

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.

**Advertising & Integrated Marketing Solutions (AIMS)
FSC GROUP 541**

- Special Item No. 541 1 (Advertising Services)**
- Special Item No. 541 1000 (Other Direct Costs (ODCs))**
- Special Item No. 541 2 (Public Relations Services)**
- Special Item No. 541 4A (Market Research and Analysis)**
- Special Item No. 541 4B (Video/Film Production)**
- Special Item No. 541 4C (Exhibit Design and Implementation Services)**
- Special Item No. 541 5 (Integrated Marketing Services)**

**Contract Number: GS-23F-0115K
Contract Period: 3/1/2000 through 2/28/2010**

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



**ICF Incorporated, L.L.C.
9300 Lee Highway
Fairfax, VA 22031
703-934-3000
703-934-3740**

icfgsacontracts@icfi.com

www.icfi.com/Services/Contract-Vehicles/

Business Size: Large Business

Customer Information:

1a. Awarded special item numbers:

Special Item No. 541 1 (Advertising Services)

Special Item No. 541 1000 (Other Direct Costs (ODCs))

Special Item No. 541 2 (Public Relations Services)

Special Item No. 541 4A (Market Research and Analysis)

Special Item No. 541 4B (Video/Film Production)

Special Item No. 541 4C (Exhibit Design and Implementation Services)

Special Item No. 541 5 (Integrated Marketing Services)

1b. Pricelist: ***Prices shown in price list are nets, all discounts deducted, and valid for all domestic areas. See Item 6.***

2. Maximum order. **\$1,000,000.** For orders in excess of \$1,000,000, which may be placed, please contact ICF Incorporated, L.L.C. for additional information.

3. Minimum order. **\$100.**

4. Geographic coverage: **Domestic and International Delivery.**

5. Point(s) of production (city, county, and State or foreign country): **Washington DC, and ICF Incorporated offices worldwide.**

6. Prices Shown in Catalogue: **Prices shown herein are net prices. All discounts deducted.**

7. Quantity discounts: **None.**

8. Prompt payment terms: **0.3% net 20 days.**

9a. Government Commercial Credit Card: **Yes, below the \$2,500 dollar micropurchase threshold.**

9b. Government Commercial Credit Card: **Yes, above the \$2,500 dollar micropurchase threshold.**

10. Foreign items: **None.**

11a. Time of delivery: **ICF will adhere to the delivery schedule as specified by the agency s purchase order.**

11b. Expedited Delivery: **Contact ICF Incorporated for expedited delivery.**

11c. Overnight and 2-day delivery: **Contact ICF Incorporated for rates for overnight and two-day delivery.**

11d. Urgent Requirements: **Contact ICF Incorporated to expedite urgent requirements.**

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

13a. Ordering address:

ICF Incorporated, L.L.C.

9300 Lee Highway

Fairfax, VA 22031

Mark McNeely, Director, Policy & GSA Contracts

1-703-934-3000
1-703-934-3740 FAX
icfgsacontracts@icfi.com

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:

Check/U.S. Mail

ICF Incorporated, L.L.C.
P.O. Box 7777 – W510501
Philadelphia, PA 19175-0501

Wire Transfer

ICF Incorporated, L.L.C.
Account No: 6203219502
Citizens Bank
ABA No: 036076150

15. Warranty provision: **ICF Incorporated warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.**

16-24. Terms and Conditions: **Not applicable.**

25. Data Universal Number System (DUNS) number. **07-2648579.**

Cage Code Number: **5M571.**

26. Central Contractor Registration: **ICF Incorporated is registered in the CCR Database.**

Schedule Pricelist

Labor Categories for ICF AIMS Contract #GS-23F-0115K

Hourly Rate	
Category Title	3/1/05 - 2/28/10
1 Project Executive II	\$244.00
2 Project Executive I	\$203.00
3 Public Relations Specialist III	\$175.00
4 Public Relations Specialist II	\$117.00
5 Public Relations Specialist I	\$101.00
6 Media Relations Specialist IV	\$278.00
7 Media Relations Specialist III	\$175.00
8 Media Relations Specialist II	\$117.00
9 Media Relations Specialist I	\$101.00
10 Program Analyst IV	\$203.00
11 Program Analyst III	\$112.00
12 Program Analyst II	\$74.00
13 Program Analyst I	\$72.00
14 Production Specialist II	\$92.00
15 Production Specialist I	\$71.00
16 Art Director	\$133.00
17 Graphic Designer III	\$120.00
18 Graphic Designer II	\$102.00
19 Graphic Designer I	\$99.00
20 Financial Manager	\$88.00
21 Marketing Specialist II	\$136.00
22 Marketing Specialist I	\$60.00
23 Clerical	\$64.00

SIN 541-1000 Other Direct Costs

Other direct costs (ODCs) are expenses other than labor rates. Awarded ODC s are comprised of the description above and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements.

Material Price

Photocopying (black & white, 8.5" X 11") \$0.12/copy
 Color Laser Output (8.5" X 11") \$41.89/copy
 Linotronics (8.5" X 11") \$49.89
 Color Overheads/Transparencies \$5.82/transparency
 Disk Duplication (3.5" disk) \$4.08/disk
 Television Commercial \$320,114
 30-second with two shorter versions (15-seconds and 10-seconds)

Print Advertisement \$3,533
 Media Buys: 30-second broadcast spot \$997,425
 Media Buys: 60-second broadcast spot \$997,425
 Media Buys: 30-second radio spot \$1,821
 Media Buys: Outdoor ads \$203,670
 Media Buys: Internet banners \$48,825
 Media Buys: Magazine ads \$157,556
 Media Buys: Newspaper ads \$102,825
 Exhibit Booth Display \$13,969
 (booth with photo mural)

Exhibit Booth Posters:

30" x 84" display panel \$528.48/panel
 14" x 20" header panel \$352.41/panel
 43" x 62" metro diorama \$558.75/panel

Video Production: 3 5 minute video \$349,214

Video Duplication \$30.26/dub

Giveaways \$308.47/item

View the entire ICF Incorporated (AIMS) catalog at www.icfi.com/Services/Contract-Vehicles/

The ICF Consulting Approach

At ICF Consulting, we believe in helping our clients grasp the possibilities of their marketing, media, and public information programs. We take pride in providing integrated marketing and communications services that make it easy for organizations to optimize their resources, meet challenges, foster relationships with key audiences, and enhance their policies and programs.

We Can Tell Your Story

ICF Consulting's Communications Practice consists of more than 50 communications, media, and graphics professionals, including former journalists and public relations agency account managers. In addition, ICF Consulting teams with DDB, the third largest advertising agency in the U.S., to complement our marketing, media, and public information services capabilities. Our success is rooted in our ability to help clients define program strategies to achieve their goals. Along with creating tailor-made strategies, we offer market research capabilities, special event management, and strategic communications tools development such as radio, broadcast, and outdoor public service announcements (PSAs), videos, brochures, logos, Web sites, press kits, posters, exhibit booth displays, and more. We understand government surveying and printing policies, having gathered research for federal clients and shepherded hundreds of outreach materials through the Government Printing Office.

Outreach with Impact

We know that the best way to realize the full potential of a government initiative or to ensure full compliance with a regulatory program is to use a comprehensive marketing and communications approach. To us, this means more than simply spreading the word to as many people as possible through as many channels as possible. ICF Consulting provides a strategic outlook that encompasses the often highly complex technical, legal, and social issues inherent to government policy. We design public awareness campaigns to increase awareness of or create, change, or reinforce an image of a product or service. Following, we summarize our hands-on approach.

Understanding the Background

We believe in working with clients to understand their programs overall goals and marketing and communications objectives. We also look carefully at past program experiences to review previous successes, avoid duplication of efforts, and identify untapped opportunities.

Considering the Audience

We are able to recommend the most effective and economical communications solutions because we come with a vast knowledge of audiences and policy issues. When starting a new project, we determine which audience groups to target with specific ideas, images, and messages using client interviews and market research.

Developing Key Messages

Based on campaign goals and objectives, we create messages that are clear, direct, and simple, and that appeal to the interests of the target audience. Statistics, testimonials from respected individuals and organizations, and emotional appeals are just a few of the devices we use to form compelling communications.

Developing & Implementing Integrated Strategies & Tactics

If a communications campaign were like a football game, the outreach strategy would be the game plan and the tactics would be the individual plays. ICF Consulting's game plan provides the themes and guidelines to direct the creation and running of the plays PSAs, Web sites, photography, press and public relations, etc. Regardless of the kinds of tactics we employ, ICF Consulting works closely with our clients to ensure that our activities stay on target, within budget, and on time.

Evaluating Success

Even after our communications tactics have been implemented, the project isn't over until we assess the results. Using evaluation mechanisms, such as focus groups and press clippings, ICF Consulting measures the true success of a marketing, media, or public information campaign against the defined program goals and objectives.

Description of Services

ICF Consulting delivers Integrated Marketing Services, from conceptualization through execution. We identify a wide range of appropriate and cost-effective tactics for targeting and driving home messages that help our clients meet their outreach goals.

Paid Advertising

What makes an advertising campaign effective? Although an effective campaign needs to promote a product, service, program, or idea, its larger objectives are to influence behavior and create loyalty. ICF Consulting also has extensive expertise developing creative advertising campaigns that have the maximum impact on target audiences utilizing critical media such as magazines, television, direct response, and newspapers.

Commercial & Graphic Art Design

ICF Consulting understands the power of illustration and graphic design to make outreach materials appealing to target audiences. Our graphic designers work closely with our account managers and copywriters to distill complicated policy and technical issues into dynamic, easy-to-understand materials.

Creative Materials

At ICF Consulting, we provide you with the talents necessary to produce a wide range of creative materials that are both eye-catching and strategic. A successful campaign requires an extensive and diverse set of creative materials to support its outreach efforts. The materials include everything from publications for trade shows to Web banners and point-of-purchase materials. In addition, creative materials must be kept fresh in order to attract the attention of target audiences. Our team includes key individuals who have a history of award-winning, creative successes and newer members who offer cutting-edge ideas and materials.

Direct Mail

To undertake an effective direct mail campaign, ICF Consulting identifies and secures appropriate mailing lists, develops test mail pieces, distributes pieces to appropriate audiences, and evaluates results.

Market Research & Strategy Development

Industry and audience research plays a key role in how a campaign evolves. Market research and development of a campaign strategy are the most critical prerequisites for delivering a successful message and are the foundation for any advertising or public relations campaign. ICF Consulting is adept at developing a strategy that focuses on the right audiences and identifying and using tactics to achieve the desired results. We are also able to execute a diverse range of qualitative or quantitative research techniques to evaluate the effectiveness of client advertising and marketing using surveys, tracking studies, market segmentation studies, focus groups, telephone interviews, and even attitudinal research. We know that well-planned and expertly executed research is key to successful campaign performance.

Media Planning, Buying, & Analysis

ICF Consulting knows how to use media effectively and efficiently and how to mix media for optimum outreach. Our team has extensive knowledge and demonstrated experience in the many facets of media planning and buying critical to the success of any advertising or public service campaign. In addition to media planning, buying, and analysis for paid media, our capabilities extend to outreach for earned media resulting in free media coverage. To support these activities, we develop media lists, editorial kits, and B-roll footage. In addition, we conduct media training and develop briefing materials to ensure that key messages are conveyed consistently and persuasively.

Photography

ICF Consulting finds photos at low or no cost from government agencies and our own extensive library whenever possible. Where specific images are required, our relationships with photo houses and professional photographers make finding the appropriate image easy.

Press & Public Relations

Public relations facilitate communication and understanding by managing relationships with various audiences. It also generates the credibility required to support an advertising campaign. We work regularly with the media to support our clients communications goals, undertaking efforts such as article placement, editorial outreach, press events, media pitching, and third-party leveraging as well as partnership building.

Radio, Television, & Outdoors Public Service Announcement Development and Placement

Although paid advertising allows complete control of the message and the channels by which it is distributed, it can be costly. ICF Consulting, with support from DDB, works with government clients to identify, as an alternative, PSA opportunities. By leveraging our extensive relationships with media outlets, we are often able to achieve no cost placements.

Trade Shows, Conferences, & Awards Ceremonies

Large events like conferences and other forums offer an effective method for our clients to reach target audiences directly. ICF Consulting works closely with clients to develop supporting materials and exhibits, attract media coverage, and provide logistical support.

Video and Film Production

Because video and film marketing can be expensive, ICF Consulting works closely with our clients to ensure that a video is the appropriate vehicle for conveying a message to a given audience. We guide our clients through pre-production, logistics, script development, production, and post production, paying special attention to deadlines and cost-control.

Web Sites

In the current information age, more people are seeking information from the Internet. We provide design and programming support for Web sites and can help you develop strategies to translate traditional communications materials into forms suitable for the Web. ICF Consulting works with clients to make the most of on-line communications by building dynamic user-friendly sites, creating interactive interfaces for site visitors, designing graphics, writing and editing content, implementing necessary enhancements, and providing program support.