Weber Shandwick

Authorized Federal Supply Service

Schedule Price List

GENERAL SERVICES ADMINISTRATION
Federal Supply Service

PRICES SHOWN HEREIN ARE NET – DISCOUNTS DEDUCTED

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!TM, a menu-driven database system.

The INTERNET address for GSA Advantage!TM is: http://www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules click on http://www.fss.gsa.gov.

CONTRACTOR:	**CMGRP, Inc. d/b/a Weber Shandwick**
CONTRACTOR ADDRESS:	**909 3rd Street, 7th Floor** **New York, NY 10022**
FEDERAL SUPPLY GROUP:	**Professional Services**
SCHEDULE TITLE:	**Multiple Award Schedule (MAS)**
CONTRACT NUMBER:	**GS-07F-0443W**
MODIFICATION NUMBER:	**PS-0032**
EFFECTIVE DATE:	**October 19, 2020**
CONTRACT PERIOD:	**May 24, 2010 — May 23, 2025**
BUSINESS SIZE:	**Large**
CONTRACTOR'S ADMINISTRATION SOURCE:	**Mr. Joe Danek** 733 Tenth Street, NW 6th Floor Washington, DC 20001-4884 Telephone: 202-585-2771 Fax: 202-383-0079 Email: jdanek@webershandwick.com Website: www.webershandwick.com

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ABOUT WEBER SHANDWICK

Weber Shandwick is a leading strategic communications and engagement firm specializing in the development and execution of integrated campaigns designed to build awareness, shape attitudes and support healthy behavior change among a wide range of audiences. We have an extensive U.S. network of 20 offices and global reach into 76 cities across 34 countries with operations extending to 124 cities in 81 countries.

The firm's diverse team of strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work, including being honored as an Ad Age A-List Agency in 2014 and 2015, The Holmes Report's Global Agency of the Year in 2014 and 2015, and PRWeek's 2015 Global Agency of the Year. Weber Shandwick and its Prime unit have won a combined 25 Cannes Lions since 2009. Weber Shandwick was also named a Best Place to Work by Ad Age in 2014 and 2015 and PRWeek in 2013 and 2014.

Weber Shandwick deploys deep expertise across sectors and specialty areas, including healthcare, financial services, technology, corporate and public affairs, corporate social responsibility, organizational reputation and crisis management, using proprietary social, digital and analytics methodologies. We have worked with many federal agencies on landmark programs, such as the Health Insurance Marketplace campaign for the Centers for Medicare & Medicaid Services and the U.S. Department of Health and Human Services; the Go Direct campaign for U.S. Department of the Treasury and Federal Reserve Banks; and recruiting support for the U.S. Army. We also perform corporate and strategic communications for the U.S. Postal Service; health marketing communication campaigns for the Centers for Disease Control and Prevention; and provide strategic communications support to various components of the U.S. Department of the Treasury, the U.S. Agency for International Development, the Millennium Challenge Corporation and other Federal agencies. Some of our current award-winning private-sector campaigns include got milk?, Yum! Brands World Hunger Relief, The American Academy of Periodontology Love the Gums You're With campaign, and the UN Foundation's #GivingTuesday campaign.

Weber Shandwick is part of the Interpublic Group (NYSE: IPG).
For more information, visit http://www.webershandwick.com.

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

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CONTRACTOR:	**CMGRP, Inc., d/b/a Weber Shandwick** 909 3rd Avenue, 7th Floor New York, NY 10022-4764 Telephone: 202-585-2771 Fax: 202-383-0079 Email: jdanek@webershandwick.com Website: www.webershandwick.com
CONTRACTOR'S ADMINISTRATION SOURCE:	**Mr. Joe Danek** CMGRP, Inc., d/b/a Weber Shandwick 733 Tenth Street, NW 6th Floor Washington, DC 20001-4884 Telephone: 202-585-2771 Fax: 202-383-0079 Email: jdanek@webershandwick.com Website: www.webershandwick.com
MARKETING REPRESENTATIVE:	**Ms. Ellen DeMunter** **CMGRP, Inc., d/b/a Weber Shandwick** 733 Tenth Street, NW 6th Floor Washington, DC 20001-4884 Telephone: 202-585-2044 Email: edemunter@powelltate.com

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs):

SIN		SIN Description
541810		Advertising Services
541810ODC		Other Direct Costs
541820		Public Relations Services
541910		Market Research and Analysis
541613		Marketing Consulting Services
OLM		Order-Level Materials (OLM)

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	Labor Category/ODC	Price
541810	Administrative Staff	$30.23
541820	Administrative Staff	$30.23
541910	Administrative Staff	$30.23
541613	Administrative Staff	$30.23
541810ODC	Wire Services	$684.34

1c. HOURLY RATES (including IFF, 0.75%):

President	$301.51
Executive Vice President/General Manager	$295.21
Chairman	$287.14
Senior Vice President/Management Supervisor	$272.04
Creative Director	$244.84
Senior Vice President	$238.04
Associate Creative Director	$219.14
Vice President	$202.07
Senior Designer	$173.30
Account Director	$171.39
Account Supervisor	$154.73
Group/Account Manager	$154.35
Senior Account Executive	$132.24
Designer	$132.24
Account Executive	$105.79
Assistant Account Executive	$84.63
Account Coordinator	$71.94
Administrative Staff	$30.23
Intern	$30.23

CUSTOMER INFORMATION

2. MAXIMUM ORDER*:

$1,000,000
*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor 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:

New York, NY

6. DISCOUNT FROM LIST PRICES:

Government Net Prices (discounts already deducted) (see net hourly rate table above).

7. QUANTITY DISCOUNT(S):

None

8. PROMPT PAYMENT TERMS:

Net 30 days
(Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions)

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

9b. Government Purchase Cards are not accepted above the micro-purchase threshold.

CUSTOMER INFORMATION

10. FOREIGN ITEMS:	None
11a. TIME OF DELIVERY:	As specified on agency task order and mutually agreed.
11b. EXPEDITED DELIVERY:	As specified on agency task order and mutually agreed.
11c. OVERNIGHT AND 2-DAY DELIVERY:	As specified on agency task order and mutually agreed.
11d. URGENT REQUIRMENTS:	As specified on agency task order and mutually agreed.
12. FOB POINT:	Destination
13a. ORDERING ADDRESS:	**CMGRP, Inc., d/b/a Weber Shandwick** 909 3rd Avenue, 7th Floor New York, NY 10022-4764
13b. ORDERING PROCEDURES:	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. PAYMENT ADDRESS:	Same as contractor
15. WARRANTY PROVISION:	Standard Commercial Warranty
16. EXPORT PACKING CHARGES:	Not applicable
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:	(any thresholds above the micro-purchase level) N/A
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):	Not applicable

CUSTOMER INFORMATION

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 AVAILABLE):	Not applicable
20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):	Not applicable
21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):	Not applicable
22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):	Not applicable
23. PREVENTIVE MAINTENANCE (IF APPLICABLE):	Not applicable
24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):	Not applicable
24b. Section 508 Compliance for EIT:	Not applicable
25. DUNS NUMBER:	**148054088**
26. NOTIFICATION REGARDING REGISTRATION IN THE SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:	Registration valid until **07/04/2020**

LABOR CATEGORY DESCRIPTIONS:

CHAIRMAN

A Chairman advises client's C-suite on multifaceted communications strategies and issues, including crisis, and maintains a solid record of client engagement and retention for the largest, and usually global, accounts in the firm. A Chairman is required to have a bachelor's degree from an accredited college or university and 20 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing and demonstration of strong leadership skills, communication skills, motivational techniques, respect and integrity, is preferred.

PRESIDENT

Presidents manage large client portfolios, ensuring client business objectives are met. They advise clients on multifaceted communications strategies and issues. Presidents maintain a solid record of client engagement and retention, and embody the standard for quality and service to our clients. Other responsibilities include leading and motivating client teams, creating a culture of collaboration and respect, and setting performance standards to produce the best results in support of business objectives. A President is required to have a bachelor's degree from an accredited college or university and 20 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing and demonstration of strong leadership skills, communication skills, motivational techniques, respect and integrity, is preferred.

EXECUTIVE VICE PRESIDENT

Executive Vice Presidents play a critical role in determining the future and long-term success of the Company and oversees the planning and execution of client programs to meet business objectives. They are responsible for playing a key role in the management of their respective offices while providing overall staff leadership, sound strategic counsel and direction to current clients. Executive Vice Presidents manage client revenue greater than $5 million. The revenues are balanced against responsibility in terms of complexity, scope, geography and business development. The Executive Vice President is also accountable for collaborating between practice areas and with other offices within the Company. Executive Vice Presidents have a Bachelor's Degree and at least 12 years' experience.

LABOR CATEGORY DESCRIPTIONS:

CREATIVE DIRECTOR

Creative Directors have primary leadership for developing creative strategy, vision and execution across multiple platforms. They are responsible for conceptualization of advertisements in appropriate media (broadcast TV, radio, print, online, social media, outdoor, etc.) as well as taking concept to completion.

Creative Directors work with senior management and account teams as well as clients to develop and produce creative solutions. They manage the creative staff to ensure consistent execution of all creative deliverables. They help translate client visions and needs into compelling, executable creative campaigns. Creative Directors have an Associate's Degree and have at least 12 years' experience.

SENIOR VICE PRESIDENT/MANAGING SUPERVISOR

A Senior Vice President/Managing Supervisor plays a critical role in determining the future and long-term success of the Company. Senior Vice President/Managing Supervisor focus largely on business development and a wider scope of responsibilities in terms of managing account profitability and staff. They are responsible for playing a key role in the management of their respective offices while providing overall staff leadership, sound strategic counsel and direction to current clients.

The Senior Vice President/Managing Supervisor manages client revenue between $3 and $5 million. The revenues are balanced against responsibility in terms of complexity, scope, geography and business development. The Senior Vice President/Managing Supervisor is also accountable for collaborating between practice areas within the Company. Senior Vice President/Managing Supervisors have a Bachelor's Degree and at least 10 years' experience.

LABOR CATEGORY DESCRIPTIONS:

ASSOCIATE CREATIVE DIRECTOR

The Associate Creative Director reports directly to the Creative Director and shares responsibility for creative strategy and execution of campaign. The Associate Creative Director works with senior management and account teams as well as clients to develop and produce creative solutions. They manage creative staff to ensure consistent execution of all creative deliverables. They help translate client visions and needs into compelling, executable creative campaigns. Associate Creative Directors hold an Associate's Degree and have at least 10 years' experience.

SENIOR VICE PRESIDENT

A Senior Vice President plays a critical role in determining the future and long-term success of the Company. Senior Vice Presidents focus largely on business development and a wider scope of responsibilities in terms of managing account profitability and staff. They are responsible for managing senior level client relationships and have regular exposure to client senior management.

The Senior Vice President manages client revenue between $3 and $5 million. The revenues are balanced against responsibility in terms of complexity, scope, geography and business development. The Senior Vice President is also accountable for collaborating between practice areas within the Company. Senior Vice Presidents have a Bachelor's Degree and at least 10 years' experience.

VICE PRESIDENT

A Vice President plays a critical role in determining the future and long-term success of the company. S/he must have a demonstrated track record of developing and executing successful public relation strategies and programs. The Vice President manages client revenue up to $3 million. The revenues are balanced against responsibility in terms of complexity, scope, geography and business development. Vice Presidents have a Bachelor's Degree and at least 8 years' experience.

LABOR CATEGORY DESCRIPTIONS:

SENIOR DESIGNER

Senior Designers serve as the creative lead on a project, supporting multiple account teams across all practice groups efficiently and simultaneously. Specializing in either digital or traditional (print-based) mediums, Senior Designers lead and implement strategic visual communication plans in conjunction with PR team members. They must maintain a thorough understanding of the client's business and industry, and understand how to translate that knowledge into solid design counsel to different levels of client contacts.

Senior Designers focus on developing their proficiency and the necessary skills to become a successful design partner of the PR practitioner. Senior Designers hold an Associate's Degree and at least 3 years' experience.

ACCOUNT DIRECTOR

Account Directors are responsible for managing the client relationship and the team of an account portfolio between $700,000 and $900,000 per year. This includes recommending programs and activities that coordinate with clients' goals. Directors are accountable for delivering contracted work on time and within budget, staffing accounts appropriately and producing high-quality work and excellent results. Account Directors are also responsible for developing and soliciting new business, including presentations and fee estimates. Account Directors have a Bachelor's Degree and at least 6 years of experience.

GROUP/ACCOUNT MANAGER

Group Managers are responsible for all aspects of a client relationship and account team. They must supervise multiple projects and team members. Other responsibilities include recommending programs and activities, coordinating with clients' goals, effectively delegating projects, offering counsel to team members and allocating agency resources to match client budgets. Group Managers are also more engaged with business development, strategic program planning and the development of creative concepts. Group Managers have a Bachelor's Degree and at least 6 years of experience.

LABOR CATEGORY DESCRIPTIONS:

ACCOUNT SUPERVISOR

Account Supervisors manage multiple accounts while building their proficiency and the necessary skills needed to lead and manage teams. Account Supervisors provide tactical counsel to clients, and manage the appropriate implementation on a variety of projects in a timely, deadline-focused basis. The Account Supervisor is the first level of management within the agency. Account Supervisors have a Bachelor's Degree and at least 5 years of experience.

SENIOR ACCOUNT EXECUTIVE

Senior Account Executives serve as primary day-to-day client contacts. They provide support to multiple account teams and manage the flow of work and information to account team. Senior Account Executives must maintain a thorough understanding of client's business and industry, and understand how to translate that knowledge into solid public relations counsel to different levels of client contacts. They will help to interpret and implement strategic plans for clients in conjunction with other team members.

Senior Account Executives focus on developing their proficiency and the necessary skills to become a successful PR practitioner. Senior Account Executives have a Bachelor's Degree and at least 3 years' experience.

DESIGNER

Designers provide graphic design support to account teams across all practice groups and efficiently service each of these accounts simultaneously. They specialize in either traditional (print) or digital medium and possess an understanding of the client's business and industry as it relates to their visual communication needs. Designers possess strong creativity, an awareness of current trends, a working knowledge of the latest software programs and an understanding of time and materials implications.

This position is focused on strengthening the necessary skill set to become a successful design partner of the PR practitioner. A Designer is the equivalent to a PR Account Executive, holds an Associate's Degree and has 2 years of experience.

LABOR CATEGORY DESCRIPTIONS:

ACCOUNT EXECUTIVE

An Account Executive is the next step above an Assistant Account Executive. Account Executives provide support to multiple account teams and efficiently service each of these accounts simultaneously. They manage the flow of work and information to account team, and possess an in-depth understanding of the client's business, industry, and PR issues. The Account Executive will perform fundamental PR tasks such as media outreach and press material development. S/he must also have strong research, writing and editing skills.

The focus of an Account Executive is on developing their proficiency and the necessary skill set to become a successful PR practitioner. The Account Executives have a Bachelor's Degree and 2 years' experience.

ASSISTANT ACCOUNT EXECUTIVE

An Assistant Account Executive is the next step above an Account Coordinator. Assistant Account Executives support multiple account teams while efficiently servicing each of these accounts. AAEs are expected to begin learning about the business of the agency, accounts of the agency, and the dynamics of the marketplace. Assistant Account Executives perform fundamental PR tasks such as monitoring quality and aiding in production of media related materials, managing client publications and resources materials.

This position is focused on developing the necessary skill set to become a successful PR practitioner. Assistant Account Executives have a Bachelor's Degree and at least 6 months experience.

LABOR CATEGORY DESCRIPTIONS:

ACCOUNT COORDINATOR

Account Coordinator is an entry-level position. An Account Coordinator supports multiple account teams and must be able to efficiently service each of these teams. Account Coordinators must have excellent organizational skills and be able to adapt to multiple assignments and deadlines as well as an environment that changes frequently. The focus of the position is on managing and developing media lists, editorial calendars, speaking calendars, clip reports, briefing materials, etc. Account Coordinators have a Bachelor's Degree. Experience is preferred, but not required.

INTERN

The Intern role is an entry-level, temporary position. An Intern provides support to team members on multiple accounts. Support includes fundamental PR tasks such as list development, media monitoring and media pitching. Interns must have excellent organizational skills, attention to detail, ability to meet deadlines in an environment that changes frequently. Interns have a Bachelor's Degree. Experience is preferred, but not required.

SERVICE CONTRACT ACT

The Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire Multiple Award Schedule 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 29CRF 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories.

OTHER DIRECT COSTS:

SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE	CEILING PRICE TO GSA (including IFF)
Press Conference	Room rental for the day, beverages, wireless hand microphone, sound system, banner hanging, pipe and drape, press release-bldg, c-band space/ul alog, interactive Audio, fiber, 1 camera studio	$5,373.33
Satellite and Radio Media Tour	2 camera, 4 hour satellite and radio media tour includes developing media altern, station booking, interview confirmation, producer and IFP, beta camera crews and audio technician, satellite truck, satellite time and uplink charges, Critical Mention and VMS monitoring and full usage reporting, catering, makeup and all tape stock.	$34,515.8
Wire Services	US1 National Newsline plus additional length charge, First Call, Investors Research Wire, complimentary search engine visibility, release watch basic and press release optimization	$689.55
Media Monitoring	Factiva.com for 1 month	$1,878.70
Brochure	Printing 1,000 bi fold brochures (4.125" x 11" folding to 4.125" x 5.6875)	$741.42
Conference Display	5 - 57.5" x 80.5" dye sub truss tension banners and 1 hanging sign graphic	$13,299.04
Print Media Buy	The New York Times - 1 full page and 2 quarter page insertions	$89,978.22
Radio Media Buy	:30 second radio spot in large market for 1 month	$72,803.56
Digital Media Buy	Banner ad targeting national and 1 large market garnering approximately 1 million impressions	$29,341.18
Television Media Buy	:30 second television spot in medium size market for 1 month	$182,431.00
Website Hosting	Monthly Maintenance Fee	$5,484.21
Website Annual Domain Renewal	Annual - Per 1 Year .ORG domain Renewal	$18.45
Website Annual SSL Certificate Renewal	Annual - Per 1 Year SSL Renewal	$71.05
Focus Groups	Four groups, one city	$19,295.47
Moderator	2 focus groups, 2 hrs each in length	$3,045.51
Bi-lingual Moderator	8, 1 hour phone interviews	$4,060.69
Video Conferencing	Cost per day	$1,776.54
Transcriptions	Transcription per 2 hour group	$287.19
Translations	Document translation, foreign language to English	$14,653.67
Online Survey	Online survey, 1000 interviews, 20 minutes	$77,368.17
Phone Survey	Phone survey, 1000 interviews, 20 minutes. Includes stipends, programming, sample, and tabulations	$111,364.20
Data Processing & Coding	Data coding and processing to code one open ended response	$10,273.52

OTHER DIRECT COSTS:

Full Service Multicultural Research	Up to 15 groups with stipends for up to 8 participants per group	$91,060.79
PSA Distribution	Distribution to 800 broadcast stations, 80 cable stations, digital distribution, radio PSA distribution, 680 billboard placements	$202,447.32
Broadcast PSA Distribution	Up to 2 broadcast quality PSAs, in both :30 and :60s, or shorter lengths	$490,885.67
Matte Article & Infographic distribution package	Distribution of 1 matte article and 1 infographic	$9,294.14
Stock images	1 3508 x 5256 px - 300 dpi - Royalty free image	$304.55
Print PSA Placements	Printing and shipping of 1,197 PSA placements of various sizes and locations, and associated PSA posting fees	$32,581.89
Institutional Review Board	Costs and expenses associated with an Internal Review Board's approval	$3,654.61
508 Compliance	Section 508 compliance remediation for 1 page document	$101.52
Webinars	Execution of 1 webinar	$4,463.91
Production	Expenses for development and management of creative assets for a three month integrated marketing campaign	$804,623.82
Media Buy	Media buying services for a three-month integrated marketing campaign, including broadcast, digital and print formats	$33,484,816.77
Event	Site fees, production, materials, audio/visual equipment, exhibits, newswire service and interpreting for a promotional and/or press event.	$247,454.46
Community-Based Program	Community relations and development, community event management, amplification of national education campaigns, disseminating health messages to local residents in target markets, working with program evaluators, and localized social and traditional media outreach over a six-month duration.	$50,758.52