

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
Authorized Federal Supply Schedule Price List**



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. For more information, visit [www.saic.com](http://www.saic.com). SAIC: From Science to Solutions®

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

**Contract Number: GS-23F-0052K  
Contract Period: 12/01/04 through 11/30/09**

**SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (SAIC)  
901 D Street, S.W, Suite 201  
Washington, D.C. 20024  
[www.saic.com](http://www.saic.com)  
Business Size: Large**

**Contract Administrator: Sandy Reid  
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[Sandra.L.Reid@saic.com](mailto:Sandra.L.Reid@saic.com)**

**Program Manager: Joseph Pastel  
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**Modification FX66  
Effective 2/20/2009**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

## 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:** See GSA price list.

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

**3. MINIMUM ORDER LIMITATION:** \$2,500

**4. GEOGRAPHIC COVERAGE:** SAIC worldwide locations

**5. POINTS OF PRODUCTION:** Various SAIC and customer locations

**6. BASIC DISCOUNT:** All prices herein are net

**7. QUANTITY DISCOUNT:** Contractor may offer volume discounts on large dollar orders. Exact discount and terms may be negotiated on individual issued task orders. Work performed "on-site" may also be subject to additional discounts.

**8. PROMPT PAYMENT TERMS:** Discounts will be handled on an order-by-order basis

**9. THE TYPE OF GOVERNMENT PURCHASE CARD(S) THAT IS ACCEPTED:**  
VISA, MasterCard

**10. FOREIGN ITEMS:** Not Applicable

**11a. TIME OF DELIVERY:** To be negotiated with ordering agency on each task order

**11b. EXPEDITED DELIVERY:** Contact contractor for rates for expedited delivery

**11c. OVERNIGHT/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 (SAIC)  
901 D Street, S.W., Suite 201  
Washington, D.C. 20024  
Attention: Sandra Reid  
Phone: 202-488-6637  
Fax: 202-488-3158  
Email: Sandra.L.Reid@saic.com

**14. PAYMENT ADDRESS:**

**By Electronic Fund Transfer:**

Science Applications International Corporation  
Citibank, N.A.  
New York, New York  
Account No. 30547584  
ABA No. 021000089  
SWIFT: CITIUS33

**By Check:**

Science Applications International Corporation  
P.O. Box 223058  
Pittsburgh, PA 15251-2058

**15. WARRANTY PROVISIONS:** Manufacturer's Standard Commercial Warranty.

**16. EXPORT PACKING CHARGES, IF APPLICABLE:** Not applicable.

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Any size order.

**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.
- 25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER:** DUNS-03-653-7413
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** SAIC is registered in the CCR

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## CONTRACT 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, 2004, through November 30, 2009, with two additional five year option periods. 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.

This contract is available to all federal agencies as a source of advertising and marketing services worldwide. Executive agencies, other federal agencies, mixed-ownership government corporations, 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 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 4800.2E provides a complete list of authorized schedule users. To learn more about SAIC's AIMS contract, please visit our Web site at <http://www.saic.com/contractcenter/gsa-aims/>.

## ORDERING PROCEDURES

Federal Acquisition Regulations (FAR) Part 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 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 quotation to contractors:
  - Department of Defense (DoD) <\$100K and Non-DoD: Select at least three (more if task order value exceeds MOT) qualified contractors on the schedule.
    - DoD >\$100K: IAW DFAR 208.4 "Federal Supply Schedules" which incorporates the competition requirements of Section 803 of the 2002 Defense Authorization Act - DoD Contracting Officers are required to evaluate three bids OR determine in writing that despite reasonable efforts no other contractors were identified that could fill the work requirements.

- Sends request 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 request for quotation
- Places the order directly with the schedule contractor that represents the best value and results in the lowest overall cost alternative (e.g. considering price, special qualifications, and administrative costs).

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.

## **BLANKET PURCHASE AGREEMENTS**

Ordering activities may establish blanket purchase agreements (BPA's) under any GSA schedule contract. A GSA schedule BPA 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.

BPA's are established in accordance with the procedures in FAR Part 8.405-3. An ordering activity may request a price reduction based on the total estimated volume of the BPA, regardless of the size of individual orders. Blanket purchase agreements may be established with one or more Schedule contractors at the discretion of the ordering activity. When establishing multiple BPA's, the ordering activity must specify the procedures for placing orders at the task order level. A GSA Schedule BPA should not exceed five years in length, but may do so to meet program requirements. A BPA may extend beyond the current term of its GSA schedule contract, provided there are option periods in the GSA schedule contract that, if exercised, will cover the BPA's period of performance.

## **SUBCONTRACTING TO SMALL BUSINESSES**

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. SAIC had annual revenues of \$10.1 billion for its fiscal year ended January 31, 2009. For more information, visit [www.saic.com](http://www.saic.com). SAIC: From Science to Solutions®

## SPECIAL ITEM NUMBERS (SINs) DESCRIPTIONS

**541-1** **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:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

**541-2** **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:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

**541-4A** **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)

**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

### SIN 541-1 ADVERTISING SERVICES

Labor Category	Option Period 2				
	Year 1	Year 2	Year 3	Year 4	Year 5
	12/01/04-11/30/05	12/01/05-11/30/06	12/01/06 - 11/30/07	12/01/07 - 11/30/08	12/01/08-11/30/09
Communications Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Communications Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Communications Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Communications Consultant IV	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Communications Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Communications Consultant VI	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Sr. Communications Consultant	\$312.27	\$320.08	\$328.08	\$336.28	\$344.69
Creative Writer I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Creative Writer II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Creative Writer III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Direct Mail Consultant I	\$74.54	\$76.40	\$78.31	\$80.27	\$82.27
Direct Mail Consultant II	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Direct Mail Consultant III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Direct Mail Consultant IV	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Distribution Consultant I	\$67.12	\$68.80	\$70.52	\$72.28	\$74.09
Distribution Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Distribution Consultant III	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Event Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Event Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Event Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Event Consultant IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Sr. Event Consultant	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Graphic Designer/Illustrator I	\$50.28	\$51.54	\$52.83	\$54.15	\$55.50
Graphic Designer/Illustrator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Graphic Designer/Illustrator III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Graphic Designer/Illustrator IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Graphic Designer/Illustrator V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Information Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Information Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Information Consultant III	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Information Consultant IV	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Information Consultant V	\$172.26	\$176.57	\$180.98	\$185.51	\$190.14
Jr. Communication Specialist/Admin I	\$40.55	\$41.56	\$42.60	\$43.67	\$44.76
Jr. Communication Specialist/Admin II	\$50.42	\$51.68	\$52.97	\$54.29	\$55.65
Jr. Communication Specialist/Admin III	\$60.27	\$61.78	\$63.32	\$64.91	\$66.53

<b>SIN 541-1 ADVERTISING SERVICES</b>	<b>CONTINUATION – Option Period 2</b>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Labor Category</b>	<b>12/01/04-11/30/05</b>	<b>12/01/05-11/30/06</b>	<b>12/01/06 - 11/30/07</b>	<b>12/01/07 - 11/30/08</b>	<b>12/01/08-11/30/09</b>
Market Research Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Market Research Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Market Research Consultant III	\$92.39	\$94.70	\$97.07	\$99.50	\$101.99
Market Research Consultant IV	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Market Research Consultant V	\$114.31	\$117.17	\$120.10	\$123.10	\$126.18
Sr. Market Research Consultant	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Marketing Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Marketing Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Marketing Consultant III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Marketing Consultant IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Marketing Consultant V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Marketing Consultant VI	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Sr. Marketing Consultant	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Multi-Media Designer I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Multi-Media Designer II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Multi-Media Designer III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Multi-Media Designer IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Multi-Media Designer V	\$129.33	\$132.56	\$135.88	\$139.27	\$142.75
Radio, Television/PSA Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Radio, Television/PSA Consultant II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Radio, Television/PSA Consultant III	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Radio, Television/PSA Consultant IV	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Radio, Television/PSA Consultant V	\$114.31	\$117.17	\$120.10	\$123.10	\$126.18
Sr. Radio, Television/PSA Consultant	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Research Specialist/Production Coordinator I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Research Specialist/Production Coordinator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Research Specialist/Production Coordinator III	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Research Specialist/Production Coordinator IV	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Writer/Technical Editor I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Writer/Technical Editor II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Writer/Technical Editor III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97

OP2 Rates Increase by 2.5%

**SIN 541-2 PUBLIC RELATIONS SERVICES**

Labor Category	Option Period 2				
	Year 1	Year 2	Year 3	Year 4	Year 5
	12/01/04-11/30/05	12/01/05-11/30/06	12/01/06-11/30/07	12/01/07-11/30/08	12/01/08-11/30/09
Communications Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Communications Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Communications Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Communications Consultant IV	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Communications Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Communications Consultant VI	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Sr. Communications Consultant	\$312.27	\$320.08	\$328.08	\$336.28	\$344.69
Creative Writer I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Creative Writer II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Creative Writer III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Graphic Designer/Illustrator I	\$50.28	\$51.54	\$52.83	\$54.15	\$55.50
Graphic Designer/Illustrator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Graphic Designer/Illustrator III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Graphic Designer/Illustrator IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Graphic Designer/Illustrator V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Jr. Communication Specialist/Admin I	\$40.55	\$41.56	\$42.60	\$43.67	\$44.76
Jr. Communication Specialist/Admin II	\$50.42	\$51.68	\$52.97	\$54.29	\$55.65
Jr. Communication Specialist/Admin III	\$60.27	\$61.78	\$63.32	\$64.91	\$66.53
Market Research Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Market Research Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Market Research Consultant III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Market Research Consultant IV	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Market Research Consultant V	\$114.31	\$117.17	\$120.10	\$123.10	\$126.18
Sr. Market Research Consultant	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Radio, Television/PSA Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Radio, Television/PSA Consultant II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Radio, Television/PSA Consultant III	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Radio, Television/PSA Consultant IV	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Radio, Television/PSA Consultant V	\$114.31	\$117.17	\$120.10	\$123.10	\$126.18
Sr. Radio, Television/PSA Consultant	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Writer/Technical Editor I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Writer/Technical Editor II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Writer/Technical Editor III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97

## 541-4A MARKET RESEARCH AND ANALYSIS

Labor Category	Option Period 2				
	Year 1	Year 2	Year 3	Year 4	Year 5
	12/01/04-11/30/05	12/01/05-11/30/06	12/01/06-11/30/07	12/01/07-11/30/08	12/01/08-11/30/09
Communications Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Communications Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Communications Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Communications Consultant IV	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Communications Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Communications Consultant VI	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Sr. Communications Consultant	\$312.27	\$320.08	\$328.08	\$336.28	\$344.69
Jr. Communication Specialist/Admin I	\$40.55	\$41.56	\$42.60	\$43.67	\$44.76
Jr. Communication Specialist/Admin II	\$50.42	\$51.68	\$52.97	\$54.29	\$55.65
Jr. Communication Specialist/Admin III	\$60.27	\$61.78	\$63.32	\$64.91	\$66.53
Market Research/Media Analysis Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Market Research/Media Analysis Consultant II	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Market Research/Media Analysis Consultant III	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Market Research/Media Analysis Consultant IV	\$151.42	\$155.21	\$159.09	\$163.07	\$167.14
Market Research/Media Analysis Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Marketing Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Marketing Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Marketing Consultant III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Marketing Consultant IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Marketing Consultant V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Marketing Consultant VI	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Sr. Marketing Consultant	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Survey Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Survey Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Survey Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Survey Consultant IV	\$114.31	\$117.17	\$120.10	\$123.10	\$126.18
Survey Consultant V	\$151.42	\$155.21	\$159.09	\$163.07	\$167.14
Survey Consultant VI	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Sr. Survey Consultant	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80

## 541-4B VIDEO/FILM PRODUCTION

Labor Category	Option Period 2				
	Year 1	Year 2	Year 3	Year 4	Year 5
	12/01/04-11/30/05	12/01/05-11/30/06	12/01/06 -11/30/07	12/01/07 -11/30/08	12/01/08-11/30/09
Communications Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Communications Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Communications Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Communications Consultant IV	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Communications Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Communications Consultant VI	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Sr. Communications Consultant	\$312.27	\$320.08	\$328.08	\$336.28	\$344.69
Content/Production Consultant I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Content/Production Consultant II	\$67.12	\$68.80	\$70.52	\$72.28	\$74.09
Content/Production Consultant III	\$74.54	\$76.40	\$78.31	\$80.27	\$82.27
Content/Production Consultant IV	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Content/Production Consultant V	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Content/Production Consultant VI	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Content/Production Consultant VII	\$129.33	\$132.56	\$135.88	\$139.27	\$142.75
Sr. Content/Production Consultant	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Creative Writer I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Creative Writer II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Creative Writer III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Jr. Communication Specialist/Admin I	\$40.55	\$41.56	\$42.60	\$43.67	\$44.76
Jr. Communication Specialist/Admin II	\$50.42	\$51.68	\$52.97	\$54.29	\$55.65
Jr. Communication Specialist/Admin III	\$60.27	\$61.78	\$63.32	\$64.91	\$66.53
Multi-Media Designer/Illustrator I	\$50.28	\$51.54	\$52.83	\$54.15	\$55.50
Multi-media Designer/Illustrator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Multi-media Designer/Illustrator III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Multi-media Designer/Illustrator IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Multi-media Designer/Illustrator V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Research Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Research Consultant II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Research Consultant III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Video Film Specialist I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Video Film Specialist II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Video Film Specialist III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Video Film Specialist IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Video Film Specialist V	\$152.39	\$156.20	\$160.11	\$164.11	\$168.21
Video Film Specialist VI	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Sr. Video Film Specialist	\$277.43	\$284.36	\$291.47	\$298.76	\$306.23
Writer/Technical Editor I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Writer/Technical Editor II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Writer/Technical Editor III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97

## SIN 541-5 INTEGRATED MARKETING SERVICES

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Labor Category</b>	<b>12/01/04-11/30/05</b>	<b>12/01/05-11/30/06</b>	<b>12/01/06-11/30/07</b>	<b>12/01/07-11/30/08</b>	<b>12/01/08-11/30/09</b>
Communications Consultant I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Communications Consultant II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Communications Consultant III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Communications Consultant IV	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Communications Consultant V	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Communications Consultant VI	\$223.59	\$229.18	\$234.91	\$240.78	\$246.80
Creative Writer I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Creative Writer II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Creative Writer III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Graphic Designer/Illustrator I	\$50.28	\$51.54	\$52.83	\$54.15	\$55.50
Graphic Designer/Illustrator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Graphic Designer/Illustrator III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Graphic Designer/Illustrator IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Graphic Designer/Illustrator V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Information Survey Specialist I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Information Survey Specialist II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Information Survey Specialist III	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Information Survey Specialist IV	\$129.33	\$132.56	\$135.88	\$139.27	\$142.75
Jr. Communication Specialist/Admin I	\$40.55	\$41.56	\$42.60	\$43.67	\$44.76
Jr. Communication Specialist/Admin II	\$50.42	\$51.68	\$52.97	\$54.29	\$55.65
Jr. Communication Specialist/Admin III	\$60.27	\$61.78	\$63.32	\$64.91	\$66.53
Marketing Consultant I	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Marketing Consultant II	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Marketing Consultant III	\$94.99	\$97.37	\$99.80	\$102.30	\$104.86
Marketing Consultant IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Marketing Consultant V	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97
Marketing Consultant VI	\$171.76	\$176.05	\$180.45	\$184.97	\$189.59
Multi-Media Designer I	\$61.77	\$63.31	\$64.89	\$66.51	\$68.18
Multi-Media Designer II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Multi-Media Designer III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99
Multi-Media Designer IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Multi-Media Designer V	\$129.33	\$132.56	\$135.88	\$139.27	\$142.75
Research Specialist/Production Coordinator I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Research Specialist/Production Coordinator II	\$67.60	\$69.29	\$71.03	\$72.80	\$74.62
Research Specialist/Production Coordinator III	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Research Specialist/Production Coordinator IV	\$97.92	\$100.37	\$102.88	\$105.45	\$108.08
Sr. Communications Consultant	\$312.27	\$320.08	\$328.08	\$336.28	\$344.69
Sr. Marketing Consultant	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Sr. Video Film Specialist	\$277.43	\$284.36	\$291.47	\$298.76	\$306.23
Trade Show/Exhibit Hall Coordinator I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Trade Show/Exhibit Hall Coordinator II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Trade Show/Exhibit Hall Coordinator III	\$132.55	\$135.86	\$139.26	\$142.74	\$146.31
Video Film Specialist I	\$55.40	\$56.78	\$58.20	\$59.66	\$61.15
Video Film Specialist II	\$79.86	\$81.86	\$83.91	\$86.00	\$88.15
Video Film Specialist III	\$92.40	\$94.71	\$97.08	\$99.50	\$101.99

Continuation	Year 1	Year 2	Year 3	Year 4	Year 5
Labor Category	<b>12/01/04- 11/30/05</b>	<b>12/01/05- 11/30/06</b>	<b>12/01/06- 11/30/07</b>	<b>12/01/07- 11/30/08</b>	<b>12/01/08- 11/30/09</b>
Video Film Specialist IV	\$113.04	\$115.87	\$118.76	\$121.73	\$124.78
Video Film Specialist V	\$152.39	\$156.20	\$160.11	\$164.11	\$168.21
Video Film Specialist VI	\$193.36	\$198.20	\$203.15	\$208.23	\$213.44
Writer/Technical Editor I	\$81.52	\$83.56	\$85.65	\$87.79	\$89.98
Writer/Technical Editor II	\$107.64	\$110.33	\$113.09	\$115.92	\$118.82
Writer/Technical Editor III	\$133.15	\$136.48	\$139.89	\$143.39	\$146.97



Mailing List/Document Purchase     \$3,216.03/list  
(based on purchase of 115,508 person mailing list)

Telemarketing                             \$4.29/per questionnaire

Domain Acquisition                     \$145.70/address

CD Reproduction w/label             \$5,478.88  
(based on 5,000 CD Repro w/label)

Non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements.

## AIMS POINTS OF CONTACT

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Ph: (703) 676-2818  
pastelj@saic.com

Contact the SAIC GSA POCs for information regarding the following SAIC GSA Schedules and GWACs:

**Law Enforcement, Security, Facilities Management, and Emergency/ Disaster Response**

GSA Schedule 84  
Contract Number: GS-07F-0210J

**Environmental Services**

GSA Schedule 899  
Contract Number: GS-10F-0076J

**Financial and Business Solutions**

GSA Schedule 520  
Contract Number: GS-10F-0251K

**Facilities Maintenance Management (Energy)**

GSA Schedule 871 II  
Contract Number: GS-10F-0289L

**Information Technology Services**

GSA Schedule 70  
Contract Number: GS-35F-4461G

**Logistics Worldwide**

GSA Schedule 874 V  
Contract Number: GS-10F-0091L

**Mission Oriented Business Integrated Services (MOBIS)**

Contract Number: GS-23F-8006H

**Professional Engineering Services (PES)**

GSA Schedule 871  
Contract Number: GS-23F-0107J

**Language Services**

GSA Schedule 738 Part II  
Contract Number: GS-10F-0308U

**ANSWER**

Contract Number: GS09K99BHD0010

**Connections**

Contract Number: GS000T03AHD0009

**Millennia**

Contract Number: GS00T99ALD0210

**Millennia Lite**

Contract Number: GS07T00BGD0028

**Veterans Technology Services (VETS)**

**8(a) Streamlined Technology Acquisition Resources for Services (STARS)**