maximum order:** \$1,000,000 per Special Item Number
3. **Minimum order:** \$100.00
4. **Geographic coverage (delivery area):** Domestic
5. **Point(s) of production (city, county, and State or foreign country):** Pawling, Dutchess County, New York
6. **Discount from list prices or statement of net price:** To be negotiated at the task level.
7. **Quantity discounts:** To be negotiated at the task level.
8. **Prompt payment terms:** Not applicable
- 9a. **Notification that 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:** Not applicable
- 11b. **Expedited Delivery:** All items are available for expedited delivery.
- 11c. **Overnight and 2-day delivery:** Available. Customer may contact Arch Street Communications for rates for overnight and 2-day delivery.
- 11d. **Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery.
12. **F.O.B. point(s):** Destination
- 13a. **Ordering address(es):** 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), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
14. **Payment address(es):** 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:** 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 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. **Arch Street Communications, Inc.** is able to develop web-based technology products in compliance with Section 508.
25. **Data Universal Number System (DUNS) number:** 125931159
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered, Registration valid to 10/27/2005

“There is little more important in executing public relations programs than a trusting relationship with counsel, both in the quality of the advice received and in the certain knowledge that information shared is information protected.”

--Nora Madonick

Arch Street Communications is a Westchester County-based D/WBE small business founded in 1992 by Nora Madonick. It provides public and press relations to government agencies and related organizations through integrated programs that inform, involve and engage markets to effectively target messages.

Here is what separates Arch Street Communications: There isn't a public relations firm that more strongly believes in excellence and clarity of communication for the public interest. It is the combination of experience with an understanding of the obligations and responsibilities of government to its partners and the public that positions Arch Street so well to deliver quality and value in proactive public relations, media interaction and community outreach efforts.

Arch Street's focused and energetic group of experts will help meet the goals for public and media awareness through new innovations and expansion of existing successful efforts in public and media relations, web based marketing and events and conferences that are well planned, executed and promoted. Its expertise in social marketing campaigns has included:

- You Can If You Van – Public awareness and marketing campaign to support Department of Transportation project to encourage the use of vans as an alternative to ride-alone commuting.
- Best Workplaces for Commuters – Outreach campaign to introduce USEPA commute-benefits recognition program in Northeast, followed by first-ever media release of corporations signed on as Best Workplace for Commuters companies.
- Mobility Matters – International award-winning multimedia public awareness campaign that included photo documentary designed that explores the human experience of commuting and the use of alternative modes.
- Planet Connecticut – Environmental education curriculum focused on global warming and transportation, aimed at educating youngsters in Connecticut about the benefits of alternatives to ride-alone commuting.