

PRICE LIST FOR

# Advertising and Integrated Marketing Services

SIN 541-5

SIN 541-1000

## General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

Online 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).

Price List for Advertising and Integrated Marketing Services

SIN 541-5

SIN 541-1000

Class: 541 Class 5

Contract Number: GS-23F-0102M

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

Contract Period: February 14, 2012, through February 13, 2017

Contractor: Aquent, Inc.

711 Boylston Street

Boston, MA 02116

Contract Administrator: Kevin P. Young | [kyoung@aquent.com](mailto:kyoung@aquent.com)

Telephone: 202 461 3386

Fax: 877 303 5230

Web site: [aquent.com/federal](http://aquent.com/federal)

Business Size: Large, minority-owned

# A Q U E N T

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## Customer Information

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- 2. Maximum Order:** \$1,000,000
- 3. Minimum Order:** \$100
- 4. Geographic Coverage Area:** Worldwide
- 5. Point of Production:** Worldwide
- 6. Price:** Net
- 7. Discounts:**

\$50,000 to \$100,000 . . . . . 0.5%	\$500,001 to \$750,000 . . . . . 2.0%
\$100,001 to \$250,000 . . . . . 1.0%	\$750,001 to \$1,000,000 . . . . . 2.5%
\$250,001 to \$500,000 . . . . . 1.5%	Over \$1,000,000 . . . . . To be negotiated on
.....	..... an individual basis
- 7a. Commissions:** For government projects, Aquent, Inc. will not use the commercial practice of charging commissions on media buys. Aquent, Inc. will charge the government by project in the same manner that it charges for other services under the labor/task categories. Any commissions provided by media placements will either (a) be returned to the ordering agency, or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.
- 8. Prompt Payment Discounts:**
  - 30 Days from Invoice Date . . . . . 0.0%
  - 15 Days from Invoice Date . . . . . 0.5%
  - 10 Days from Invoice Date . . . . . 1.0%
  - 48 Hours from Invoice Date . . . . . 1.5%
- 9. Government Purchase Card:** Will accept
- 10. Foreign Items:** Not applicable
- 11. Time of Delivery:** Aquent, Inc. will negotiate delivery schedules with the customer for each order and will provide rush deliveries whenever possible.
- 12. F.O.B. Points:** Destination
- 13.** Not applicable
- 14. Payment Address:** Aquent, Inc., P.O. Box 414552, Boston, MA 02241-4552
- 15–16.** Not applicable
- 17. Terms and Conditions of Government Purchase Card Acceptance:** None
- 18–20.** Not applicable
- 20a. Terms and Conditions of Any Other Service:** Net 30 days
- 21–23.** Not applicable
- 24. Year 2000 Compliant:** Yes
- 24a. Environmental Attributes:** Not applicable
- 25. Data Universal Number System (DUNS):** 15-727-1578
- 26. CCR Database:** Registered

## Authorized Federal Supply Schedule Price List Advertising and Integrated Marketing Services

**1b. Prices.** Prices shown are net. Discounts are available for prompt payment and for quantities over \$100,000 (see page 11).

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to [aquent.com/federal](http://aquent.com/federal) (Section 508 compliant).

### SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES SIN 541-1000

LABOR	HOURLY RATE
<b>FULL-TIME STAFF</b>	
Director, Creative Projects: account and quality control management	\$120.13
Aquent Agents: sourcing, screening, and placement of project staff	84.23
Project Manager: onsite project management (if needed)	48.76 to 79.79

### OTHER DIRECT COSTS

LABOR	HOURLY RATE
<b>ART DIRECTION</b>	
Level I: good design skills	\$34.26 to 42.82
Level II: basic conceptual work	44.23 to 66.50
Level III: photo shoots, staff, creates look	68.01 to 95.21
Level IV: strategic oriented, full conceptualization	95.21 to 136.01
<b>COPYWRITERS</b>	
Level I: copy for basic business applications	\$34.26 to 55.66
Level II: copy for small campaigns, ads, and inserts	38.99 to 64.98
Level III: scripts for broadcast, annual reports, ghosting	66.50 to 177.32
Level IV: strategy for national campaigns; Creative Director	90.68 to 272.03
<b>TECHNICAL WRITERS</b>	
Level I: basic instruction sheets	\$34.26 to 51.38
Level II: assembly manuals for equipment/software	43.83 to 65.74
Level III: former SME; creating new processes	68.01 to 181.35
Level IV: instructions for complex software, repair guides	90.68 to 204.02
<b>DIGITAL ARTISTS</b>	
Level I: color correction	\$34.26 to 55.66
Level II: montage, drawing, silhouettes	39.44 to 65.74
Level III: various styles, create mood	48.76 to 106.39
Level IV: create original drawings	90.68+

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## **SIN 541-5 – ADVERTISING AND INTEGRATED MARKETING SERVICES SIN 541-1000**

LABOR	HOURLY RATE
<b>PRODUCTION ARTISTS</b>	
Level I: basic desktop publishing, high-end word processing	\$29.97 to 38.54
Level II: style sheets, master pages, preflighting	38.54 to 55.66
Level III: typography, die-cuts, color separations	48.76 to 66.49
Level IV: cross-platform, raster and vector issues	58.94 to 113.34
<b>GRAPHIC DESIGNERS</b>	
Level I: eye for layout	\$34.26 to 47.10
Level II: good eye for layout, type, color; simple from complex	38.99 to 51.99
Level III: typographical skills, montage, drawing	44.33 to 66.50
Level IV: creative concepts; draws well, comps	68.01 to 136.01
<b>CREATIVE OPERATIONS</b>	
Level I: Traffic Manager	\$30.35 to 39.27
Level II: Traffic Manager	40.16 to 53.55
Level I: Production Manager	40.16 to 49.09
Level II: Production Manager	49.98 to 62.48
Level I: Project Manager	33.92 to 44.63
Level II: Project Manager	46.41 to 66.94

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LABOR	HOURLY RATE
<b>ILLUSTRATORS</b>	
Level I: basic drawing skills	\$35.46 to 53.20
Level II: 1-2 point perspective	39.90 to 57.63
Level III: 3-point perspective, signature style	58.94 to 81.61
Level IV: national reputation	54.41 to 108.81
<b>PREPRESS TECHNICIANS</b>	
Level I: operate imagesetters, scanners; calibration	\$29.97 to 38.54
Level II: preflighting, troubleshoot problems, scanning	35.46 to 44.33
Level III: troubleshoot difficult problems	45.34 to 54.41
Level IV: prepress consultant, analyzes systems	77.07 to 158.68
<b>PRESENTATION ARTISTS</b>	
Level I: bullet points using PowerPoint	\$29.47 to 42.82
Level II: company pitch	35.06 to 56.97
Level III: major company pitch, trade show	49.87 to 104.27
Level IV: kiosk display, storyboarding	81.61 to 149.61

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LABOR	HOURLY RATE
<b>USER EXPERIENCE DESIGN</b>	
Level I: user research, usability testing	\$49.08 to 75.86
Level II: user interface design, interaction design, information architecture	58.01 to 89.25
Level III: user experience architecture, product development	66.94 to 102.64
Level IV: user experience strategy, management, planning	75.86 to 142.80
<b>WEB PROJECT MANAGEMENT</b>	
Level I: junior project manager	\$49.08 to 75.86
Level II: senior project manager	66.94 to 111.56
<b>WEB PAGE PRODUCTION</b>	
Level I: code using GUI editor	\$29.97 to 42.82
Level II: code using text editor	44.33 to 51.38
Level III: hand coder, some scripts	48.21 to 74.50
Level IV: standards-based HTML, XHTML, CSS, JS, Accessibility, SEO	49.08 to 102.64
<b>WEB GRAPHICS PRODUCTION</b>	
Level I: uses clip art	\$29.97 to 38.54
Level II: buttons, textures	34.36 to 51.38
Level III: complex buttons, logos	48.76 to 75.36
Level IV: complex animations, 3-D imagery	90.68 to 226.69
<b>WEB DESIGN</b>	
Level I: follows design instructions	\$38.54 to 47.10
Level II: 1-2 designs of URLs	42.82 to 55.66
Level III: 3-5 URLs designed	57.63 to 70.93
Level IV: Web art director	77.07 to 181.35
<b>DIGITAL ARTISTS</b>	
Level I: color correction	\$29.97 to 42.82
Level II: montage, drawing, silhouettes	35.06 to 56.97
Level III: various styles, create moods	44.33 to 110.83
Level IV: create original drawings	90.68+

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LABOR	HOURLY RATE
<b>WEB PROGRAMMING</b>	
Level I: basic CGIs	\$44.33 to 66.30
Level II: RIA, AJAX, Flash, Flex, Silverlight	58.01 to 129.41
Level III: PHP, MySQL, ASP, JSP, .NET, CGI, ColdFusion	66.94 to 138.33
Level IV: NSAPI/ISAPI, C or C++, Java	136.01 to 204.02
<b>WEB SYSTEMS ADMINISTRATION</b>	
Level I: maintain Mac or WinNT Web server	\$38.54 to 51.38
Level II: Unix Web server, CGIs	47.10 to 98.48
Level III: Unix guru, routers, switches	72.54 to 131.48
Level IV: firewalls, security, advanced troubleshooting	113.34 to 226.69

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LABOR	HOURLY RATE
<b>WEB MANAGEMENT</b>	
Assistant Project Manager	\$38.54 to 55.66
Project Manager or Producer	48.76 to 110.83
Site Manager	68.01 to 136.01
Executive Producer	90.68 to 158.68
<b>WEB CONTENT DEVELOPER</b>	
Content Developer	\$31.03 to 75.36
Editor	35.46 to 106.39
Managing Editor	39.90 to 110.83
Writer	44.33 to 132.99
<b>OTHER WEB TITLES</b>	
Illustrator	\$68.01 to 167.75
Icon Illustrator	72.54 to 158.68
2-D Animator	77.07 to 172.28
3-D Animator	77.07 to 172.28
Digital Video Producer	104.28 to 204.02
Music Composer	113.34 to 226.69
Sound Engineer	113.34 to 226.69
Technical Advisor	90.68 to 226.69
<b>CD-ROM DEVELOPERS</b>	
Tester	\$30.68 to 39.44
Assistant Production Manager	38.54 to 47.10
Producer/Project Manager	39.90 to 66.50
Content Manager	36.27 to 68.01
Audio/Video Engineer	68.01 to 136.01
Interface Designer	49.87 to 126.95
Creative Director or Art Director	90.68 to 158.68
Multimedia Programmer	49.87 to 158.68

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LABOR	HOURLY RATE
<b>MARKETING</b>	
Director of Marketing	\$90.68 to 136.01
Marketing Manager	58.94 to 86.14
Communications Manager	58.94 to 86.14
Marketing Coordinator	40.80 to 58.94
Account Manager	49.87 to 77.07
Project Manager	45.34 to 81.61
E-Commerce Marketing Manager	72.54 to 99.74
<b>BRAND/PRODUCT MANAGEMENT AND DATA ANALYSIS</b>	
Brand Manager	\$63.47 to 108.81
Product Manager	63.47 to 108.81
Assistant Brand Manager	49.87 to 77.07
Category Project Manager	58.94 to 86.14
Pricing Manager	49.87 to 77.07
Pricing Strategy Analyst	77.07 to 95.21
Competitive Data Analyst	58.94 to 81.61
Primary and Secondary Researcher	63.47 to 90.68
Qualitative/Quantitative Researcher	54.41 to 81.61
<b>EVENT PLANNING</b>	
Events Strategist	\$63.47 to 90.68
Conference Manager	54.41 to 81.61
Trade Show Manager	54.81 to 81.61
Events Promoter	54.41 to 81.61
Trade Show/Special Events Coordinator	45.34 to 72.54
<b>MARKETING COMMUNICATIONS</b>	
Business Writer	\$53.20 to 97.53
Communications Planner	57.63 to 97.53
Media/Public Relations Coordinator	39.90 to 66.50
PR Specialist	39.90 to 66.50

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LABOR	HOURLY RATE
<b>DATABASE MANAGEMENT</b>	
Database Developer	\$63.47 to 81.61
CRM Manager	72.54 to 99.74
Direct Database Management Supervisor	68.01 to 95.21
Database Administrator	54.41 to 77.07
<b>ADVERTISING</b>	
Account Manager	\$47.10 to 64.23
Media Buyer	47.10 to 64.23
Account Executive	51.38 to 68.51
Media Manager	55.66 to 77.07
<b>ONLINE MARKETING</b>	
Online Marketing Specialist	\$49.53 to 66.05
Online Marketing Manager	66.05 to 84.79
Online Marketing Director	84.79 to 120.49
Search Engine Marketing Specialist	49.53 to 66.05
Search Engine Marketing Manager	66.05 to 84.79
Search Engine Marketing Director	84.79 to 120.49
Email Marketing Specialist	49.53 to 66.05
Email Marketing Manager	66.05 to 84.79
Email Marketing Director	84.79 to 120.49
Online Media Buyer	66.05 to 84.79
Online Analytics	66.05 to 111.56
Business Analyst	66.05 to 111.56
Online Marketing Strategist	89.25 to 133.87

## Discounts

### PRICING DISCOUNTS:

\$50,000 to \$100,000	0.5%
\$100,001 to \$250,000	1.0%
\$250,001 to \$500,000	1.5%
\$500,001 to \$750,000	2.0%
\$750,001 to \$1,000,000	2.5%
\$1,000,001+	To be negotiated on an individual basis

### PROMPT PAYMENT DISCOUNTS:

30 Days from Invoice Date	0.0%
15 Days from Invoice Date	0.5%
10 Days from Invoice Date	1.0%
48 Hours from Invoice Date	1.5%

## IFF Calculation

The IFF was calculated as follows: a Government Rate was calculated as the Commercial Rate minus the initial percentage discount; the Government Rate was then multiplied by 0.075 minus the Government Rate to calculate the IFF.