

**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**



SAIC is a FORTUNE 500<sup>®</sup> scientific, engineering, and technology applications company that uses its deep domain knowledge to solve problems of vital importance to the nation and the world, in national security, energy and the environment, critical infrastructure, and health. For more information, visit [www.saic.com](http://www.saic.com) . SAIC: From Science to Solutions<sup>®</sup>

**Advertising & Integrated Marketing Solutions (AIMS)**

**FSC Group 541**

**Contract Number: GS-23F-0052K**  
**Contract Period: 12/01/09 through 11/30/14**  
**<http://www.saic.com/contractcenter/gsa-aims/>**

**Business Size: Large**

**POINTS OF CONTACT:**

**SAIC GSA PROGRAM MANAGEMENT OFFICE**

**Program Manager:** Joseph Pastel  
Science Applications International Corporation  
8301 Greensboro Drive  
McLean, VA 22102  
Ph: (703) 676-2818  
Fax: (703) 676-2651  
Email: [pastelj@saic.com](mailto:pastelj@saic.com)

**Contract Manager:** Sandra Reid  
Science Applications International Corporation  
200 12<sup>th</sup> Street, S., Suite 1500  
Arlington, VA 22202-4313  
Ph: (703) 414-8812  
Fax: (703) 414-8267  
Email: [Sandra.L.Reid@saic.com](mailto:Sandra.L.Reid@saic.com)

**Modification PO17**  
**Effective 4/28/2010**

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

## CUSTOMER INFORMATION

**1a. Awarded Special Item Numbers:**

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-4A Market Research and Analysis
- 541-4B Video/Film Production
- 541-5 Integrated Marketing Services
- 541-1000 Other Direct Costs

**1b. Lowest Priced Model:** N/A

**1c. Hourly Rate Description:** Reference GSA price list on pages 12 through 15.

**2. Maximum Order Guideline:** \$1,000,000. Requirements exceeding the maximum order may be handled pursuant to clause I-FSS-125 (August 1995).

In accordance with FAR 8.404, there may be circumstances where an ordering activity finds it advantageous to request a price reduction such as where a quantity of an individual order clearly indicates the potential for obtaining a reduced price. To assist customer agencies in determining when they should seek a price decrease, a level called a Maximum Order has been established under the contract. When an agency order exceeds this maximum amount, it is recommended that the ordering activity contact the contractor for a reduced price.

The contractor 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);
- Offer the lowest price available under the contract; or,
- Decline the order; orders must be returned in accordance with FAR 52.216-19. A delivery order for quantities that exceed the Maximum Order may be placed with the contractor selected in accordance with FAR 8.404. The order will be placed under the current contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-72.

**3. Minimum Order Limitation:** \$2,500

**4. Geographic Coverage:** SAIC worldwide locations

**5. Point(s) of Production:** Various SAIC and customer locations

**6. Basic Discount:** All prices herein are net

**7. Quantity Discount:** None. Discounts may be negotiated at the task order level.

**8. Prompt Payment Terms:** 0% net 30 days.

- 9a. Government Commercial Credit Card at or Below Micro-purchase Threshold:** Government commercial credit cards are acceptable for orders below the micro-purchase threshold.
- 9b. Government Commercial Credit Card Above Micro-purchase Threshold:** Contact Contractor's Representative for credit card acceptance of orders above the micro-purchase threshold. Discounts for use of the card may be available upon request.
- 10. Foreign Items:** None
- 11a. Time of Delivery:** To be negotiated with ordering agency on each task order.
- 11b. Expedited Delivery:** Items available for expedited delivery are noted in this pricelist.
- 11c. Overnight and 2-day Delivery:** Contact contractor for rates for overnight and 2-day delivery.
- 11d. Urgent Requirements:** Contact contractor for faster delivery or rush requirements.
- 12. FOB Point:** Destination
- 13. Ordering Address:**  
Science Applications International Corporation  
200 12<sup>th</sup> Street, S., Suite 1500  
Arlington, VA 22202-4313  
Attention: Sandra Reid  
Phone: 703-414-8812  
Fax: 703-414-8267  
Email: Sandra.L.Reid@saic.com
- 13b. Ordering Procedures:** 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: Should Electronic Funds Transfer (EFT) payment be available,** SAIC requests that the EFT remittance be specified as follows:  
Science Applications International Corporation  
Citibank, N.A.  
New York, New York  
Account No. 30547584  
ABA No. 021000089  
SWIFT: CITIUS33
- Should EFT not be available, the remittance address is as follows:  
Science Applications International Corporation  
P.O. Box 223058  
Pittsburgh, PA 15251-2058
- Reference Information for all Checks:
- The name of the customer making payment
  - The contract number/delivery order number

- The invoice number
  - If available, project number
15. **Warranty Provision:** Provision for any appropriate and applicable warranties shall be specifically identified in individual orders. Such warranties are subject to the negotiation between the ordering agencies and the contractor.
  16. **Export packing charges, if applicable:** Not applicable.
  17. **Terms and Conditions of Government Commercial Credit Card Acceptance:** SAIC accepts government commercial credit cards in accordance with government commercial credit card program guidelines.
  18. **Terms and conditions of rental, maintenance, and repair (if applicable):** 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 (if applicable):** 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. **Preventive 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:** If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following web site [www.Section508.gov/](http://www.Section508.gov/)
  25. **DUNS Number:** 01-889-7020
  26. **Notification regarding registration in Central Contractor Registration (CCR) database:** SAIC is registered in the CCR database.

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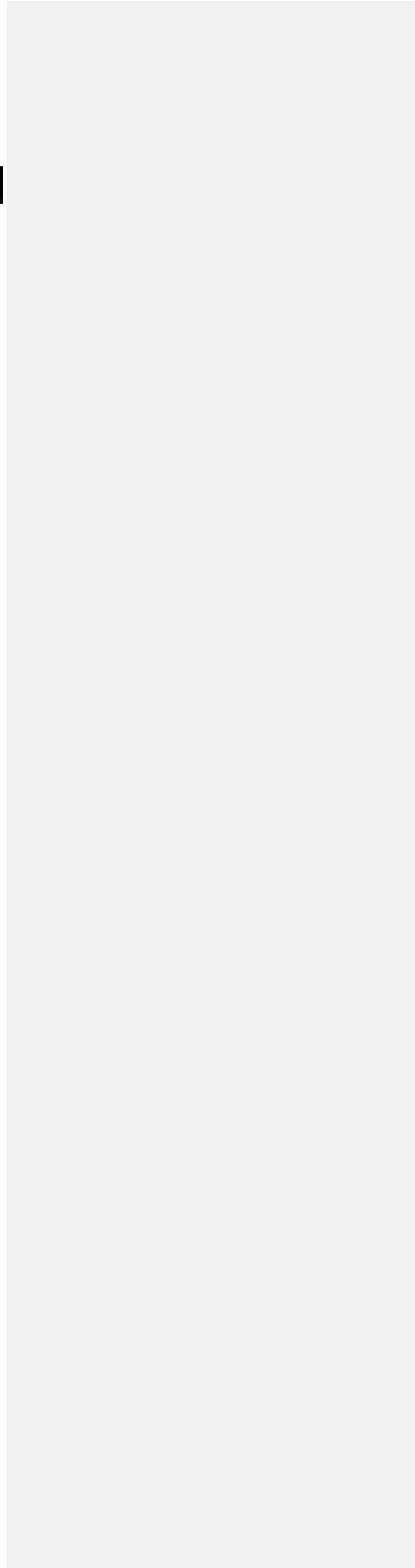
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## SAIC AIMS OVERVIEW

Under the General Services Administration Federal Supply Schedule contract for Advertising and Integrated Marketing Solutions (AIMS), SAIC's diverse and in-depth knowledge of advertising and marketing is available to all federal government and other authorized agencies using a streamlined ordering process. The current contract ordering period is December 1, 2009, through November 30, 2014, with one additional five-year option period. The contract is an indefinite delivery, indefinite quantity (IDIQ) multiple award schedule contract that provides for task orders to be placed as firm fixed-price or time and material basis using the labor categories and ceiling rates defined in the contract.

Under the federal supply schedule program, GSA enters into contracts with commercial firms to provide supplies and services at stated prices for given periods of time. Orders are placed directly with the schedule contractor, and deliveries are made directly to the customer. The federal supply schedule program mirrors commercial buying practices more than any other procurement process in the federal government today. It provides customers with literally millions of state-of-the-art, high-quality commercial products and services at volume discount pricing on a direct delivery basis. The federal supply schedule program also offers the benefits of shorter lead times, lower administrative costs, and reduced inventories.

Multiple award schedule contracts are awarded to contractors supplying comparable commercial supplies and services at government-negotiated, pre-approved prices. They provide federal agencies with the variety and the flexibility necessary to select the best-valued professional services to meet their requirements. Consistent with the Competition in Contracting Act, multiple award schedule contracts are competitive in that participation in the program is open to all responsible sources, and orders placed following the procedures in Federal Acquisition Regulation 8.4 result in the lowest overall cost alternative. Therefore, when placing orders under federal supply schedules, ordering offices need not: 1) seek further competition, 2) synopsise the requirement, 3) make a separate determination of fair and reasonable pricing, or 4) consider small business programs. GSA already has determined the prices of items under schedule contracts to be fair and reasonable.

### **Advantages of Using the GSA Advertising and Integrated Marketing Solutions Contract Include:**

- Five-year contract ordering period through November 30, 2014 with one five-year option period
- Indefinite delivery/indefinite quantity contract with no ceiling and no maximum order limitations
- Available to all federal agencies and authorized organizations
- No synopsis (FedBizOpps, formerly *Commerce Business Daily*) is required — all competitive requirements have been met
- Direct customer and contractor relationship — no transfer of funds to GSA required
- Reduced lead times — procurement cost savings
- Labor categories and rates for fixed price and time and materials task orders
- Provides for teaming and subcontracts
- Blanket purchase agreements may be established

## HOW TO USE THIS SCHEDULE

In accordance with the Federal Acquisition Streamlining Act of 1994 and the Federal Acquisition Reform Act of 1996, GSA's streamlined ordering procedures have reduced the government

procurement process to a few simple steps. While the federal supply schedule program already has determined these rates to be fair and reasonable, ordering offices must determine that the total price is reasonable for the specific tasks required by the agency. Based on quotes requested from three contractors that appear to offer the best value (considering scope of services offered, hourly rates, contractor's locations and other factors, as appropriate), the ordering agency selects the one that best meets its needs.

This contract is available to all federal for domestic and overseas 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 FAR Part 51; 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. GSA Order ADM 4800.2F provides a complete list of authorized schedule users.

Total price for services are established at the time the task order is placed and are based on the rates offered in the SAIC AIMS Price List catalog. The resultant task order details the estimated number of hours, the labor categories to be provided, and any related items. If the ordering agency's contracting officer chooses to purchase services on a labor-hour-time-and-material basis, the resultant task order will specify the not-to-exceed price, the labor categories proposed (with the hourly rates for each), and any applicable travel and other direct costs.

Federal Acquisition Regulation 8.4 provides procedures for the acquisition of services using GSA schedule contracts.

**For orders of supplies and/or services below \$3,000:** Place the order with any Schedule contractor that can meet the agency's needs. Though not required to solicit from a specific number of Schedule contractors, ordering activities should attempt to distribute orders among contractors (FAR 8.405).

**For Supplies and Services Not Requiring a SOW:** Survey at least three Schedule contractors through the *GSA Advantage!*<sup>®</sup> online shopping service or review the catalogs or pricelists of at least three Schedule contractors (more if over \$200,000) pricelists (the *GSA Advantage!*<sup>®</sup> online shopping service may be used to facilitate this review and seek additional price reductions where appropriate; evaluate; and make a best value selection.

**For Services Requiring a Statement of Work:** To summarize the process for ordering services, the government agency:

1. Prepares a request for quotation that includes:
  - A performance-based statement of work that outlines the work to be performed.
  - Type of task order – time and material or firm fixed price.
  - Basis to be used for contractor selection (best value, etc.).
2. Transmits the request for quotations to contractors:
  - Selects at least three (more if task order value is more than \$1 million) qualified contractors on the schedule. Note: Department of Defense agencies need to refer to DFAR 208.4 when ordering services over \$100,000 using the GSA schedules.
  - Sends requests for quotations to selected contractors. GSA's e-buy provides ordering agencies a streamlined, Web-based system for ordering services using the GSA schedules.
3. Evaluates quotes and selects the contractor to receive the order:
  - Evaluates responses based on the factors identified in the requests for quotations.

- Places the order directly with the schedule contractor that represents the best value and results in the lowest overall cost alternative, considering price, special qualifications, administrative costs, and so forth.

The requesting government agency's contracting office directly issues the task order to the selected contractor without GSA involvement in the procurement process. All task order reporting requirements and remission of fees to GSA are the responsibility of the contractor.

### **CONTRACT CLAUSES**

GSA multiple award schedule contracts are awarded in accordance with the provisions of Federal Acquisition Regulation Part 12 – Acquisition of Commercial Items. As much as possible, GSA multiple award schedule contracts include only those clauses required, either to implement provisions of law or executive orders applicable to the acquisition of commercial items or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (e.g., security, hazardous material handling, and key personnel) provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) will be included in the task order proposal price estimate, unless otherwise prohibited by law. For a list of clauses and terms and conditions included in the AIMS contract, contact the SAIC AIMS points of contact.

### **ORDERS EXCEEDING THE MAXIMUM ORDER THRESHOLD (MOT)**

All GSA MAS contracts contain a price point called a maximum order threshold. This threshold is not a ceiling on an order size; rather, it is a point where the ordering agency needs to consider additional contractors (more than three) and seek discounts from the listed catalog rates.

When placing an order that exceeds the maximum order threshold, ordering offices shall follow the standard ordering procedures, and the following additional procedures:

1. Consider additional schedule contractors (more than three)
2. Seek price reductions from the schedule contractor(s) offering the best value (considering price and other factors)
3. Selected contractor(s) may choose to offer a lower price for the requirement (the price reduction clause is not applicable to orders placed over the maximum order threshold)
4. 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. If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

### **BLANKET PURCHASE AGREEMENTS**

Ordering activities may establish blanket purchase agreements under any GSA schedule contract. A GSA schedule blanket purchase agreement simplifies the filling of recurring needs for supplies or services, while leveraging a customer's buying power by taking advantage of quantity discounts, thus saving administrative time and reducing paperwork.

Blanket purchase agreements are established in accordance with the procedures in Federal Acquisition Regulation Part 8.405-3. An ordering activity may request a price reduction based

on the total estimated volume of the blanket purchase agreement, regardless of the size of individual orders. Blanket purchase agreements may be established with one or more scheduled contractors at the discretion of the ordering activity. When establishing multiple blanket purchase agreements, the ordering activity must specify the procedures for placing orders under the blanket purchase agreements. A GSA schedule blanket purchase agreement should not exceed five years in length, but may do so to meet program requirements. A blanket purchase agreement may extend beyond the current term of its GSA schedule contract, so long as there are option periods in the GSA schedule contract that, if exercised, will cover the blanket purchase agreement's period of performance.

### **CONTRACTOR TEAM ARRANGEMENTS**

Contractor Team Arrangements are encouraged under the Federal Supply Schedules Program. Under a Contractor Team Arrangement (CTA), two or more GSA Schedule contractors work together, by complementing each other's capabilities, to offer a total solution to meet an ordering activity's requirement rather than ordering activity making separate buys for each part of a requirement. The CTA combines the supplies and/or services from the team members' separate GSA Schedule contracts. It permits contractors to compete for orders for which they may not independently qualify. A customer benefits from a CTA by buying a solution rather than making separate buys from various contractors. Contractor Team Arrangements provide a "win-win" situation for both GSA Schedule contractors and ordering activities.

For additional information see FAR 9.6 and "Contractor Team Arrangements" at the GSA website <http://www.gsa.gov> under "Acquisition Solutions", click on "GSA Schedules", click on "Contractor Team Arrangements" or contact the SAIC AIMS Program Management Office.

### **SUBCONTRACTING TO SMALL BUSINESS**

Recognizing both the social and economic benefits, SAIC is committed to the maximum Practicable use of small, HUBZone small, small disadvantaged and women-owned small business concerns as subcontractors.

### **COMPANY OVERVIEW**

SAIC is a FORTUNE 500® scientific, engineering, and technology applications company that uses its deep domain knowledge to solve problems of vital importance to the nation and the world, in national security, energy and the environment, critical infrastructure, and health. The company's approximately 45,000 employees serve customers in the U.S. Department of Defense, the intelligence community, the U.S. Department of Homeland Security, other U.S. Government civil agencies and selected commercial markets. Headquartered in McLean, Va., SAIC had annual revenues of \$10.8 billion for its fiscal year ended January 31, 2010. For more information, visit [www.saic.com](http://www.saic.com). SAIC: From Science to Solutions®

SPECIAL ITEM NUMBERS (SINs) DESCRIPTIONS	
--	--

- |               |  |
|---------------|--|
| <b>541-1</b>  | <p>Advertising Services Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:</p> <ul style="list-style-type: none"> <li>Advertising objective determination</li> <li>Message decision/creation</li> <li>Media selection</li> <li>Outdoor marketing and media services</li> <li>Broadcast media (Radio, TV and Public Service Announcements)</li> <li>Direct mail services</li> <li>Media planning</li> <li>Media placement services</li> <li>Advertising evaluation</li> <li>Related activities to advertising services</li> </ul>  |
| <b>541-2</b>  | <p>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:</p> <ul style="list-style-type: none"> <li>Executing media programs</li> <li>Conducting press conferences</li> <li>Scheduling broadcast and/or print interviews</li> <li>Press, public relations and crisis communications</li> <li>Media training: Training of agency personnel to deal with media and media responses</li> <li>Media alerts</li> <li>Press clipping services</li> <li>Related activities to public relations services</li> </ul> |
| <b>541-4A</b> | <p>Market Research and Analysis - Services include, but are not limited to: Customizing strategic marketing plans, Branding initiatives, Creating public awareness of products, services, and issues, Targeting market identification and analysis, Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies , Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, Establishing call centers (in relation to services provided under this schedule)</p>   |

**541-4B** Video/Film Production - Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

**541-5** Integrated Marketing Services - This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 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.

**541-1000** Other Direct Costs (ODCs) are expenses other than labor hours. - 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 such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

**GSA SCHEDULE PRICE LIST**

The Service Contract Act (SCA) is applicable to this GSA Schedule Contract and the following labor categories may be subject to Wage Determinations (WD) based upon the work performed. The Ordering Agency Contracting Officer is responsible for identifying the appropriate wage determination applicable to an effort, and for providing the appropriate wage determination accordingly.

**SIN 541-1 ADVERTISING SERVICES**

LABOR CATEGORY	Option 2, Year 1 12/1/09 thru 11/30/10	Option 2, Year 2 12/1/10 thru 11/30/11	Option 2, Year 3 12/1/11 thru 11/30/12	Option 2, Year 4 12/1/12 thru 11/30/13	Option 2, Year 5 12/1/13 thru 11/30/14
Communications Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Creative Writer I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Creative Writer II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Creative Writer III	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Graphic Designer/Illustrator I	\$49.96	\$51.21	\$52.49	\$53.80	\$55.15
Graphic Designer/Illustrator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Graphic Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Graphic Designer/Illustrator IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Graphic Designer/Illustrator V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Marketing Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Marketing Consultant II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Marketing Consultant III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Marketing Consultant IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Marketing Consultant V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Marketing Consultant VI	\$194.33	\$199.19	\$204.17	\$209.27	\$214.50
Sr. Marketing Consultant	\$218.77	\$224.24	\$229.85	\$235.59	\$241.48
Multi-Media Designer I	\$69.88	\$71.63	\$73.42	\$75.26	\$77.14
Multi-Media Designer II	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Multi-Media Designer III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Multi-Media Designer IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Multi-Media Designer V	\$146.32	\$149.98	\$153.73	\$157.57	\$161.51
Research Spec./Prod'n Coordinator I	\$62.68	\$64.24	\$65.85	\$67.49	\$69.18
Research Spec./Prod'n Coordinator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Research Spec./Prod'n Coordinator III	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Research Spec./Prod'n Coordinator IV	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Writer/Technical Editor I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Writer/Technical Editor II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Writer/Technical Editor III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39

**SIN 541-2 PUBLIC RELATIONS SERVICES**

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LABOR CATEGORY	Option 2, Year 1 12/1/09 thru 11/30/10	Option 2, Year 2 12/1/10 thru 11/30/11	Option 2, Year 3 12/1/11 thru 11/30/12	Option 2, Year 4 12/1/12 thru 11/30/13	Option 2, Year 5 12/1/13 thru 11/30/14
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Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Creative Writer I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Creative Writer II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Creative Writer III	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Graphic Designer/Illustrator I	\$49.96	\$51.21	\$52.49	\$53.80	\$55.15
Graphic Designer/Illustrator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Graphic Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Graphic Designer/Illustrator IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
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Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Writer/Technical Editor I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Writer/Technical Editor II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Writer/Technical Editor III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39

**541-4A MARKET RESEARCH AND ANALYSIS**

LABOR CATEGORY	Option 2, Year 1 12/1/09 thru 11/30/10	Option 2, Year 2 12/1/10 thru 11/30/11	Option 2, Year 3 12/1/11 thru 11/30/12	Option 2, Year 4 12/1/12 thru 11/30/13	Option 2, Year 5 12/1/13 thru 11/30/14
Communications Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Marketing Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Marketing Consultant II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Marketing Consultant III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Marketing Consultant IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Marketing Consultant V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Marketing Consultant VI	\$194.33	\$199.19	\$204.17	\$209.27	\$214.50
Sr. Marketing Consultant	\$218.77	\$224.24	\$229.85	\$235.59	\$241.48

**541-4B VIDEO/FILM PRODUCTION**

LABOR CATEGORY	Option 2, Year 1 12/1/09 thru 11/30/10	Option 2, Year 2 12/1/10 thru 11/30/11	Option 2, Year 3 12/1/11 thru 11/30/12	Option 2, Year 4 12/1/12 thru 11/30/13	Option 2, Year 5 12/1/13 thru 11/30/14
Communications Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Content/Production Consultant I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Content/Production Consultant II	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Content/Production Consultant III	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Content/Production Consultant IV	\$94.17	\$96.52	\$98.93	\$101.40	\$103.94
Content/Production Consultant V	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Content/Production Consultant VI	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Content/Production Consultant VII	\$146.32	\$149.98	\$153.73	\$157.57	\$161.51
Sr. Content/Production Consultant	\$149.97	\$153.72	\$157.56	\$161.50	\$165.54
Creative Writer I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Creative Writer II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Creative Writer III	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Multi-Media Designer/Illustrator I	\$56.89	\$58.31	\$59.77	\$61.27	\$62.80
Multi-media Designer/Illustrator II	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Multi-media Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Multi-media Designer/Illustrator IV	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Multi-media Designer/Illustrator V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Video Film Spec. I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Video Film Spec. II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Video Film Spec. III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Video Film Spec. IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Video Film Spec. V	\$172.42	\$176.73	\$181.15	\$185.68	\$190.32
Video Film Spec. VI	\$209.64	\$214.88	\$220.25	\$225.76	\$231.40
Sr. Video Film Spec.	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Writer/Technical Editor I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Writer/Technical Editor II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Writer/Technical Editor III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39

**SIN 541-5 INTEGRATED MARKETING SERVICES**

LABOR CATEGORY	Option 2, Year 1 12/1/09 thru 11/30/10	Option 2, Year 2 12/1/10 thru 11/30/11	Option 2, Year 3 12/1/11 thru 11/30/12	Option 2, Year 4 12/1/12 thru 11/30/13	Option 2, Year 5 12/1/13 thru 11/30/14
Communications Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69

Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Creative Writer I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Creative Writer II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Creative Writer III	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Graphic Designer/Illustrator I	\$49.96	\$51.21	\$52.49	\$53.80	\$55.18
Graphic Designer/Illustrator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Graphic Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Graphic Designer/Illustrator IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Graphic Designer/Illustrator V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Information Survey Spec. I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Information Survey Spec. II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Information Survey Spec. III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Information Survey Spec. IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Marketing Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Marketing Consultant II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Marketing Consultant III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Marketing Consultant IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Marketing Consultant V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Marketing Consultant VI	\$194.33	\$199.19	\$204.17	\$209.27	\$214.50
Multi-Media Designer I	\$69.88	\$71.63	\$73.42	\$75.26	\$77.14
Multi-Media Designer II	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Multi-Media Designer III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Multi-Media Designer IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Multi-Media Designer V	\$146.32	\$149.98	\$153.73	\$157.57	\$161.51
Research Spec./Prod'n Coordinator I	\$62.68	\$64.24	\$65.85	\$67.49	\$69.18
Research Spec./Prod'n Coordinator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Research Spec./Prod'n Coordinator III	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Research Spec./Prod'n Coordinator IV	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Sr. Marketing Consultant	\$218.77	\$224.24	\$229.85	\$235.59	\$241.48
Sr. Video Film Spec.	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Trade Show/Exhibit Hall Coordinator I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Trade Show/Exhibit Hall Coordinator II	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Trade Show/Exhibit Hall Coordinator III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Video Film Spec. I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Video Film Spec. II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Video Film Spec. III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Video Film Spec. IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Video Film Spec. V	\$172.42	\$176.73	\$181.15	\$185.68	\$190.32
Video Film Spec. VI	\$209.64	\$214.88	\$220.25	\$225.76	\$231.40
Writer/Technical Editor I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Writer/Technical Editor II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Writer/Technical Editor III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39

**SIN 541-1000 OTHER DIRECT COSTS (ODCs) (Non-Labor Items)**

The labor hours cited do not include supplies, materials, or other incidental costs. The following non-labor hour costs are associated with services provided:

Item	Unit of Measure	Effective 1/1/2004
Printing/Photocopying	per job	\$16,658.11
Postage	per mailing	\$17,024.86
Novelty Items	per item	\$805.62
Exhibits/Displays	per exhibit	\$10,380.79
Conference/Events: <i>includes Room Rental, AV Equipment Rental, Set-Up / AV Supplies, Catering, and Audio Services</i>	per day	\$13,974.64
Photography	per session	\$2,393.69
Video Production	per video	\$59,734.72
Mailing List/Document Purchase	per list	\$3,207.99
Novelty Items (5,000 Mouse Pads)		\$9,696.88
CD Reproduction (5000 CDs + Label)		\$5,465.18

**AIMS LABOR CATEGORY DESCRIPTIONS**

The descriptions and qualification requirements for the following labor categories are applicable to new task orders issued on or after the effective date of a modification exercising Option Period 2, and are not applicable to *existing* task orders, Blanket Purchase Agreements and resulting task orders, or to proposals submitted prior to execution of a modification exercising Option Period 2.

**Communications Consultant**

*Principal Duties and Responsibilities*

Responsible for developing, coordinating, managing, and evaluating outreach and communications strategies, plans, and activities. Develop short and long term strategic communication plans for clients; implement communication plans including liaison with content production consultants, marketing consultants and production team. Review communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

*Education/Experience Requirements*

**Communications Consultant I** - BS/BA or equivalent and 1 year of general experience.

**Communications Consultant II** - BS/BA or equivalent and 3 years of general experience.

**Communications Consultant III** - BS/BA or equivalent and 5 years of general experience.

**Communications Consultant IV** - BS/BA or equivalent and 8 years of general experience.

**Communications Consultant V** - MS/MA or equivalent and 8 years of general experience.

**Communications Consultant VI** - PhD or equivalent and 9 years of general experience.

### **Content Production Consultant**

#### *Principal Duties and Responsibilities*

Researches, reviews and analyzes customer communication needs and strategies. Offer suggestions on emphasis in presentation, coverage, balance, and suitability of expression for associated products. Interfaces with agency staff and designers, communications/marketing consultants, videographers, writers/editors and other team members to develop focused and relevant content for marketing and advertising products.

#### *Education/Experience Requirements*

**Content Production Consultant I** - BS/BA or equivalent and 1 year of general experience.

**Content Production Consultant II** - BS/BA or equivalent and 2 years of general experience.

**Content Production Consultant III** - BS/BA or equivalent and 3 years of general experience.

**Content Production Consultant IV** - BS/BA or equivalent and 6 years of general experience.

**Content Production Consultant V** - BS/BA or equivalent and 7 years of general experience.

**Content Production Consultant VI** - BS/BA or equivalent and 8 years of general experience.

**Content Production Consultant VII** - BS/BA or equivalent and 10 years of general experience.

### **Sr. Content Production Consultant**

#### *Principal Duties and Responsibilities*

Conducts large projects and is responsible for meeting goals within time and cost constraints. Coordinates with agency staff and designers, communications/marketing consultants, videographers, writers/editors and other team members to ensure the development of focused and relevant content for marketing and advertising products.

#### *Education/Experience Requirements*

**Sr. Content/Production Consultant** - MS/MA or equivalent and 7 years of general experience.

### **Creative Writer**

#### *Principal Duties and Responsibilities*

Work with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and must be able to write across all mediums. May have related experience in writing documents and scripts for media based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and web site productions.

#### *Education/Experience Requirements*

**Creative Writer I** - BS/BA or equivalent and 2 years of general experience.

**Creative Writer II** - BS/BA or equivalent and 5 years of general experience.

**Creative Writer III** - BS/BA or equivalent and 10 years of general experience.

### **Graphic Designer/Illustrator**

*Principal Duties and Responsibilities*

Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users to determine scope of project and best medium. Experienced in original graphic design and/or illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

*Education/Experience Requirements*

**Graphic Designer/Illustrator I** - HS or equivalent degree.

**Graphic Designer/Illustrator II** - HS or equivalent and 3 years of experience.

**Graphic Designer/Illustrator III** - HS or equivalent and 5 years of experience.

**Graphic Designer/Illustrator IV** - HS or equivalent and 7 years of experience.

**Graphic Designer/Illustrator V** - HS or equivalent and 10 years of experience.

**Information Survey Specialist**

*Principal Duties and Responsibilities*

Works with marketing consultants to determine the needs of the client based on the client's required information, budget, and timeframe. Responsible for the planning, implementation, and analysis of surveys. Determines the appropriate survey(s) and gathers statistical data. Keeps current with the latest survey methods. Compiles and evaluates data and provides results/recommendations to marketing consultants and/or clients.

*Education/Experience Requirements*

**Information Survey Specialist I** - BA/BS or equivalent and 1 year of experience.

**Information Survey Specialist II** - BA/BS or equivalent and 3 years of experience.

**Information Survey Specialist III** - BA/BS or equivalent and 5 years of experience.

**Information Survey Specialist IV** - BA/BS or equivalent and 7 years of experience.

**Jr. Communication Specialist/Admin**

*Principal Duties and Responsibilities*

Provides support to the communications team under supervision of management level personnel. This includes, but is not limited to, research and writing, planning and support, meeting coordination, survey assistance, project administration, and other communications or administrative activities. May perform other duties as assigned.

*Education/Experience Requirements*

**Jr. Communication Specialist/Admin I** - HS or equivalent degree.

**Jr. Communication Specialist/Admin II** - HS or equivalent and 2 years of general experience.

**Jr. Communication Specialist/Admin III** - HS or equivalent and 5 years of general experience.

**Marketing Consultant**

*Principal Duties and Responsibilities*

Recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals and analysis of statistical data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, television and video production, and written publications.

*Education/Experience Requirements*

**Marketing Consultant I** - BA/BS or equivalent and 1 year of general experience.

**Marketing Consultant II** - BA/BS or equivalent and 3 years of general experience.

**Marketing Consultant III** - BA/BS or equivalent and 5 years of general experience.

**Marketing Consultant IV** - BA/BS or equivalent and 7 years of general experience.

**Marketing Consultant V** - BA/BS or equivalent and 10 years of general experience.

**Marketing Consultant VI** - MS/MA or equivalent and 8 years of general experience.

**Multi-Media Designer**

*Principal Duties and Responsibilities*

Designs products using a variety of mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Experience with all multi-media devices. Interfaces with agency and technical staff to assure quality products delivered on time and within budget.

*Education/Experience Requirements*

**Multi-Media Designer I** - HS or equivalent and 6 years of general experience.

**Multi-Media Designer II** - BA/BS or equivalent and 3 years of general experience.

**Multi-Media Designer III** - BA/BS or equivalent and 5 years of general experience.

**Multi-Media Designer IV** - BA/BS or equivalent and 7 years of general experience.

**Multi-Media Designer V** - BA/BS or equivalent and 10 years of general experience.

**Multi-Media Designer/Illustrator**

*Principal Duties and Responsibilities*

Designs products using a variety of mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Experience with all multi-media devices. Experienced in original illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products delivered on time and within budget.

*Education/Experience Requirements*

**Multi-Media Designer/Illustrator I** - HS or equivalent and 5 years of general experience.

**Multi-Media Designer/Illustrator II** - BA/BS or equivalent and 2 years of general experience.

**Multi-Media Designer/Illustrator III** - BA/BS or equivalent and 6 years of general experience.  
**Multi-Media Designer/Illustrator IV** - BA/BS or equivalent and 7 years of general experience.  
**Multi-Media Designer/Illustrator V** - BA/BS or equivalent and 11 years of general experience.

**Research Specialist/Production Coordinator**

*Principal Duties and Responsibilities*

Performs research and analysis. Responsibilities include but are not limited to, collecting, sorting, analyzing and reporting on assigned topics. Controls and manages the flow of information between the various components of a marketing project to provide all the required components within the time frame needed. For media productions, ensures all timely provision of necessary equipment and materials; ensures that staff and crews are in place as required.

*Education/Experience Requirements*

**Research Specialist/Production Coordinator I** - BA/BS or equivalent and 1 year general of experience.

**Research Specialist/Production Coordinator II** -BA/BS or equivalent and 2 years of general experience.

**Research Specialist/Production Coordinator III** -BA/BS or equivalent and 4 years of general experience.

**Research Specialist/Production Coordinator IV** - BA/BS or equivalent and 7 years of general experience.

**Sr. Communications Consultant**

*Principal Duties and Responsibilities*

Defines, plans, and coordinates the communications plans, marketing research needs, and strategic direction for the client's marketing efforts. Works closely with clients to identify preferred media outlets and markets to support campaigns and develops/coordinates these efforts through mediums such as print, radio, TV, cable, Internet, interactive computer technology, and press releases. Conducts large projects and is responsible for meeting goals within time and cost constraints.

*Education/Experience Requirements*

**Sr. Communications Consultant** - PhD or equivalent and 15 years of experience.

**Sr. Marketing Consultant**

*Principal Duties and Responsibilities*

Provides expert technical and managerial guidance and direction for marketing campaign strategies, including the identification, development and coordination of strategies to be utilized. Conducts large projects and is responsible for meeting goals within time and cost constraints.

*Education/Experience Requirements*

**Sr. Marketing Consultant** - PhD or equivalent and 8 years of experience.

**Senior Video Film Specialist**

*Principal Duties and Responsibilities*

Oversees the creative direction and conceptual design of projects to ensure successful market differentiation and penetration.

*Education/Experience Requirements*

**Sr. Video Film Specialist** - PhD or equivalent and 12 years of experience.

**Trade Show/Exhibit Hall Coordinator**

*Principal Duties and Responsibilities*

Manages all show/exhibit logistics (booth space, booth property, registrations, booth duty schedule, associated special events, collateral, shipping, booth graphics, etc.) for trade shows/exhibits. Includes managing trade show and event budgets effectively; managing all aspects of preshow requirements including working with clients to determine location, décor, menu, themes etc. Provide overall onsite support as necessary; coordinating attendee list for all participants and registering all attendees. Provide after show support as required.

*Education/Experience Requirements*

**Trade Show/Exhibit Hall Coordinator I** - BA/BS or equivalent and 1 year of experience.

**Trade Show/Exhibit Hall Coordinator II** - BA/BS or equivalent and 4 years of experience.

**Trade Show/Exhibit Hall Coordinator III** -BA/BS or equivalent and 8 years of experience.

**Video Film Specialist**

*Principal Duties and Responsibilities*

Responsibilities include planning/ producing, directing of video/multi-media presentations. Establishes conceptual and stylistic direction. Duties include creating storyboards, scriptwriting; editing, videography, animation and post production. Possesses specialized skills in video expertise using design software and pre-press production.

*Education/Experience Requirements*

**Video Film Specialist I** - BA/BS or equivalent and 1 year general experience.

**Video Film Specialist II** - BA/BS or equivalent and 3 years of experience.

**Video Film Specialist III** - BA/BS or equivalent and 5 years of experience.

**Video Film Specialist IV** - BA/BS or equivalent and 7 years of experience.

**Video Film Specialist V** - MA/MS or equivalent and 6 years of experience.

**Video Film Specialist VI** - MA/MS or equivalent and 8 years of experience.

**Writer/Technical Editor**

*Principal Duties and Responsibilities*

Gathers requirements from technical sources and formulates into documentation. Capable of understanding client's objectives and goals and converting them into written form. Has excellent command of writing skills and clear expression of ideas. Proofread drafts and final documents for typographical and grammatical errors. Layout final documents and ensure they conform to approved styles and formats. May have related experience in writing documents and scripts for media based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and web site productions.

*Education/Experience Requirements*

**Writer/Technical Editor I** - BA/BS or equivalent and 1 years of general experience.

**Writer/Technical Editor II** - BA/BS or equivalent and 5 years of experience.

**Writer/Technical Editor I** - BA/BS or equivalent and 8 years of experience.

**Substitution/Equivalency:**

- GED or vocational degree = high school degree.
- Two years of higher education = one (1) yr of general experience.
- BS/BA = six (6) yrs of general experience.
- MS/MA= ten (10) yrs of general experience, or BS/BA + four (4) yrs of general experience.
- PhD = thirteen (13) yrs of general experience, or BS/BA + six (6) yrs of general experience, or MS/MA and three (3) yrs of general experience.