

# GENERAL SERVICES ADMINISTRATION

## Federal Supply Service

### *Authorized Federal Supply Schedule Pricelist*

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

### Schedule for Advertising and Integrated Marketing Solutions (AIMS)

**FCXA-M2-030001-B**

**FSC Class 541**

**Contract Number: GS-23F-0194K**

**For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.**

**Contract Period: April 12, 2010 through April 11, 2015**

**Last Modification No. A245 (Rev. 06/2012)**

<b>Contractor:</b>	BRTRC 8260 Willow Oaks Corporate Drive Suite 800 Fairfax, VA 22031	<b>Business Type:</b> Large Business <b>FEIN:</b> 54-1338885 <b>DUN's Number:</b> 161244280 <b>CAGE:</b> 4J742
<b>Telephone:</b>	703-205-1542	
<b>Toll-free:</b>	800-307-9277	
<b>Fax Number:</b>	703-204-9447	
<b>Web Address:</b>	<a href="http://www.brtrc.com">www.brtrc.com</a>	
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<b>Point of Contact:</b>	Eric M Peterson	

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## **CUSTOMER INFORMATION:**

### **1a. Table of Awarded Special Item Numbers (SIN's)**

#### ***GS-23F-0194K:***

SIN 541-1 Advertising Sales  
SIN 541-2 Public Relations Services  
SIN 541-4A Market Research and Analysis  
SIN 541-4B Video/Film Production  
SIN 541-5 Integrated Marketing Services  
SIN 541 1000 – Other Direct Costs

### **1b. Prices shown in Pricelist are net, all discounts deducted, and valid for all areas including worldwide: See attached.**

**CUSTOMER INFORMATION (CONT'D):**

2. **Maximum Order Limitation:** \$1,000,000

3. **Minimum Order:** \$100

4. **Geographic Coverage (Delivery Area):** Domestic and Overseas Delivery

*Domestic delivery* is delivery within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

*Overseas delivery* is delivery to points outside of the 48 contiguous states, Washington, DC, Alaska, Hawaii, Puerto Rico, and U.S. territories.

5. **Point(s) of Production:** Same as Contractor

6. **Discount from list prices or statement of net price:** Prices shown on attached pricelist are net prices with discounts included.

7. **Quantity discounts:** BRTRC offers GSA the following additional discounts on **LABOR HOURS ONLY**.

<u>Total Labor Amount</u>	<u>Discount</u>
\$0 - \$250,000	1%
\$251,000 - \$500,000	2%
\$501,000 - \$750,000	3%
\$751,000 and over	4%

8. **Prompt payment terms:** Net 30 days

9a. **Notification that Government purchase cards are accepted below the micropurchase threshold:** Government credit cards are accepted for Orders under \$3,000.

9b. **Notification that Government purchase cards are accepted above the micropurchase threshold:** Government credit cards are accepted above the micropurchase threshold.

10. **Foreign items:** None

11a. **Time of Delivery:** As specified on individual Orders.

11b. **Expedited Delivery:** Contact BRTRC for expedited delivery.

11c. **Overnight and 2-day Delivery:** Contact BRTRC for rates.

11d. **Urgent Requirements:** Contact BRTRC for faster delivery or rush requirements.

12. **FOB Point(s):** Destination

13. **Ordering Address(es):** Same as above, page 1

14. **Payment Address(es):** Same as above, page 1

15. **Warranty Provision:** BRTRC warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. **Export Packing Charges:** N/A contact if required.

17. **Terms and Conditions of Government Commercial Credit Card Acceptance:** BRTRC accepts the Government Commercial Credit Card IAW FAR Part 13, Simplified Acquisition Procedures. No additional discounts are offered.
18. **Terms and conditions of rental, maintenance and repair:** N/A
19. **Terms and conditions of installation:** N/A
20. **Terms and conditions of repair parts, etc:** N/A
- 20a. **Terms and conditions for any other services:** N/A
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventative maintenance:** N/A
24. **Year 2000 (Y2K) compliant:** Yes
25. **Environmental attributes:** N/A
26. **Data Universal Number System (DUNS) number:** 161244280
27. **Notification regarding registration in Central Contractor Registration (CCR Database):** Yes

<b>BRTRC</b> <b>Schedule of Items, Labor Category Description and Discounted Pricelist</b> <b>AIMS Contract No. GS-23F-0194K</b>
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**1. Special Item Numbers (SINs):****GS-23F-0194K:**

SIN 541-1 Advertising Sales  
SIN 541-2 Public Relations Services  
SIN 541-4A Market Research and Analysis  
SIN 541-4B Video/Film Production  
SIN 541-5 Integrated Marketing Services  
SIN 541 1000 – Other Direct Cost

**2. Labor Categories, Rates:**

The following prices include the Industrial Funding Fee (IFF) and are applicable to all SINs listed above (page 4):

Category Title	Gov't Rate	Category Title	Gov't Rate
Subject Matter Expert III	\$272.55	Subject Matter Expert II	\$257.58
Subject Matter Expert III-1	\$265.06	Subject Matter Expert II-1	\$250.10
Subject Matter Expert I	\$242.61	Subject Matter Expert	\$227.67
Subject Matter Expert I-1	\$235.13	Subject Matter Expert-1	\$220.17
Senior Executive Consultant III	\$212.69	Senior Executive Consultant II	\$200.22
Senior Executive Consultant III-1	\$206.45	Senior Executive Consultant II-1	\$193.98
Senior Executive Consultant I	\$187.76	Senior Executive Consultant	\$175.30
Senior Executive Consultant I-1	\$181.51	Senior Executive Consultant-1	\$169.04
Senior Consultant III	\$162.83	Senior Consultant II	\$155.34
Senior Consultant III-1	\$159.08	Senior Consultant II-1	\$151.60
Senior Consultant I	\$147.86	Senior Consultant	\$140.38
Senior Consultant I-1	\$144.12	Senior Consultant-1	\$136.76
Senior Principal Analyst V	\$133.13	Senior Principal Analyst IV	\$127.53
Senior Principal Analyst V-1	\$130.34	Senior Principal Analyst IV-1	\$125.53
Senior Principal Analyst III	\$123.54	Senior Principal Analyst II	\$116.81
Senior Principal Analyst III-1	\$120.88	Senior Principal Analyst II-1	\$115.28
		Senior Principal Analyst II-2	\$112.32
Senior Principal Analyst I	\$104.17	Principal Analyst V	\$111.81
Senior Principal Analyst I-1	\$105.74	Principal Analyst V-1	\$109.97
Senior Principal Analyst I-2	\$100.16		
Principal Analyst IV	\$103.35	Principal Analyst III	\$96.77
Principal Analyst IV-1	\$100.07	Principal Analyst III-1	\$95.38
		Principal Analyst III-2	\$93.98
Principal Analyst II	\$86.96	Principal Analyst I	\$77.98
Principal Analyst II-1	\$87.51	Principal Analyst I-1	\$78.03
Principal Analyst II-2	\$83.62	Principal Analyst I-2	\$74.98
Senior Analyst IV	\$84.73	Senior Analyst III	\$72.77
Senior Analyst IV-1	\$82.64	Senior Analyst III-1	\$72.66
		Senior Analyst III-2	\$69.95

Category Title	Gov't Rate		Category Title	Gov't Rate
Senior Analyst II	\$67.61		Senior Analyst I	\$63.40
Senior Analyst II-1	\$67.78		Senior Analyst I-1	\$64.15
Senior Analyst II-2	\$65.01		Senior Analyst I-2	\$60.97
Analyst IV	\$62.51		Analyst III	\$57.06
Analyst IV-1	\$60.90		Analyst III-1	\$57.22
			Analyst III-2	\$54.86
Analyst II	\$53.14		Analyst I	\$48.03
Analyst II-1	\$53.52		Analyst I-1	\$48.59
Analyst II-2	\$51.09		Analyst I-2	\$46.18
Technical Analyst V	\$51.84		Technical Analyst IV	\$47.32
Technical Analyst V-1	\$50.84		Technical Analyst IV-1	\$46.59
Technical Analyst III	\$44.18		Technical Analyst II	\$37.31
Technical Analyst III-1	\$44.14		Technical Analyst II-1	\$37.86
Technical Analyst III-2	\$42.49		Technical Analyst II-2	\$35.87
Technical Analyst I	\$33.75		Research Analyst IV	\$42.40
Technical Analyst I-1	\$33.83		Research Analyst IV-1	\$41.07
Technical Analyst I-2	\$32.46			
Research Analyst III	\$38.93		Research Analyst II	\$35.87
Research Analyst III-1	\$39.64		Research Analyst II-1	\$36.05
Research Analyst III-2	\$37.44		Research Analyst II-2	\$34.49
Research Analyst I	\$26.20		Support Staff III	\$31.24
Research Analyst I-1	\$26.13		Support Staff III-1	\$30.84
Research Analyst I-2	\$25.20		Support Staff III-2	\$30.04
Support Staff II	\$27.70		Support Staff I	\$18.43
Support Staff II-1	\$28.06		Support Staff I-1	\$18.09
Support Staff II-2	\$26.63		Support Staff I-2	\$17.73
Clerk III	\$25.09		Clerk II	\$21.77
Clerk III-1	\$23.43		Clerk II-1	\$20.49
Clerk I	\$16.99			

**3. Labor Categories, Descriptions:**

Category Title	Description
Subject Matter Expert III Subject Matter Expert III-1	Mature technical/administrative professional with 30 years of experience and a doctorate's degree. Superior capabilities in the planning and directing of all and every aspect of organizational programs.
Subject Matter Expert II Subject Matter Expert II-1	Prominent top-level technical/administrative professional with 25 years of experience and a doctorate's degree. Proficient in senior executive level management and leadership ability. Outstanding capabilities in the planning and directing of all and every aspect of organizational programs, and programs in excess of one million dollars.
Subject Matter Expert I Subject Matter Expert I-1	Prominent top-level technical/administrative professional with 20 years of experience and a doctorate's degree. Proficient in senior executive level management and leadership ability. Outstanding capabilities in planning and directing of all and every aspect of organizational programs, and programs in excess of one million dollars.

Category Title	Description
Subject Matter Expert Subject Matter Expert-1	Prominent top-level technical/administrative professional with 15 years of experience and a doctorate's degree. Proficient in senior executive level management and leadership ability. Very capable of planning and directing all and every aspect of organizational programs, and programs in excess of one million dollars.
Senior Executive Consultant III Senior Executive Consultant III-1	Prominent top-level technical/administrative professional with at least 30 years experience and a master's degree. Experienced in senior executive level management and leadership ability. Manages multiple programs in excess of one million dollars. Capable of planning and directing organizational policies, objectives, and initiatives. Experienced in planning and accomplishing company set goals.
Senior Executive Consultant II Senior Executive Consultant II-1	Exceptional top-level technical/administrative professional with at least 25 years experience and a master's degree. Experienced in senior executive level management and leadership ability. Manages multiple programs in excess of one million dollars. Capable of planning and directing organizational policies, objectives, and initiatives.
Senior Executive Consultant I Senior Executive Consultant I-1	Outstanding top-level technical/administrative professional with at least 20 years experience and a master's degree. Experienced in senior executive level management and leadership ability. Manages multiple programs in excess of one million dollars. Capable of planning and directing organizational policies, objectives, and initiatives.
Senior Executive Consultant Senior Executive Consultant-1	Outstanding top-level technical/administrative professional with at least 15 years experience and a master's degree. Capable to perform in senior executive level management and leadership activities. Capable of managing programs in excess of one million dollars. Also capable of planning and directing organizational policies, objectives, and initiatives.
Senior Consultant III Senior Consultant III-1	Top-level technical/administrative professional with over 35 years of experience and an advanced technical degree(s). Capable of planning and administering policies, activities, and procedures within the organization. Highly experienced in executive level management and leadership.
Senior Consultant II Senior Consultant II-1	Top-level technical/administrative professional with over 30 years of experience and an advanced technical degree(s). Capable of planning and administering policies, activities, and procedures within the organization. Highly experienced in executive level management and leadership.
Senior Consultant I Senior Consultant I-1	Top-level technical/administrative professional with over 25 years of experience and an advanced technical degree(s). Capable of planning and administering policies, activities, and procedures within the organization. Highly experienced in executive level management and leadership.
Senior Consultant Senior Consultant-1	Top-level technical/administrative professional with over 20 years of experience and an advanced technical degree(s). Capable of planning and administering policies, activities, and procedures within the organization. Highly experienced in executive level management and leadership.
Senior Principal Analyst V Senior Principal Analyst V-1	Internationally recognized high-level technical/administrative professional with over 40 years experience, advanced technical degree(s), senior executive level management and leadership ability, and supervisor of multiple programs in excess of one million dollars. Capable of all aspects of program management, professional staff development, problem solutions, client interface, marketing, and corporate development with outstanding scientific and engineering skills.

Category Title	Description
Senior Principal Analyst IV Senior Principal Analyst IV-1	Internationally recognized high-level technical/administrative professional with over 35 years experience, advanced technical degree(s), senior executive level management and leadership ability, and supervisor of multiple programs in excess of one million dollars. Capable of all aspects of program management, professional staff development, problem solutions, client interface, marketing, and corporate development with outstanding scientific and engineering skills.
Senior Principal Analyst III Senior Principal Analyst III-1	Internationally recognized high-level technical/administrative professional with over 30 years experience, advanced technical degree(s), senior executive level management and leadership ability, and supervisor of multiple programs in excess of one million dollars. Capable of all aspects of program management, professional staff development, problem solutions, client interface, marketing, and corporate development with outstanding scientific and engineering skills.
Senior Principal Analyst II Senior Principal Analyst II-1 Senior Principal Analyst II-2	Internationally recognized high-level technical/administrative professional with over 25 years experience, advanced technical degree(s), senior executive level management and leadership ability, and supervisor of multiple programs in excess of one million dollars. Capable of all aspects of program management, professional staff development, problem solutions, client interface, marketing, and corporate development with outstanding scientific and engineering skills.
Senior Principal Analyst I Senior Principal Analyst I-1 Senior Principal Analyst I-2	Prominent high-level technical/administrative professional with over 15 years experience, advanced technical degree(s), executive level management and leadership ability, and supervisor of programs in excess of one million dollars. Capable of all aspects of program management, professional staff development, problem solutions, client interface, marketing, and corporate development with outstanding scientific skills.
Principal Analyst V Principal Analyst V-1	Prominent technical professional with over 20 years experience, advanced technical degree(s), executive level management and leadership ability, and supervisor of programs in excess of one million dollars. Capable of all aspects of program management, problem solutions, client interface, marketing, and corporate development with outstanding scientific skills.
Principal Analyst IV Principal Analyst IV-1	Prominent technical professional with over 15 years experience, advanced technical degree(s), executive level management and leadership ability, and supervisor of programs in excess of one million dollars. Capable of all aspects of program management, problem solutions, client interface, marketing, and corporate development with outstanding scientific skills.
Principal Analyst III Principal Analyst III-1 Principal Analyst III-2	Prominent technical professional with over 15 years experience, advanced technical degree(s), executive level management and leadership ability, and supervisor of programs in excess of one-half million dollars. Capable of all aspects of program management, problem solutions, client interface, marketing, and corporate development with outstanding scientific skills.
Principal Analyst II Principal Analyst II-1 Principal Analyst II-2	Outstanding technical professional with over 10 years experience, advanced technical degree(s), executive management skills, and supervisor of programs in excess of one-quarter million dollars. Capable of all aspects of program management.

Category Title	Description
Principal Analyst I Principal Analyst I-1 Principal Analyst I-2	Senior technical professional with over 10 years experience, advanced technical degree, technical management skills, and supervisor of programs in excess of \$100,000. Capable of all aspects of technical management, scientific phenomenology and analysis, project coordination, and support with excellent communications skills. Serves as principal investigator/ task leader on high level projects.
Senior Analyst IV Senior Analyst IV-1	Senior technical analyst with over 12 years experience, advanced technical degree or technical degree and demonstrated technical expertise in technical area, advanced technical management skills, and supervisor on projects less than \$100,000. Capable of most aspects of technical management; background/understanding of scientific, mathematical, and engineering principles; outstanding analytical skills; project coordination; and marketing support with good technical and communication skills. Serves as principal investigator or task leader on specific research projects.
Senior Analyst III Senior Analyst III-1 Senior Analyst III-2	Senior technical analyst with over 10 years experience, advanced technical degree or technical degree and demonstrated technical expertise in technical area, advanced technical management skills, and supervisor on projects less than \$100,000. Capable of most aspects of technical management; background/understanding of scientific, mathematical, and engineering principles; outstanding analytical skills; project coordination; and marketing support with good technical and communication skills. Serves as principal investigator or task leader on specific research projects.
Senior Analyst II Senior Analyst II-1 Senior Analyst II-2	Senior technical analyst with over 8 years experience, advanced technical degree or technical degree and demonstrated technical expertise in technical area, technical management skills, and supervisor on projects less than \$100,000. Capable of most aspects of technical management; background/understanding of scientific, mathematical, and engineering principles; outstanding analytical skills; project coordination; and marketing support with good technical and communication skills. Serves as principal investigator or task leader on specific research projects.
Senior Analyst I Senior Analyst I-1 Senior Analyst I-2	Senior technical analyst with over 6 years experience, advanced technical degree or technical degree and demonstrated technical expertise in technical area, technical management skills, and supervisor/project leader on projects less than \$100,000. Capable of most aspects of technical management; background/understanding of scientific, mathematical, and engineering principles; outstanding analytical skills; project coordination; and marketing support with good technical and communication skills. Serves as principal investigator or task leader on specific research projects.
Analyst IV Analyst IV-1	Mature technical analyst with over seven years experience and a technical degree or three years experience and an advanced degree. Highly experience in project management on small tasks, broad understanding of scientific and mathematical concepts, participation in project coordination and support with good technical and communications skills, and able to interact independently with clients. Serves as task leader/principal analyst on assigned research projects and supports internal administration of projects.

Category Title	Description
Analyst III Analyst III-1 Analyst III-2	Mature technical analyst with over six years experience and a technical degree or three years experience and an advanced degree. Demonstrated experience in project management on small tasks, broad understanding of scientific and mathematical concepts, participation in project coordination and support with good technical and communications skills, and able to interact independently with clients. Serves as task leader/principal analyst on assigned research projects and supports internal administration of projects.
Analyst II Analyst II-1 Analyst II-2	Mature technical analyst with over six years experience and a technical degree or three years experience and an advanced degree. Capable of project management, understanding of scientific and mathematical concepts, participation in project coordination and support with good technical and communications skills. Serves as task leader/principal analyst on specific research projects.
Analyst I Analyst I-1 Analyst I-2	Technical analyst with four years experience and a technical degree. Capable of applying special skills to research projects, understanding of scientific research processes, introduction of reasoning and evaluation techniques for complex problems, and preparation of project reports and briefings. Serves as task leader/key analyst for specific tasks related to experience or background.
Technical Analyst V Technical Analyst V-1	Technical analyst with 4 years experience, a technical degree or 6 years experience in area of expertise, and demonstrated experience in support of complex technical efforts. Capable of using special skills independently on assigned research projects, superior understanding of scientific/research processes, experienced in reasoning and evaluation techniques for complex problems, participation in preparing project reports and briefings. Serves as task leader/key analyst on very difficult and demanding tasks.
Technical Analyst IV Technical Analyst IV-1	Technical analyst with 4 years experience, a technical degree or 6 years experience in area of expertise, and demonstrated experience in support of complex technical efforts. Capable of using special skills independently on assigned research projects, superior understanding of scientific/research processes, experienced in reasoning and evaluation techniques for complex problems, participation in preparing project reports and briefings. Serves as task leader/key analyst on more demanding tasks.
Technical Analyst III Technical Analyst III-1 Technical Analyst III-2	Technical analyst with 2 years experience, a technical degree or 4 years experience in area of expertise, and demonstrated experience in support of complex technical efforts. Capable of using special skills independently on assigned research projects, superior understanding of scientific/research processes, experienced in reasoning and evaluation techniques for complex problems, participation in preparing project reports and briefings. Serves as task leader/key analyst on moderate to demanding tasks.
Technical Analyst II Technical Analyst II-1 Technical Analyst II-2	Technical analyst with 2 years experience and a technical degree or 4 years experience in area of expertise. Capable of applying special skills to research projects, understanding of scientific/research processes, introduction of reasoning and evaluation techniques for complex problems, participation in preparing project reports and briefings. Serves as task leader/key analyst on less difficult or demanding tasks.

Category Title	Description
Technical Analyst I Technical Analyst I-1 Technical Analyst I-2	Technical analyst with a technical degree or two years experience and aptitude for performing scientific/mathematical exercises for systems analysis and operations research. Capable of applying scientific and mathematical disciplines to support research, investigations and data processing operations and activities, participation in preparation of project reports and briefings. Serves as analyst on appropriate tasks/research efforts.
Research Analyst IV Research Analyst IV-1	Technician with at least ten years experience or an associate technical degree. Possesses superior skills and experience in providing technical support services such as drafting, design layouts, data calculations and refinements, graphic presentations, etc. Serves as research/technical assistant on appropriate tasks and supervises junior Research Analysts when appropriate.
Research Analyst III Research Analyst III-1 Research Analyst III-2	Technician with at least eight years experience or an associate technical degree. Possesses superior skills and experience in providing technical support services such as drafting, design layouts, data calculations and refinements, graphic presentations, etc. Serves as research/technical assistant on appropriate tasks and supervises junior Research Analysts when appropriate.
Research Analyst II Research Analyst II-1 Research Analyst II-2	Technician with at least six years experience or an associate technical degree. Capable of providing technical support services such as drafting, design layouts, data calculations and refinements, graphic presentations, etc. Serves as research/technical assistant on appropriate tasks.
Research Analyst I Research Analyst I-1 Research Analyst I-2	Technician with four years experience or an associate technical degree. Capable of providing less demanding technical services such as data calculations, graphic support, and report production assistance. Serves as research/technical aide on appropriate tasks.
Support Staff III Support Staff III-1 Support Staff III-2	Clerk/Typist with four years experience or an associate degree. Capable of efficiently providing high quality word processing, accounting and office management and support services with minimal guidance and supervision.
Support Staff II Support Staff II-1 Support Staff II-2	Clerk/Typist with two years experience or an associate degree. Capable of providing word processing, accounting and office support services.
Support Staff I Support Staff I-1 Support Staff I-2	Clerk/Typist with less than two years experience. Provides word processing, accounting and office support services.
Clerk III Clerk III-1	Employee with at least two years of experience and a high school diploma or equivalent. Capable of efficiently providing high quality word processing, accounting and office management and support services with minimal guidance and supervision.
Clerk II Clerk II-1	Employee with at least a year of experience and a high school diploma or equivalent. Capable of providing word processing, accounting, and office support services.
Clerk I	Employee with less than a year of experience and a high school diploma or equivalent. Provides word processing, accounting, and office support services.

**4. Other Direct Costs (ODCs) (materials):**

BRTRC's provisional billing rates have been approved by the Defense Contract Audit Agency (DCAA). BRTRC does not charge any fees on contracts or task orders awarded, however, a 10.78% General and Administrative (G&A) expense is applied to final costs when travel and ODCs are required—.37 % less than BRTRC's approved provisional rate. The 10.78% G&A expense will be burdened with the required .75 % Industrial Funding Fee (IFF).

The following types of items / descriptions and values include BRTRC's 10.78% G&A charge, and are subject to change:

SINs	541-4A	541-2	541-1	541-1	541-5	541-1	541-4F	541-4B
Item / Description								
Artwork		1,558.54	1,558.54		1,558.54			
Binding Materials	33.89	33.89	33.89	33.89	33.89	33.89	33.89	
CD Production	756.70	756.70	756.70	756.70	756.70		756.70	
Color Prints		4,371.84	4,371.84		4,371.84		4,371.84	
Courier	107.56	107.56	107.56	107.56	107.56	107.56	107.56	107.56
Misc. Supplies	29,965.25	29,965.25	29,965.25	29,965.25	29,965.25	29,965.25	29,965.25	29,965.25
Printing		138,734.35	138,734.35					
Promotional Materials		12,694.52	12,694.52		12,694.52			
Video Presentation								441,265.69

Rates Last Updated 04/2005