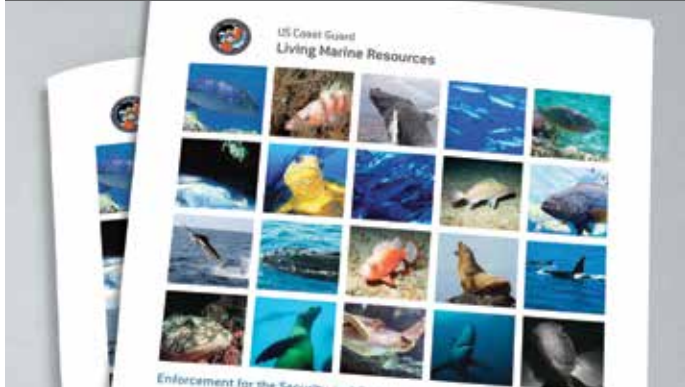




Sage Communications



We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces including those serving in the U.S. Coast Guard, Reserve, and National Guard, and cadets and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies—you're pre-approved for TSA Pre✓. The great U.S. airport travel experience with fewer hassles and less stress. We need to remove shoes, laptops, liquids, belts or light jackets.

To access your benefits, be sure to enter your DOD ID number (based on your Common Access Card) in the known traveler number field in your profile in the Enhanced Travel System or other travel booking site when making travel reservations to enjoy TSA Pre✓ on both official and personal travel.

Transportation Security Administration Learn more at tsa.gov



# General Services Administration

Federal Acquisition Service

Authorized Federal Supply Schedule FSS Price List

May 23, 2023

## Multiple Award Schedule



Contract Holder

Contract GS-07F-0274U

**Large Categories: Professional Services**

- Marketing and Public Relations
- Business Administrative

**Contracts:**

GS-07F-0274U

PSC Codes: R408, R499, D304, R701, R708, Y1PB, R422, T010

Contract period of performance:

April 01, 2008 through March 31, 2028

**Contractor:**

Sage Communications, LLC

1651 Old Meadow Road, Suite 500

McLean, VA 22102

Tel: 703/531-8200 Fax: 703/564-0101

**Socioeconomic Status:**

Small Business

**Contractor Administration Source:**

David Gorodetski, Founder and CEO

Phone: 703-584-5640

E-mail: david.gorodetski@aboutsage.com

Stephanie Trager, Director, Government

Phone: 703/207-0545

E-mail: strager@aboutsage.com

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>.

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

Price list current as of Modification #PO-0044 effective April 1, 2023.

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# 1 ABOUT

SAGE COMMUNICATIONS

Based in Northern Virginia, Sage Communications is a national marketing and PR consultancy focused on the intersection of public missions and business transformation. Our clientele has included more than three dozen \$B-tier global enterprises, more than half of the U.S. Cabinet Departments, and some of the region's largest associations and nonprofits.

Sage's research and strategy, creative development, marketing production, public relations, social media, and event teams have supported defense, homeland, health, education, economic, justice, environment, agriculture, and diplomatic missions for more than 20 years as both a small-business prime and subcontractor.

Sage professionals are experienced strategic thinkers who use research as the foundation for targeted messaging and branding.

We exist to help our clients achieve their most ambitious objectives -- whether it's to define an issue, address inequalities, counter threats to our well-being, bring citizens to the conversation, increase program or service utilization, or promote a more prosperous economy. We leverage our extensive experience across uniformed and civilian missions into inventive solutions that address your most pressing communications challenges -- and we do it through positive, respectful collaboration that inspires teams to reach higher and accomplish more.

Sage's information is always kept current in the System for Award Management (SAM), and we qualify as a small business in all our NAICS codes.



## Capsule Success Stories

- **Centers for Medicare/Medicaid Services (CMS):** Sage provides ongoing strategic support for digital and print communications and brand awareness efforts for CMS' Quality Improvement Organization program. This includes brand and online strategy, newsletters, websites and annual reports. Additionally, we support CMS' internal communications.
- **DHS / Transportation Security Administration (TSA):** Sage worked with TSA to increase awareness of and enrollment in the TSA Pre✓® security prescreening program. We developed the messaging and brand strategy (including digital) and designed a portfolio of collateral materials including print ads, brochures, banners, business cards, e-mail blasts, radio ads and a video. The collateral is used not only for TSA's outreach, but also for partner programs, thereby extending the reach and value for the Government.
- **DHS / U.S. Coast Guard):** Sage created the visual brand for outreach materials for the Office of Living Marine Resources (LMR) by developing numerous outreach collateral for the program office.
- **General Services Administration (GSA), Federal Acquisition Service (FAS):** FAS turned to Sage to refine its message and strengthen its brand image as a customer-oriented organization and solution provider. The goal was to increase market awareness of GSA's product and service offerings while accentuating the agency's renewed focus on customer service. Sage developed GSA Interact ([www.interact.gsa.gov](http://www.interact.gsa.gov)) from its initial inception to its current status as a flagship website for government contracting professionals in both government and industry.
- **U.S. Department of Defense (DoD), Military Child Care (MCC):** MCC provides military families with access to quality, affordable child care around the world. Sage worked to brand this initiative and develop messages and visuals that would resonate with military families from every service branch. In addition, Sage drafted a strategic communications plan that leveraged existing DoD communications processes and procedures for distributing information to installations quickly and effectively.
- **Smithsonian Institution, National Museum of Natural History (NMNH):** As part of a national effort to improve America's standing in science, technology, engineering and math (STEM) studies, Sage worked with NMNH to launch a new teen-targeted experience called Q?rius (pronounced "curious"). We created new brand, strategy and messaging elements, developed fantasy CGI illustrations to capture the Q?rius experience, and wove the design through dozens of on-site and off-site promotions and out-of-home advertising.

- **The Overseas Private Investment Corporation (OPIC) - now the U.S. International Development Finance Corporation (DFC):** Sage provides a wide variety of ongoing web support services that include web strategy, graphical user interface design, microsite development, and ongoing web maintenance tasks. We've also designed and produced several video clips for placement on DFC's website. Our past work with DFC included media training services. We've designed and produced its annual report through a separate contract.
- **Department of Veterans Affairs, Integrated Marketing Communications BPA (VA):** Sage established branding, identity and style guides for several major programs for VA, including: VA Home Front, VA Caregiver Support Program, the Office of Tribal Government Relations (OTGR), Office of Informatics and Analytics (OIA), myHealthvet and the Strategic Acquisition Center (SAC) through a BPA for integrated marketing communications services. We also provided media planning for VA Home Front and web maintenance services for OTGR.
- **U.S. Department of Agriculture (USDA):** Sage planned and implemented an intensive media outreach effort to build awareness of the USDA process to resolve the claims of Hispanic and women farmers and ranchers who assert that they were discriminated against when seeking USDA farm loans as the filing deadline approached. The geographic range of outreach encompassed most of the continental U.S. and Puerto Rico. Outreach included both paid and earned media for Spanish- and English-speaking audiences. Sage negotiated \$1,362,118 in added value or free placements on behalf of USDA.



Informational graphics and outreach materials developed for the CMS QIO program.



**HERDING CATS MADE EASIER**  
A Model for Supporting Consistent Local Communications About a Federal Health Quality Program

**Key Roles:** Kathy Bellows, Office of Clinical Standards and Quality, Centers for Medicare & Medicaid Services; Jennifer Brumby, Communications QIOIC; Dennis VACC; Rachelle Brumby, Communications QIOIC; Morgan WACC.

**Findings, Methods, and Results:** The Communications QIOIC provides quarterly surveys of QIO satisfaction. Communications QIOIC success criteria is defined as an increase in the QIO's ability to:
 

- develop a website
- create program communications at a level that contributes to health quality improvements.

**Conclusion:** The QIOIC model for operational communications to consistently engage local communications with national program communications. The QIOIC model program is a local champion to support a national program model.

**The QIOIC model supports a local champion to allow federal agencies to increase the reach of their communications within budget.**

**Implications for Research and Practice:**

- Consistent national and local communications contribute to the achievement of Federal health care objectives.

**Communications QIO Support Center**

**Nationally Directed Timeline:**

- National 6-month Program-wide Communications Plan
- National Program-based architecture tied to CMS and QIO corporate brands
- Toolkit for tailoring content choices, assessing communications impact, using social media, etc.
- QIO News bi-monthly newsletter
- Annual national report on state of Program
- Monthly community of practice calls

**41 QIOs in 53 jurisdictions**


**Health care providers, Medicare beneficiaries, and other health quality stakeholders at the community level**

**Localizations of the national program communication initiatives**

**For more information on the CMS QIO Program, visit [www.cms.gov/qualityimprovement](http://www.cms.gov/qualityimprovement)**



Print advertising depicting the varied target audiences for the TSA Pre✓® program.




**Be There.**  
[within arm's reach]

TSA Pre✓

We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces (including those serving in the U.S. Coast Guard, Reserve, and National Guard) and cadets and midshipmen of the U.S. Military, Navy, Coast Guard, and Air Force Academies—you're pre-approved for TSA Pre✓. Be part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

To access your benefits, be sure to enter your DOD ID number (based on your Common Access Card) in the known traveler number field in your profile in the Enhanced Travel System or other travel booking site when making travel reservations to enjoy TSA Pre✓ on both official and personal travel.

 Transportation Security Administration [Learn more at tsa.gov](http://tsa.gov)



**Be There.**  
[the first time they ring the bell]

TSA Pre✓

When you enroll in TSA Pre✓, you become part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.

 Transportation Security Administration [Enroll now at tsa.gov](http://tsa.gov)




**Be There.**  
[to close the deal]

TSA Pre✓

When you enroll in TSA Pre✓, you become part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.


 Transportation Security Administration [Enroll now at tsa.gov](http://tsa.gov)



**Be There.**  
[at your best]

TSA Pre✓

When you enroll in TSA Pre✓, you become part of a smarter travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.

 Transportation Security Administration [Enroll now at tsa.gov](http://tsa.gov)



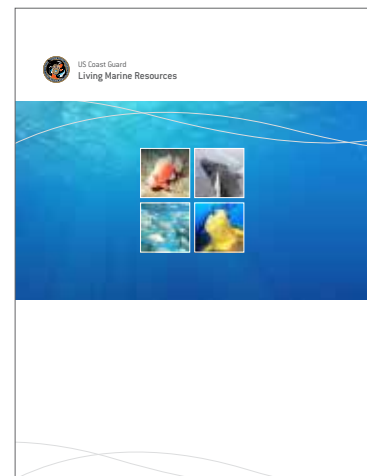
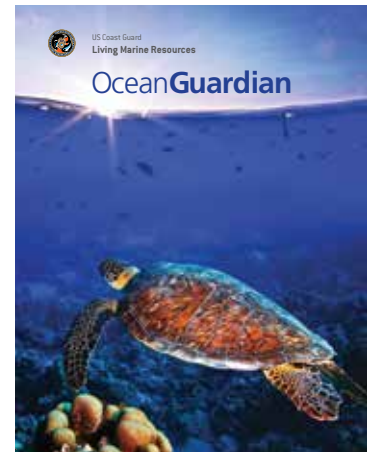
Screen capture from the TSA Pre✓® 30-second video. Shown by TSA's major US airlines partners.







Collateral developed for the U.S. Coast Guard, Office of Living Marine Resources.





GSA online advertisements created and implemented for the Federal Acquisition Service.

STATE AND LOCAL COOPERATIVE PURCHASING PROGRAM



CYBERSECURITY





GSA transit advertisements designed and implemented for the Federal Acquisition Service.

For Surplus Government Items Visit [GSAAuctions.gov/save](https://www.GSAAuctions.gov/save)

**GSA**  
U.S. General Services Administration

This advertisement features a woman in a grey suit standing behind a white shelf. On the shelf are various items: a yellow pickup truck, a blue tractor, a silver sedan, a coffee maker, a black office chair, a white washing machine, a black briefcase, a printer, a red power drill, and a white filing cabinet. The woman is holding a white sign with a red border.

THERE'S ALWAYS SOMETHING YOU NEED AT AMERICA'S SALE!

[GovSales.gov/save](https://www.GovSales.gov/save)  
The Official Site to Find Government Property for Sale

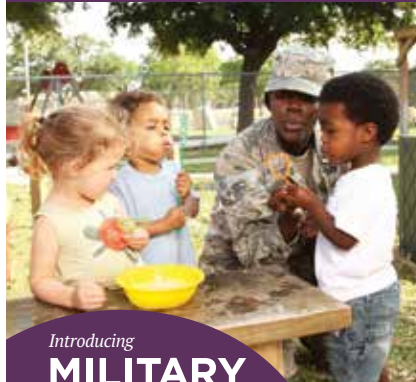
GOVERNMENT SALE ONLINE

This advertisement shows a variety of government surplus items on a green lawn in front of a white picket fence. The items include a yellow pickup truck, a black office chair, a red power drill, a laptop, and a large orange excavator. A white banner with the text "THERE'S ALWAYS SOMETHING YOU NEED AT AMERICA'S SALE!" is attached to a small airplane flying in the sky. A red sign on a white post in the foreground reads "GOVERNMENT SALE ONLINE".

# MILITARY CHILDCARE dot com


Identity, website and online brand portal that hosts MCC's communication standards and training resources, along with branded marketing materials for use by the global network of childcare providers.

We care for your children  
*while you protect America*



Introducing  
**MILITARY  
CHILDCARE dot com**

A Department of Defense (DoD) program that makes it easier to find the child and youth care your family needs.



**MILITARY  
CHILDCARE dot com**

Communication Standards  
Issued 8/21  
MILITARYCHILDCARE.COM



**MILITARY  
CHILDCARE dot com**

MILITARY CREATE ACCOUNT

Log in to search & request care

LOG IN

FIND CARE Advanced Search Search Now

About MCC  
Learn about Military Childcare.com and learn more about how to get started.

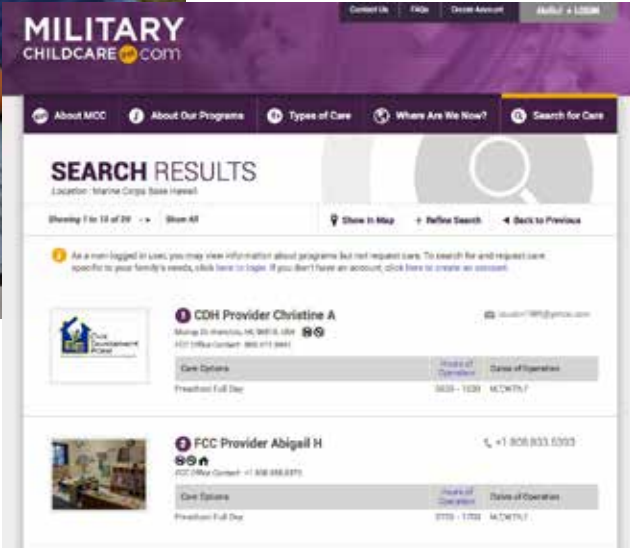
About Our Programs  
Learn more about the programs and services available through Military Childcare.com.

Types of Care  
Learn more about the Department of Defense Child and Youth Programs.

Where Are We Now?  
Search this interactive map to find Military Childcare.com locations.

Find the right care for your family  
*so you can focus on your mission*

FDA Privacy Policy & Security Program Login



**MILITARY  
CHILDCARE dot com**

About MCC About Our Programs Types of Care Where Are We Now? Search for Care

**SEARCH RESULTS**

Showing 1 to 13 of 29 Show All Show Map Refine Search Back to Previous

**CDH Provider Christine A**  
Marine Corps Base Hawaii  
407 598-6280 (Contact: 808-611-2661)

Care Options	Hours of Operation	Days of Operation
Preschool Full Day	0830 - 1230	MON-FRI

**FCC Provider Abigail H**  
202 546-0268 (Contact: +1 808-888-8875)

Care Options	Hours of Operation	Days of Operation
Preschool Full Day	0730 - 1230	MON-FRI



Microsite build and graphics, collateral of 2X initiative.

When women earn a competitive income, they spend **90%** on households: food, health and education

**OPIC 2X** When women do better, families do better.

CLOSING THE ACCESS GAP BETWEEN MEN AND WOMEN FARMERS WOULD:

- ↑ 4%** Agricultural productivity in developing countries
- ↓ 150** Million hungry people

**OPIC 2X** Invest in women. Invest in the world.

**OPIC 2X**

**INVEST IN WOMEN. INVEST IN THE WORLD.**

Mobilizing more than \$1 billion globally

**OPIC 2X Why Invest in Women?**

- Gender gap** Closing the gender gap is a path to economic growth and development.
- The world's largest emerging market** The global population is projected to reach 9.6 billion by 2050.
- A multi-trillion dollar opportunity** Making the gender divide work will add \$12 trillion to global GDP by 2030.
- Improving 10+ countries** Improving the lives of 10+ countries.

**MADE IN AMERICA FOR THE GLOBAL ECONOMY**

How dozens of American companies benefited from one OPIC project

Quito, Ecuador

In 2010, OPIC provided \$100 million in financing to support construction of a new international airport in Quito, Ecuador that significantly expanded capacity and air traffic to and from Ecuador.

THE PROJECT STIMULATED ECONOMIC ACTIVITY IN BOTH ECUADOR AND THE UNITED STATES.

- 30+** U.S. companies benefited
- \$85M** amount of U.S. goods and services generated
- “WITHOUT OPIC, IT WOULD PROBABLY NEVER HAVE MOVED FORWARD.”** - Eduardo Wain, President of OPIC

**PAID** the airport developer turned to OPIC when it was unable to obtain a commercial loan for the new airport.

American goods and services used to build the airport, which drew 28 U.S. companies from multiple states including California, New York, Ohio and Colorado provided goods and services.

New airport attracts new businesses, U.S. trade missions, hotels and/or other services from multiple states including Georgia, Florida, Texas and Minnesota.

Increased transportation generates new business for U.S. travel and tourism companies including major U.S. airlines.

To learn more about this project and others, go to <http://www.comex-epc.com/qaicm>

**OPIC**



Videos produced for OPIC.





Promotional campaign including photos of a "flash mob" on the National Mall that Sage generated through social media for the Q?rius Museum launch event.



DISTANCE LEARNING

What resources are waiting for you at Q?rius?

Webcasts, classroom resources, online activities, digital objects and tools, and more

- qrius.si.edu offers expanded access to the accumulated knowledge of the Smithsonian Institution and its affiliates, including universities, alumni associations, museums, and aquariums across the nation.
- Your students can explore a wider range of streaming content:
  - Webcasts aligned with science standards and featured content at Q?rius
  - Archived presentations of scientists in their labs and ongoing explorations into cutting-edge topics
  - Videos of Smithsonian experts on topics that will get your students excited about science.

And links to related materials extend the Q?rius experience beyond the classroom.

Amazing discoveries just a click away

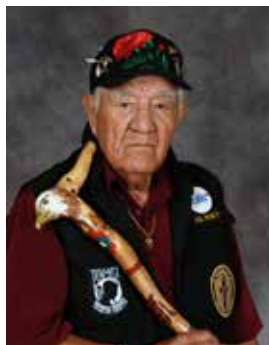
Q?rius makes it easy to share the wonders of the natural world and our connection to it. Its immersive experiences awaken curiosity about our planet, our human heritage, and ourselves. It encourages the spirit of exploration in everyone. And because these resources are free, Q?rius is an excellent fit for every program, large and small.

Visit [qrius.si.edu](http://qrius.si.edu) to get complete details on all our resources and get free email updates about upcoming events.





Identity and style guide, logo and outreach materials along with custom photography for the Office of Tribal Government Relations.





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CUSTOMER  
**3 CONTRACT**  
INFORMATION

- **1a. Table of Awarded Special Item Numbers (SINs)**
- SIN 541430 / Graphic Design Services
- SIN 541511 / Web Based Marketing
- SIN 541611 / Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
- SIN 541613 / Marketing Consulting Services
- SIN 541810 / Advertising Services
- SIN 541810ODC / Other Direct Costs for Marketing and Public Relations Services
- SIN 541820 / Public Relations Services
- SIN 541850 / Exhibit Design and Advertising Services
- SIN 541910 / Marketing Research and Analysis
- SIN 561920 / Conference, Meeting, Event and Trade Show Planning Services
- SIN 541922 / Commercial Photography Services
- OLM / Order Level Materials
- **1b.** See attachment 1 for pricing of tasks.
- **1c. Hourly Rates:** See Attachment 1.
- **2. Maximum Order:** \$1,000,000.
- **3. Minimum Order:** \$100.
- **4. Geographic Coverage (Delivery Area):** 50 States, DC and Puerto Rico.
- **5. Point(s) of Production:** McLean, Fairfax County, Virginia, USA 22102.
- **6. Discount from Price List:** Prices shown are GSA net.
- **7. Quantity Discounts:** None.
- **8. Prompt Payment Terms:** 1%-20, Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Subcontractor costs, other direct costs (ODCs) and open market items are not eligible for the prompt payment discount.
- **9. Foreign Items:** Not applicable.
- **10a. Time of Delivery:** To be negotiated at the task order level.
- **10b. Expedited Delivery:** Contact the contractor for expedited delivery.
- **10c. Overnight and 2-day Delivery:** Available.
- **10d. Urgent Requirements:** Contact the contractor for faster delivery or rush requirements.
- **11. F.O.B. point(s):** Destination.

- **12a. Ordering Address:**
  - Sage Communications  
1651 Old Meadow Road, Suite 500  
McLean VA 22102  
Tel. 703/584-5636
- **12b. Ordering Procedures:** See Federal Acquisition Regulation (FAR) 8.405-3.
- **13. Payment Address:**
  - Sage Communications  
ATTN: Accounts Payable  
1651 Old Meadow Road, Suite 500  
McLean VA 22102  
Tel. 703/531-8200  
Fax. 703/564-0101
- **14. Warranty Provisions:** Not applicable.
- **15. Export Packing Charges:** Not applicable.
- **16. Terms and conditions of rental, maintenance, and repair.** Not applicable.
- **17. Terms and conditions of installation.** Not applicable.
- **18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices.** Not applicable.
- **18b. Terms and conditions for any other services.** None.
- **19. List of service and distribution points.** Not applicable.
- **20. List of participating dealers.** Not applicable.
- **21. Preventive maintenance.** Not applicable.
- **22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).** Not applicable.
- **22b. Section 508 Compliance:** The Contractor provides 508-compliant electronic and information technology (EIT) supplies and services. The EIT standards that Sage utilizes can be found at [www.section508.gov](http://www.section508.gov). Please contact Sage for more information.
- **23. Unique Entity Identifier (UEI) Number:** K419QZB7R7X8.
- **24. Sage Communications, LLC.** Is registered in the System for Award Management (SAM) database.

# 4 Attachments

## Schedule of Rates for Awarded SINs / Price List for All SINs

Attachment 1: Sage Communications Labor Categories and Hourly Rates

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>SAGE LEADERSHIP TEAM</b>	
Senior Agency Principal	\$243.71
Agency Principal	\$231.32
Senior Vice President	\$223.06
Agency Vice President	\$206.54
Brand Developer	\$223.06
Creative Director	\$206.54
<b>CREATIVE SERVICES</b>	
Creative Director	\$206.54
Art Director	\$156.97
Senior Designer	\$144.58
Graphic Artist/Illustrator	\$128.05
Designer / Mechanical	\$111.53
Copy Chief	\$148.71
Senior Writer	\$144.58
Writer	\$132.18
Copy Editor	\$123.92
Photographer	\$177.62
Photographer Assistant	\$132.18
<b>PROJECT MANAGEMENT AND QUALITY CONTROL</b>	
Account Director	\$156.97
Account Manager	\$148.71
Project Manager	\$140.45
Senior Account Executive	\$132.18
Account Executive	\$128.05
Media Execution Manager	\$115.66
Proofreader	\$107.40
Account Coordinator	\$95.01
Administrative Clerk	\$74.35

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>PUBLIC RELATIONS SERVICES</b>	
Senior Vice President	\$223.06
Agency Vice President	\$206.54
Account Director	\$156.97
Media Trainer	\$152.84
Account Manager	\$148.71
Social Media Strategist	\$148.71
Senior Account Executive	\$132.18
Account Executive	\$128.05
Media Execution Manager	\$115.66
Account Coordinator	\$95.01
<b>MEDIA SERVICES</b>	
Media Planner	\$198.28
Advertising Strategist	\$185.88
Media Buyer	\$123.92
Media Execution Manager	\$115.66
<b>MARKET RESEARCH AND STRATEGIC SERVICES</b>	
Brand Developer	\$223.06
Market Planner	\$198.28
Media Planner	\$198.28
Market Researcher	\$198.28
Web Marketing Strategist	\$194.15
Market Analyst	\$190.01
Focus Group Moderator	\$190.01
Advertising Strategist	\$185.88
Marketing Strategist	\$185.88
Senior Marketing Director	\$161.10
Marketing Director	\$148.71
Research Coordinator	\$95.01

Sage Communications Labor Categories and Hourly Rates (*continued*)

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>INTERACTIVE AND WEB SERVICES</b>	
Web Marketing Strategist	\$194.15
Senior Programmer	\$173.49
Web Usability Specialist	\$169.36
Web Search Engine Optimizer	\$169.36
Interactive and Online Strategist	\$161.10
Technology Director	\$161.10
Programmer	\$156.97
Senior User Interface Designer	\$144.58
Project Manager	\$140.45
Web Content Developer	\$132.18
Web Architect/Developer	\$132.18
Web Production Specialist	\$132.18
Web Maintenance Specialist	\$132.18
<b>TELEVISION AND VIDEO PRODUCTION SERVICES</b>	
Director	\$161.10
Video Producer	\$194.15
Cameraman	\$161.10
TV/Video Editor	\$152.84
TV/Video Technician	\$132.18
<b>EXHIBIT AND TRADE SHOW SERVICES</b>	
Event/Trade Show Planner	\$202.41
Exhibit Planner	\$185.88
Event/Trade Show Coordinator	\$177.62
Exhibit Designer	\$144.58
Project Manager	\$140.45
Exhibit Production Specialist	\$136.31
Exhibit Fabricator	\$111.53

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
Senior Subject Matter Expert	\$243.71
Functional Subject Matter Expert I	\$206.54
Functional Subject Matter Expert II	\$185.88
Functional Subject Matter Expert III	\$173.49
Functional Subject Matter Expert IV	\$156.97
Functional Subject Matter Expert V	\$148.71
Functional Task Support I	\$128.05
Functional Task Support II	\$115.66
Functional Task Support III	\$95.01
Administrative Support	\$74.35

**END OF LABOR RATES**

- The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## Other Direct Costs

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>PRINT / INTERACTIVE MEDIA COSTS</b>			
Print Ad Min. Size	Print Ad 1 Column Inch	Per Inch	\$1,753.20
Print Ad	Full Page	Full Page	\$108,699.38
Print Ad	Various Sizes: less than a full page including but not limited to 4/5 page, junior page, 3/5 page, 1/2 page	Fractional Size Ad	\$79,330.50
Print Cover Wrap	4-Page Wrap	4 Pages	\$39,591.65
Print Publication Insert	4-Page Print Insert, cost per 1,000 inserts	Per 1 M Pieces	\$141.25
Online Banner Ad	Various pixel sizes and formats including: leaderboard, big box, half page, based on cost per thousand impressions	Per 1 M Impressions	\$120.55
Website Homepage Sponsorship	Website Sponsor 1 Day	Per Day	\$7,106.20
Section Sponsorship	Section Sponsor 1 Week	Per Week	\$5,075.85
eNewsletter Sponsorship	Sponsorship for 1 Day	Per Day	\$7,106.20
Custom Webinar	Sponsorship for Single Event	Per Event	\$30,455.11
eColumn Sponsorship	Sponsorship for 1 Week	Per Week	\$15,227.56
Webinar Sponsorship	Exclusive Sponsorship for Single Event	Per Event	\$20,303.41
Live Event Sponsorship	Various levels, including sole sponsor, luncheon sponsor, banner & logo and program sponsor	Per Sponsorship	\$45,682.67
Ad Trafficking Services	Adding very specific ad traffic rules to banner creative, including but not limited to Flash, HTML, JavaScript and Java applet banners	Per Insertion	\$76.14
National Public Service Announcement (PSA) Distribution	Social Media PSA Distribution: Deliver send interactive Press Release to 200 blogs, online communities, forums, and message boards	Social Media PSA	\$23,348.92

## Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>OUTDOOR COSTS</b>			
Rail Station Two-Sheet Posters	46" x 60" Includes multiple stations, 4-week rate for 45 unit minimum contract	Per Contract	\$33,119.94
Rail Station Dioramas	43" x 62" Individual station, 4-week rate for 1 unit minimum contract	Per Contract	\$1,827.30
Rail Station Domination Package	Entire station, various sizes, 4-week minimum	Per Contract	\$152,275.57
Rail Car, Full Brand	Brand entire inside of rail car, various sizes, 4-week rate for 62 unit minimum contract	Per Contract	\$67,975.81
Transit Bus, Interior Bus Card	22" x 21" card, general coverage, 20, 4-week rate for 200 unit minimum contract	Per Contract	\$3,045.51
Transit Bus, Wrapped Bus	Fully wrapped bus, 4-week rate for 14 unit minimum contract	Per Contract	\$71,061.93
Transit Bus, Fullback Bus Display	Back of bus display, 4-week rate for 25 unit minimum contract	Per Contract	\$30,455.11
Transit Bus, Ultra King Size Bus Poster	1 55" x 233" poster, 4-week rate minimum contract	Per Unit	\$1,522.76
<b>TRAINING COSTS</b>			
Curriculum Development	Develop online curriculum, training content and storyboards for two training modules, and Master Copy of DVD	Per DVD	\$118,032.64
<b>EVENT COSTS</b>			
Booth Design	Includes: 20' x 20' design, 1 hanging sign 1 reception counter w/shelf, graphic panels for bridges, towers, storage closet and back of exiting booth, all lighting, carrying cases, surface covers and fabric	Per Booth	\$ 88,580.12
Facility/Equipment Rental	Room rental, audio visual equipment rental, internet connection, installation, dismantle and coordination, per event	Per Event	\$59,550.41

## Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>RADIO COSTS</b>			
National Public Service Announcement (PSA) Distribution	Radio PSA Distribution: Duplicate 2,000 each of 10 radio spots on CD-ROM. Deliver and/or mail 2,000 English and Spanish radio stations nationwide	Per Distribution	\$38,576.47
Radio	54 minute, moderated on-air panel discussion	54 Minute Segment	\$25,379.26
Radio Spot	Sponsorship of reoccurring on-air segment	Per Week	\$4,060.69
Radio Spot	60 second, 1 time airing	60 Second Spot	\$1,624.27
Radio Spot	30 second, 1 time airing	30 Second Spot	\$1,624.27
Radio Spot	10 second, 1 time airing	10 Second Spot	\$507.59
<b>PUBLIC RELATIONS COSTS</b>			
Monthly Retainer	Article writing, reporter pitching, submissions for awards, submitting articles, messaging, editorial calendar planning, and tearsheet collection	1 Month Retainer	\$15,684.38
<b>PRINT COSTS</b>			
Printing	Booklet, Specs: 5 PMS + Flood aqueous; 100lb McCoy Silk cover, saddle-stitched, 3-hole punch, final size 8.75"x 11.25". Quantity per 3,000	Per Job	\$15,588.96
Custom Illustration	Create 5 custom color illustrations for a series of flyers	Illustration	\$3,045.51
National Public Service Announcement (PSA) Distribution	Print PSA Distribution: Duplicate 300 each of 4 separate ads. Deliver and/or mail 1,000 publications	Per Distribution	\$25,379.26
<b>PHOTOGRAPHY AND VIDEO COSTS</b>			
Custom On-site and Location Photography	1/2 day photo shoot, 3 unique shots, delivery of finished shots on CD	Per Photo Shoot	\$5,481.92
Video Production	Production and direction of a 6-minute video, including scouting, 2 cameramen, 3 actors, post production, editing and final delivery	Per 6-Minute Video	\$18,445.64

## Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>MISCELLANEOUS COSTS</b>			
Promotional Items	Advertising specialty items to support marketing campaigns. Include: t-shirts, key chains, pens, flashlights, tote bags, note pads, binders, banners, coffee cups, water bottles, computer accessories, luggage tags, desk accessories, award plaques and corporate recognition items, price per item at 250 unit level	Per Item	\$5.01
Online AdWord Buy	Cost Per Click (CPC)	Per Click	\$13.04
Hotel Keycard Ad	Cost per 1,000 keycards, 1,000 keycard minimum contract	Per Thousand	\$598.95
DVD Printing and Replication	5-color DVD printing, foldover jacket, duplication and hand packaging, Quantity 2,000	Per Order	\$3,563.24

END OF ODCs



Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	YEARS EXPERIENCE	EDUCATION
<b>SAGE LEADERSHIP TEAM</b>			
Senior Agency Principal	Agency Owner. Contributes to strategy development and client relationship management.	20	Bachelors Degree
Agency Principal	Contributes to strategy development, client relationship and contract management.	15	Bachelors Degree
Senior Vice President	Leads marketing/PR strategy, support and implementation and client relationship management.	15	Bachelors Degree
Agency Vice President	Leads Marketing and PR Teams. Contributes to strategy development, planning and client relationship management.	10	Bachelors Degree
Brand Developer	Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives.	15	Bachelors Degree
Creative Director	Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team.	10	Bachelors Degree
<b>CREATIVE SERVICES</b>			
Creative Director	Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team.	10	Bachelors Degree
Art Director	Art directs all agency creative. Supervises day-to-day activities of Creative Team.	7	Bachelors Degree
Senior Designer	Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs.	5	Bachelors Degree
Graphic Artist/ Illustrator	Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs.	2	Bachelors Degree
Designer / Mechanical	Prepares final mechanical files and conducts quality control checks and GPO documentation.	1	Bachelors Degree
Copy Chief	Supervises Sage Writing Team. Develops content for marketing, advertising and outreach initiatives.	10	Bachelors Degree
Senior Writer	Develops content for marketing, advertising and outreach initiatives.	6	Bachelors Degree
Writer	Develops content for marketing, advertising and outreach initiatives.	3	Bachelors Degree
Copy Editor	Edits client-provided content per initiative requirements.	2	Bachelors Degree
Photographer	Shoots on site, location or studio photography. Edits and manipulates imagery.	5	Bachelors Degree
Photographer Assistant	Assists with on site, location or studio photography.	2	Bachelors Degree

Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	YEARS EXPERIENCE	EDUCATION
<b>PROJECT MANAGEMENT AND QUALITY CONTROL</b>			
Account Director	Supervises activities for marketing, PR and event-related tasks. Supervises Marketing/PR/Event Project Management Teams.	8	Bachelors Degree
Account Manager	Implements marketing/PR/event strategies and plans, drafts PR deliverables and maintains client contact.	6	Bachelors Degree
Project Manager	Directs and coordinates all project activities and schedules.	5	Bachelors Degree
Senior Account Executive	Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact.	4	Bachelors Degree
Account Executive	Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact.	2	Bachelors Degree
Media Execution Manager	Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance.	3	Bachelors Degree
Proofreader	Checks for and corrects spelling, grammatical and stylistic errors in all content. Conducts quality assurance checks on in progress materials to ensure that client edits were completed.	1	Bachelors Degree
Account Coordinator	Assists with marketing/PR/event initiatives and handles account administrative tasks.	1	Bachelors Degree
Administrative Clerk	Handles typing, copying and general staff support.	1	High School
<b>PUBLIC RELATIONS SERVICES</b>			
Senior Vice President	Leads PR strategy, support and implementation and client relationship management.	15	Bachelors Degree
Agency Vice President	Leads PR Team. Contributes to strategy development, planning and client relationship management.	10	Bachelors Degree
Account Director	Supervises contract/task order activities for PR related initiatives. Supervises PR Project Management Team.	8	Bachelors Degree
Media Trainer	Develops Media Training Curriculum and leads training sessions. Coaches organizations on media protocol.	6	Bachelors Degree
Account Manager	Implements marketing/PR strategy, drafts marketing/PR deliverables as well as maintains day-to-day client contact.	6	Bachelors Degree
Social Media Strategist	Develops and implements Social Media (SM) Strategy. Drafts content and monitors SM activities.	6	Bachelors Degree
Senior Account Executive	Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts.	4	Bachelors Degree
Account Executive	Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts.	2	Bachelors Degree
Account Coordinator	Assists with marketing/PR/event initiatives and handles account administrative tasks.	1	Bachelors Degree

Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>MEDIA SERVICES</b>			
Media Planner	Develops advertising/paid media strategies. Creates media plans, negotiates media rates and make goods. Reviews/ approves media invoices.	10	Bachelors Degree
Advertising Strategist	Develops go-to-market positioning and messaging. Contributes to communications and media plans.	10	Bachelors Degree
Media Buyer	Cuts insertion orders (IOs) and traffics artwork per media plan and media property deadlines.	5	Bachelors Degree
Media Execution Manager	Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance.	3	Bachelors Degree
<b>MARKET RESEARCH AND STRATEGIC SERVICES</b>			
Brand Developer	Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives.	15	Bachelors Degree
Market Planner	Develops marketing/outreach strategies and messages for diverse planning deliverables. Writes communications plans.	10	Bachelors Degree
Market Researcher	Conducts qualitative/quantitative research. Contributes to research reports and communication plans.	10	Bachelors Degree
Web Marketing Strategist	Develops and implements interactive plans to increase site visibility. Contributes to communication planning initiatives.	8	Bachelors Degree
Market Analyst	Analyzes qualitative/quantitative research. Contributes to reports and communication planning initiatives.	10	Bachelors Degree
Focus Group Moderator	Plans and conducts focus group activities. Drafts preliminary and final findings reports.	8	Bachelors Degree
Advertising Strategist	Develops go-to-market positioning and messaging. Contributes to communications and media plans.	10	Bachelors Degree
Marketing Strategist	Develops marketing strategies and messages. Contributes to communications and media planning initiatives.	10	Bachelors Degree
Senior Marketing Director	Contributes to communications plans, media analysis, messaging and other marketing efforts.	8	Bachelors Degree
Marketing Director	Contributes to communications plans, media analysis, messaging and other marketing efforts.	6	Bachelors Degree
Research Coordinator	Assists with gathering and analyzing research data.	1	Bachelors Degree

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DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>INTERACTIVE AND WEB SERVICES</b>			
Web Marketing Strategist	Develops tactical implementation strategies for Web and online outreach initiatives.	8	Bachelors Degree
Interactive and Online Strategist	Develops front end/back end technical specifications and recommendations for web/online initiatives.	6	Bachelors Degree
Senior Programmer	Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance.	8	Bachelors Degree
Web Usability Specialist	Develops and administers custom usability studies. Conducts analysis and recommendations.	8	Bachelors Degree
Web Search Engine Optimizer	Conducts web search engine optimization activities for major search engines, e.g. Google.	8	Bachelors Degree
Technology Director	Recommends technical solutions for client initiatives. Conducts software and hardware research and maintenance.	8	Bachelors Degree
Programmer	Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance.	5	Bachelors Degree
Senior User Interface Designer	Designs and produces the visual user interfaces for website initiatives.	4	Bachelors Degree
Web Content Developer	Develops content for web/Internet-based marketing, advertising and outreach initiatives.	2	Bachelors Degree
Web Architect/ Developer	Designs Web architecture, site flow and content organization.	2	Bachelors Degree
Web Production Specialist	Responsibilities include site build out and template development.	2	Bachelors Degree
Web Maintenance Specialist	Responsibilities include web content integration and migration; programming for new and existing websites, as well as ongoing imagery/content edits and site management.	2	Bachelors Degree
<b>TELEVISION AND VIDEO PRODUCTION SERVICES</b>			
Director	Directs entire production crew for broadcast or video productions—whether for on site, location or studio shoots.	7	Bachelors Degree
Video Producer	Coordinates and facilitates all key aspects of broadcast or video production.	7	Bachelors Degree
Cameraman	Operates camera/lighting/film/teleprompter equipment.	5	Bachelors Degree
TV/Video Editor	Edits television/video footage per project requirements, including Section 508 compliance.	5	Bachelors Degree
TV/Video Technician	Assists television/video onsite, location or studio activities.	3	Bachelors Degree

Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>EXHIBIT AND TRADE SHOW SERVICES</b>			
Event/Trade Show Planner	Develops strategic plans for all exhibit, conference and show activities. Supervises the Event Team.	10	Bachelors Degree
Exhibit Planner	Researches venues, negotiates rates and handles all venue contract documents. Coordinates all event-related logistics.	8	Bachelors Degree
Event/Trade Show Coordinator	Coordinates all pre-event and on site event activities. Drafts post-event final reports.	8	Bachelors Degree
Exhibit Designer	Develops booth specifications/layouts per exhibit plan. Supervises exhibit production/fabrication.	6	Bachelors Degree
Exhibit Production Specialist	Develops booth material layouts through mechanical production.	4	Bachelors Degree
Exhibit Fabricator	Assembles/produces/builds exhibit products and materials.	2	Bachelors Degree
<b>CONSULTING SERVICES</b>			
Senior Subject Matter Expert	Senior executive responsible for providing strategic direction, vision, leadership, and program management to the team. Contributes to organizational direction through regular involvement with senior-level client leadership and team members.	20	Bachelors Degree
Functional Subject Matter Expert I	Service discipline lead and senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	10	Bachelors Degree
Functional Subject Matter Expert II	Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	10	Bachelors Degree

Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>CONSULTING SERVICES (CONTINUED)</b>			
Functional Subject Matter Expert III	Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	8	Bachelors Degree
Functional Subject Matter Expert IV	Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	7	Bachelors Degree
Functional Subject Matter Expert V	Senior expert with extensive knowledge in a designated field or discipline. Provides insight and advice concerning task or project strategic direction and outcomes. May contribute to the evaluation, analysis, and development of recommended solutions. Applies principles and methods of the subject matter to specialized solutions. Directs the activities of other staff as necessary on activities related to the specified field or discipline.	5	Bachelors Degree
Functional Task Support I	Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	3	Bachelors Degree
Functional Task Support II	Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	2	Bachelors Degree

ATTACHMENT 1

Sage LCATS and Descriptions by Discipline: SIN 541430 / 541430-RC, SIN 541511 / 541511-RC, SIN 541611 / 541611-RC, SIN 541613 / 541613-RC, SIN 541810 / 541810-1RC, SIN 541820 / 541820-1RC, SIN 541850 / 541850-RC, SIN 541910 / 541910-RC, SIN 561920 / 56120-RC, SIN 541922 / 541922-RC

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
Functional Task Support III	Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	1	Bachelors Degree
Administrative Support	Provides administrative and clerical support for clients and staff as tasked. Duties may include word processing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings.	1	High School Diploma

## Attachment 2: Sage Micropurchase Menu

Sage developed this micropurchase menu to provide an easy way for GSA customers to contract with Sage for small, one-off, everyday projects. These costs are based on our approved GSA Schedule labor categories and rates. Each menu item describes a specific product and level of effort (LOE). Sage can provide custom menu items to meet client needs, as long as the level of effort remains below the micropurchase threshold.

All items in the micropurchase menu include project launch activities (launch meeting, meeting notes, creative brief development [if applicable], and all project management activities).

To order any product or to request more information, please contact Sage at [Micropurchase\\_Menu@aboutsage.com](mailto:Micropurchase_Menu@aboutsage.com).

ITEM / DESCRIPTION	COST
Strategy Session	\$9,897.26
<ul style="list-style-type: none"> <li>• Initial consulting session with two (2) Sage senior staff members and account representative</li> <li>• Review and analysis of topics discussed and materials provided</li> <li>• Findings and recommendations presentation and final report</li> </ul>	
Mini Communications Plan	\$9,901.35
<ul style="list-style-type: none"> <li>• Communications plan intended for a discrete program and defined period of time</li> <li>• Plan tailored to unique client needs, market and budget</li> <li>• Cost assumes final report will include internal assessment, recommendations, plan development with line item budget, workflow assignments, and pricing</li> </ul>	
Logo Design	\$8,310.92
<ul style="list-style-type: none"> <li>• Three (3) initial logo concepts</li> <li>• Concept presentation with written rationales</li> <li>• Up to three (3) rounds of client revisions to chosen concept to establish final version</li> <li>• Source Adobe files and PDF, TIFF and JPG formats"</li> </ul>	
Up to 90-Second Video	\$9,926.02
<ul style="list-style-type: none"> <li>• Video that is simple and professional in scope and style</li> <li>• Two (2) initial creative concepts with video styles, fonts, creative assets and color palettes</li> <li>• Up to two (2) rounds of revisions to chosen concept</li> <li>• Script writing / editing (based on client-provided raw content), graphics, music and non-union talent for voiceover, animation, video, audio, and post-production</li> <li>• One (1) rough cut for initial feedback with up to two (2) rounds of revisions to the first cut for client review and approval</li> <li>• Section 508 compliance</li> </ul>	



## Attachment 2: Sage Micropurchase Menu (continued)

ITEM / DESCRIPTION	COST
Mini Outreach Campaign Creative	\$9,921.89
<ul style="list-style-type: none"> <li>• Banner ads in three (3) sizes, social media ad and landing page design or equivalent LOE</li> <li>• Design, production and copywriting</li> <li>• Up to three (3) initial concepts</li> <li>• Concept presentation with written rationales</li> <li>• Up to three (3) rounds of client revisions to chosen concept to establish final version</li> <li>• Source and final files</li> </ul>	
Agency / Annual Report	\$9,864.08
<ul style="list-style-type: none"> <li>• Up to 24 pages, including cover or equivalent LOE</li> <li>• Client-provided content and required imagery</li> <li>• All design and production and project management</li> <li>• Up to three (3) initial concepts for cover and interior spread</li> <li>• Concept presentation with written rationales</li> <li>• Up to two (2) rounds of client revisions to chosen concept</li> <li>• Initial layout and up to three rounds of client revisions to establish print-ready final version</li> <li>• Source Adobe files, print-ready PDF, section 508-compliant PDF, and GPO paperwork</li> </ul>	
Pocket Folder / Inserts	\$7,278.27
<ul style="list-style-type: none"> <li>• Pocket folder with up to eight (8) pages of inserts, loose or saddle stitched, or equivalent LOE</li> <li>• Client-provided content and required imagery</li> <li>• All design and production</li> <li>• Up to three (3) initial concepts for cover and interior spread; concept presentation with written rationales</li> <li>• Up to two (2) rounds of client revisions to chosen concept</li> <li>• Initial layout and up to three (3) rounds of client revisions to establish print-ready final version</li> <li>• All source Adobe files, print-ready PDF, Section 508-compliant PDF, and GPO paperwork</li> </ul>	

## Attachment 2: Sage Micropurchase Menu (continued)

ITEM / DESCRIPTION	COST
Marketing Collateral Suite	\$9,599.69
<ul style="list-style-type: none"> <li>• Two-sided informational sheet, tri-fold brochure, PowerPoint deck (up to 10 slides) or equivalent LOE</li> <li>• Client-provided base content to be edited and required imagery</li> <li>• All design and production</li> <li>• Up to two (2) initial concepts for cover and interior spread; concept presentation with written rationales</li> <li>• Up to two (2) rounds of client revisions to chosen concept</li> <li>• Initial layout and up to three (3) rounds of client revisions to establish print-ready final version</li> <li>• All source Adobe files, print-ready PDF, Section 508-compliant PDF, and GPO paperwork</li> <li>• All products developed at the same time</li> </ul>	
In-Person Speaker Training / Media Training	\$9,500.76
<ul style="list-style-type: none"> <li>• Full-day session</li> <li>• Custom curriculum development based on client needs and level of participant experience</li> <li>• Up to 12 persons</li> <li>• Morning group session</li> <li>• Individual, 15- to 20-minute videotaped, one-on-one sessions in the afternoon (includes equipment such as camera, lights and screen)</li> <li>• Takeaway materials (worksheet for messaging and screening opportunities)</li> </ul>	
Media Advisory	\$3,568.98
<ul style="list-style-type: none"> <li>• One (1) media advisory for an upcoming event or announcement (documenting the Who, What, When, Where, and Why specifics)</li> <li>• Initial draft with one (1) round of client edits</li> <li>• Distribution and follow-up to appropriate target media</li> </ul>	
Event Support	\$9,129.00
<ul style="list-style-type: none"> <li>• On-site staffing and media support for one (1) single day conference, seminar or event</li> <li>• Reporter outreach prior to the event to secure media participation and coverage</li> <li>• Travel and other direct costs not included</li> </ul>	

## Sage Micropurchase Menu (continued)

ITEM / DESCRIPTION	COST
Social Media Plan	\$7,517.90
<ul style="list-style-type: none"> <li>• One (1) plan</li> <li>• Strategy for timing and launch</li> <li>• Profile preparation, including on-brand visuals for the profile and banner photos</li> <li>• Profile overview that reflects key messaging and goals for the platform</li> <li>• A comprehensive list of influencers and individuals from key audiences to follow and engage</li> <li>• Counsel on the cadence of the content calendar (to be developed by client)</li> <li>• Recommendations for pinned tweets, multimedia content, and more</li> <li>• Sage’s methodology for 3:1 engagement with social media audience to ensure the right balance of industry vs. promotional content</li> <li>• Timing and recommendations on paid Twitter campaign to drive new followers</li> </ul>	
Media Monitoring, Traditional or Social Media	\$7,373.45
<ul style="list-style-type: none"> <li>• Monitoring of online, print and broadcast news</li> <li>• Email summaries of recent coverage with appropriate stakeholders that include executive-ready reports</li> <li>• Per month cost</li> </ul>	