

**General Services Administration
Federal Supply Service
Multiple Awards Schedule 541:
Authorized Federal Supply Schedule Catalog/Price List**

Schedule Title:

541 Advertising & Integrated Marketing Solutions (AIMS) FSC Group 541, Part 1

FSC Class: 541

Contract Numbers: GS-07F-0450T and GS-07F-0451T

Contract Period: July 2, 2007-July 1, 2012

Contractor:

Smith and Harroff, Inc.
99 Canal Center Plaza, Suite 310
Alexandria, VA 22314

Contractor's Administration Source:

Rick Morris
Telephone: (703) 740-1753
Fax: (703) 683- 4622
rmorris@smithharroff.com

Business Size: Small Business

Customer Information:

1a. Table of Awarded Special Item Numbers SINs:

GS-07F-0451T

SIN	DESCRIPTION
541-1	Advertising Services
541-2	Public Relations Services
541-4A	Market Research and Analysis

GS-07F-0450T

SIN	DESCRIPTION
541-3	Web Based Marketing Services

1b. Lowest Priced Model Number and Price for Each SIN: Prices shown in price lists are net, all discounts are deducted and valid for all domestic areas.

2. Maximum Order: \$1,000,000 for SIN's 541-1, 541-2, 541-3, 541-4A, or any combination

If the "best value" selection places your order over this Maximum Order, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of Production:

Smith & Harroff, Inc.
99 Canal Center Plaza, Suite 310
Alexandria, VA 22314

6. Basic Discount: 5%

For calculation of the GSA Schedule price (price paid by customers ordering from GSA Schedule, and the price to be loaded into GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (NET GSA price). Current IFF rate is 0.75%.

7. Volume Discount: \$500,000/1%

8. Prompt Payment Terms: N/A

9a. Government Purchase Cards accepted **at or below** the micro-purchase threshold

9b. Government Purchase Cards are accepted **above** the micro-purchase threshold

10. Foreign Items: N/A

11a. **Time of Delivery:** As stated on individual task order

11b. **Expedited Delivery:** N/A

11c. **Overnight and 2-Day Delivery:** N/A

11d. **Urgent Delivery:** To be determined on individual contract basis.

12. **FOB Point:** Destination

13. **Ordering Address:** Same as contractor

14. **Payment Address:** Same as contractor

15. **Warranty Provision:** N/A

16. **Export Packaging Charges:** N/A

17. **Terms and Conditions of Government Purchase Card Acceptance:** Contractor will accept Government Purchase Card for orders \$2,500 or less. Contact contractor for acceptance of larger orders.

18. **Terms and Conditions of Rental, Maintenance, and Repair (If Applicable):** N/A

19. **Terms and Conditions of Installation (If Applicable):** N/A

20. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts From Price Lists (If Available):** N/A

20a. **Terms and Conditions for Any Other Services (If Applicable):** N/A

21. **List of Service and Distribution Points (If Applicable):** N/A

22. **List of Participating Dealers (If Applicable):** N/A

23. **Preventive Maintenance (If Applicable):** N/A

24a. **Environmental Attributes:** N/A

24b. **Section 508 Compliance for EIT:** N/A

25. **DUNS Number:** 020301990

26. **Notification Regarding Registration in Central Contractor Registration (CCR) Database:** Registration Valid until April 4, 2008.

Price List:

SIN 541-1- Advertising Services:

LABOR CATEGORY	UNIT	PRICE
Principal	Hour	\$215.35
Vice President	Hour	\$191.43
Account Executive	Hour	\$110.07
Copywriter	Hour	\$90.93
Assistant Account Executive	Hour	\$67.00
Production Assistant	Hour	\$67.00

SIN 541-2 – Public Relations Services

LABOR CATEGORY	UNIT	PRICE
Principal	Hour	\$215.35
Vice President	Hour	\$191.43
Account Executive	Hour	\$110.07
Assistant Account Executive	Hour	\$67.00
Production Assistant	Hour	\$67.00

SIN 541-3- Web based Marketing Services

LABOR CATEGORY	UNIT	PRICE
Creative Director	Hour	\$177.07
Programmer	Hour	\$110.07
Copywriter	Hour	\$90.93
Project Manager	Hour	\$100.50
Assistant Account Executive	Hour	\$67.00

SIN 541-4A- Market Research and Analysis

LABOR CATEGORY	UNIT	PRICE
Principal	Hour	\$215.35
Vice President	Hour	\$191.43
Account Executive	Hour	\$110.07
Research Specialist	Hour	\$90.93
Assistant Account Executive	Hour	\$67.00

Company Overview:

Smith & Harroff (S&H) ranks among the most highly regarded communications firms in the country, specializing in issue advertising, corporate public affairs and strategic communications counseling. Our size is optimum for ensuring the senior-level personal attention that clients deserve, while providing the full range of communications services needed to convey messages effectively.

S&H has worked with many well-known corporations and trade associations, from companies as diverse as Alcan Aluminum and Westinghouse Electric Company to groups such as the American Forest & Paper Association, the Nuclear Energy Institute and the Campaign for Tobacco-Free Kids. *The Hill* newspaper has selected S&H as among Metropolitan Washington, D.C.'s "Best of the best" public affairs PR firms two years in a row.

S&H is proud that its work has won numerous awards for excellence. These include the prestigious Public Relations Society of America's (PRSA) "Silver Anvil Award of Excellence" for our work to increase the sales of Real Christmas trees and advertising awards such as the Mobius Award, the Gold Mercury Award and the CIPRA Award. S&H won the 2000 Gold SABRE (Superior Achievement in Branding and Reputation) Award in the category of "Political Campaigns and Ballot Initiatives" for our upset victory in a campaign to fund a new football stadium in Arizona.

For detailed information on services, experience and clients, please visit S&H's website:

www.smithharroff.com

Description of Services:

SIN 541-1: Advertising Services

- Develop print, radio, television and Internet advertising
- Determine advertising objective (strategic plan, message creation, creative direction and media plan or media selection to reach target audiences)
- Oversee all aspects of advertising production
- Create direct mail pieces, outdoor advertising concepts and creative materials
- Administer focus group and other research
- Oversee planning and placement of all advertising

SIN 541-2: Public Relations Services

- Develop strategic marketing campaign plans which incorporate numerous tactics
- Manage all aspects of media relations campaigns
- Develop and produce television and radio PSAs
- Utilize the Internet through website development, creation of advergimes, and other e-advertising and e-marketing campaigns
- Identify, create and build mutually beneficial partnerships
- Administer public education campaigns in various ways including nation-wide competitions
- Attend conventions and meetings on behalf of clients
- Manage non-profit organizations

SIN 541-4A: Market Research and Analysis

- Conduct research needed to develop marketing and communication campaign plans
- Conduct market research needed to develop client's tagline, visual brand and key messages
- Perform internal and external communications audits

SIN 541-3: Web based Marketing Services

- Website creation including design and content writing
- Market analysis and establishment of search engine benchmarks
- Search engine optimization and marketing
- Placement in online directories
- Position analysis, content and code tweaking
- Final comparison reporting
- Innovative viral marketing including advergence creation and distribution
- Internet marketing