

General Services Administration

Federal Supply Service Authorized Federal Supply Schedule Price List

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 for GSA Advantage! is GSAAdvantage.gov

Advertising & Integrated Marketing Solutions Federal Supply Group: 541

Contract No: GS-23F-0030M

For more information on ordering from Federal Supply Schedules
Click on the FSS Schedules button at fss.gsa.gov

Contract Period: December 1, 2006 through November 30, 2011

MediaCross, Inc.

2001 South Hanley Road
Suite 540
St. Louis, MO 63144

For more information, please contact [Mark Travers](#), Program Manager

T: 314.646.1101
F: 314.646.8795
W: www.mediacross.com
E: markt@mediacross.com

Business size: Small

Customer Information

- 1a. Table of awarded special item number(s)**
SIN 541-5 – Advertising & Integrated Marketing Solutions
SIN 541-1000 – Other Direct Costs
- 1b. Prices shown in the attached FSS Price List are net**, all discounts deducted and valid for all areas in North America.
- 1c. Hourly Rates / Labor Categories.** Hourly rates and labor categories are as shown on the attached FSS Price List.
- 2. Maximum Order:** \$1,000,000.
- 3. Minimum Order:** \$100.
- 4. Geographic Coverage:** United States and Canada
- 5. Point of Production:** St. Louis (St. Louis County), Missouri
- 6. Discount from List Prices:**
Net, all discounts deducted. See labor rates attached.
- 7. Quantity / Dollar Discount:**
None
- 7a. Media Buying Commissions:**
MediaCross will not use for the Government the commercial practice of charging commissions on media buys. MediaCross will charge the Government by projects in the same manner it charges for other services under the task categories. Any commissions provided by media placement will be: (a) either returned to the ordering agency, or (b) applied to as a credit to the cost of the project, whichever the ordering agency prefers.
- 8. Prompt Payment Terms:**
Net 30 days
- End of Contract Aggregate Discount: None**
- 9a. Government Purchase Card:**
MediaCross will accept the Government Purchase Card for orders under \$2,500. No additional discounts are offered.
- 9b. Micro-purchases:**
Government Purchase Cards are accepted above the micro-purchase threshold.

- 10. Foreign Items:** N/A
- 11a. Time of Delivery:**
MediaCross will adhere to the delivery schedule as specified by the agencies' purchase orders.
- 11b. Expedited Delivery:**
Items available for expedited delivery are noted in this price list. (Contact the contractor for expedited delivery.)
- 11c. Overnight and 2-day Delivery:**
Contact the contractor for rates for overnight and 2-day delivery.
- 11d. Urgent Requirements:**
Contact the contractor for faster and rush deliveries.
- 12. FOB Point:** Destination
- 13a. Ordering Address:**
MediaCross, Inc.
2001 S. Hanley Road, Suite 540
St. Louis, MO 63144
(314) 646-1101
Contact: Mark Travers
- 13b. Ordering Procedures:**
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment Address:**
MediaCross, Inc.
2001 S. Hanley Road, Suite 540
St. Louis, MO 63144
- 15. Warranty Provision:**
MediaCross 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
- 17. Terms and Conditions of Government Purchase Card Acceptance:** see 9a and 9b.
- 18. Terms and Conditions of Rental, Maintenance or 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
- 24a. **Special Attributes:** All equipment and materials used in the production of marketing and advertising materials meet industry-accepted environmental standards.
- 24b. **Section 508:** If applicable, MediaCross has the capability to provide Section 508 compliance for electronic and information technology services, when such services are requested by the agency. Contact the contractor for discussion. The EIT standard can be found at: www.Section508.gov.
- 25. **DUNS Number:** 18-831-2292
- 26. **Central Contractor Registration (CCR):** Registered

LABOR CATEGORIES AND RATES – SIN 541-5:

Labor Category	Hourly GSA Rate as of 11/2007	
Level 1 Position:		
Marketing Strategist	\$	210.87
Level 2 Positions:		
Lead Program Manager	\$	137.53
Creative Director	\$	137.53
Media Director	\$	137.53
Market Research Director	\$	137.53
Level 3 Positions:		
Associate Program Manager	\$	114.61
Marketing Communications Specialist	\$	114.61
Senior Writer	\$	114.61
Senior Web Site Designer	\$	114.61
Senior Designer	\$	114.61
Senior Database Analyst	\$	114.61
Senior Programmer	\$	114.61
Producer	\$	114.61
Media Planner/Buyer	\$	114.61
Call Center Manager	\$	114.61
Field Recruitment Manager	\$	114.61
Market Research Manager	\$	114.61
Senior Field Recruiter	\$	114.61
Level 4 Positions:		
Assistant Program Manager	\$	91.68
Program Coordinator	\$	91.68
Writer / Editor	\$	91.68
Designer	\$	91.68
Web Site Designer	\$	91.68
Systems Engineer	\$	91.68
Programmer	\$	91.68
Field Recruiter	\$	91.68
Production Manager	\$	91.68
Traffic Manager	\$	91.68
Level 5 Positions:		
Data Entry Agent	\$	69.52
Call Center Agent	\$	69.52
Market Research Agent	\$	69.52
Accountant	\$	69.52
Administrative Assistant	\$	69.52

SIN 541-5: LABOR CATEGORY DESCRIPTIONS**LEVEL 1:**

Marketing Strategist is a senior-level advisory individual who identifies, develops, and coordinates marketing campaign strategies to be used within the client's communications efforts. The Marketing Strategist helps the client realistically identify what its desired outcomes can be, may review the client's internal and external processes for potential improvements, and helps design and coordinate the marketing campaign strategies to achieve desired outcomes. The Marketing Strategist may have periodic consultative interaction with the client, and will work closely and strategize with the Program Managers, Creative Director, and Media Director.

LEVEL 2:

Lead Program Manager (LPM) is the primary point-of-contact and leader of the contractor's team for the federal agency. The LPM supervises all program elements and acts as a main line of communication to and from the client, assuring the client is up to date on the status and overall progress of the program and that the program meets or exceeds their expectations. The Lead Program Manager is also responsible for guiding the development of program components inside the contractor's organization and acting as a quality assurance officer over all program elements. In addition to playing a key role in the development of marketing strategies, the Lead Program Manager also assures the strategic focus and coordination of talent groups and directs administrative and billing personnel. The Lead Program Manager is also expected to oversee budget expenditures, determine the most cost effective means of achieving client goals, and research new ways of reducing costs. The Lead Program Manager oversees the work of the Associate and Assistant Program Managers.

Creative Director oversees the creative direction and conceptual design of projects to ensure successful market differentiation and penetration. The Creative Director works directly with the Program Managers, the Marketing Strategist and the Client to identify, develop, and coordinate innovative approaches to all media outlets, including print, radio, TV, cable, film, video, web and interactive multimedia (such as DVD, kiosks, CD-ROM, computer gaming, etc.). The Creative Director also manages MediaCross's staff of writers, art directors, graphic designers, broadcast producers and web designers/programmers – and ensures the creative quality of its work for the chosen media outlets of the project.

Media Director is a senior-level position. The Media Director works closely with clients to define strategies for media solutions and develops, presents, and implements media plans based on strategic research and demographic analysis. The Media Director also

oversees/directs large media purchases and supervises the activities of the Media Planner/Buyer.

Market Research Director is a senior-level position. The Market Research Director works with the Market Research Manager and Agents, and with Program Managers and the client to gather, record, and analyze recruitment or marketing data of the client, their competitors, and their relative markets. The data collected can be used to develop a marketing plan for the client, which is expected to be organized in a clear and logical manner so the Program Managers and the client are able to easily understand what the data is suggesting. The Market Research Director must ensure that all marketing data provided will give insights as to how the client can achieve successful results and differentiation among the competition. The Market Research Director works closely with the Market Research Managers and Agents, overseeing them and assigning work to them when assistance is needed.

LEVEL 3:

Associate Program Manager (APM) assists the Lead Program Manager with supervision of program elements and acts as a secondary point of contact with the client. The APM helps the Lead Program Manager guide the development of program components and implements one or more elements of the program for the client. The Associate Program Manager is also expected to help the Lead Program Manager manage budget expenditures, determine the most cost effective means of achieving client goals, and research new ways of reducing costs. In addition to assisting the Lead Program Manager with anything else he or she may need, the Associate Program Manager oversees the Assistant Program Manager and assigns work to him or her when assistance is needed.

Marketing Communications Specialist defines and coordinates the communications plans, marketing research needs, and strategic direction for the client's marketing efforts. The Marketing Communications Specialist works closely with clients to identify preferred media outlets and markets to support campaigns and develops/coordinates these efforts through mediums such as print, radio, TV, cable, Internet, interactive computer technology (such as CD-ROM), kiosks, and press releases. To most effectively complete these tasks, the Marketing Communication Specialist is expected to coordinate efforts with the Lead Project Manager, Marketing Strategist, Creative Director, Media Director, and Research and Web/Interactive programming staffs (programmers and database staff).

Senior Writer creates messaging and copy (content) for ads, brochures, public education materials, point of service materials (POP), new product introductions, public service announcements (PSAs), scripting, press releases, and other promotional materials. At times, the Senior Writer also interviews subject matter experts. The Senior Writer must create messaging and copy that reflects the client's marketing strategy and objectives and must be able to write across all mediums including newspaper, magazine, radio, television, interactive multimedia, web sites, and exhibits. The Senior Copywriter reports to the

Creative Director and works directly with Writers/Editors, overseeing them and assigning work to them when help is needed.

Senior Web Site Designer is responsible for the conceptualization, planning, modeling, and execution of website design and development for the client's site and/or any other electronic marketing projects that supplement the client's communication efforts. The Senior Web Site Designer must be very familiar with web creating elements and software and have a complete, working knowledge of web design from start to finish. The Senior Web Site Designer must create a product that fits the needs of the client and the image of their communication efforts. The Senior Web Site Designer also works closely with other Web Site Designers, overseeing them and assigning work to them when assistance is needed.

Senior Designer designs print, broadcast and web products based on collaborative decisions of the Client, the Program Managers, Creative Director, and marketing team. The Senior Designer provides conceptual and finished design to print, radio, TV, cable, film, video, web and interactive multimedia (such as CD-ROM) and works with the Creator Director to achieve budget constraints and cost/pricing efficiencies. The Senior Designer may be responsible for overseeing other Designers and assigning work to them when assistance is needed.

Senior Database Analyst works at the highest level of all phases of database management and is responsible for designing, implementing, and maintaining complex databases with respect to access methods, access time, device allocation, validation checks, organization, protection and security, documentation, guidelines, and statistical methods. The Senior Database Analyst leads the solution of database query and programming problems and leads new system design and coding efforts as well.

Senior Programmer ensures all systems are operational and is responsible for programming mid-range, client/server Internet, intranet, extranet, and Web-based software systems and/or applications. The Senior Programmer is responsible for coding application systems programs with respect to access methods, access time, device allocation, validation checks, organization, protection and security, documentation, guidelines, and statistical methods. Whenever any programming problems are encountered, the Senior Programmer is expected to solve them. The Senior Programmer is also responsible for overseeing all other Programmers and assigning work to them when assistance is needed.

Producer develops broadcast production programs for television, cable, radio and other mediums. The Producer interacts/communicates with the client, crew, and outside vendors, creates costing proposals for all project productions, and ensures that the projects are completed on time and within the calculated budget constraints. The Producer is responsible for delivering a final product that meets the goals of the client's program.

Media Planner/Buyer negotiates with media sales representatives to buy and place advertising for clients. The Media Planner/Buyer ensures that all ads appear as specified and also

calculates rates and budgets, ensuring the client is receiving competitive pricing and value for the budget.

Call Center Manager works closely with the Program Managers to oversee Call Center Agents, ensuring that outbound calls are productive and successful, and inbound calls are handled professionally and to the satisfaction of the customers. The Call Center Manager must also ensure that the proper amount of requests and inquiries are being handled by the agents and that the call center is functioning smoothly, productively, and efficiently.

Field Recruitment Manager oversees the activities of the Field Recruiters and assigns work to them. The Field Recruitment Manager's responsibilities include interviewing, training, testing, and then directing Field Recruiters to manage prospects, candidates and applicants.

Market Research Manager works with the Market Research Director and Agents to gather, record, and analyze marketing data of the client, their competitors, and their relative markets. The Market Research Manager must collect data that can be used to develop a recruitment and/or marketing plan for the client that outlines the steps needed in order to achieve success. The Market Research Manager works closely with the Marketing Research Director and Agents to organize marketing research data in a clear and logical manner so that the client (or any other member of MediaCross) who is interpreting the data is able to easily understand what the data is suggesting. The Market Research Manager also assists the Market Research Director when help is needed and oversees and assigns work to the Market Research Agents.

Senior Field Recruiter assists Field Recruitment Managers with the recruitment process including screening, testing, interviewing, managing candidates, explaining incentives, collecting candidate data and other tasks. The Senior Field Recruiter is expected to help develop local resources that produce a diverse pool of qualified candidates and forecast future hiring needs and direct the Field Recruiters, when necessary.

LEVEL 4:

Assistant Program Manager assists Lead and Associate Program Managers and serves as a back-up line of communication for the client, researches elements of the program for the LPM and APM, implements elements of the program and budget expenditures, and assists in preparing billing. The Assistant Program Manager may also assist the Lead and Associate Program Managers with the coordination of talent groups as well as the directing of administrative and billing personnel.

Program Coordinator provides general tactical and administrative support for project teams. Duties may include estimating, researching costs, time and cost tracking, project tracking, production and traffic management, and assisting managers with day-to-day tasks.

Writer/Editor works directly with the Senior Writer to write copy (content) for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases, and other promotional materials. The Writer/Editor must create messaging and copy that reflects the client's marketing strategy and objectives and must be able to write across all mediums. The Writer/Editor is also expected to assist the Senior Writer whenever help is needed.

Designer applies conceptual design to finished products in all mediums and works closely with outside vendors in photography, illustration, video production, signage, printing, web/interactive, and other areas. The Designer also works closely with Program Managers, Creative Director and Senior Designer, and is expected to assist the Senior Designer when help is needed.

Web Site Designer assists Senior Web Site Designer with conceptualization, planning, modeling, and execution of website design and development for the client's site and/or any other electronic marketing projects that supplement the client's communication efforts. The Web Site Designer must be very familiar with web creating elements and software and have a complete, working knowledge of web design from start to finish. The Web Site Designer must create a product that fits the needs of the client and the image of their communication effort. The Web Site Designer must also work closely with the Senior Web Site Designers, assisting him or her when help is needed.

Systems Engineer ensures all systems are operational and solves technical problems and/or reports problems and recommends solutions. The Systems Engineer creates video streaming capture or audio files for post-production edits and demonstrates competence in all phases of the operational process of computer/Web-enabled systems, multimedia interactive technology systems, or video/sound systems engineering for both pre- and post-production purposes. The Systems Engineer also provides assistance in new system designs.

Programmer writes code for a variety of applications for client-server Internet, intranet, and extranet Web-based software systems and/or applications. Written code may be a combination of PHP, ASP, Cold Fusion, Java, Javascript or any number of other languages.

Field Recruiter assists Field Recruitment Managers and Senior Field Recruiters with the recruitment process including screening, testing, interviewing, managing candidates, explaining incentives, collecting candidate data and other tasks. The Field Recruiter is expected to help develop local resources that produce a diverse pool of qualified candidates and forecast future hiring needs. The Field Recruiter may also help create job board postings for each position, enter data and keep records for field recruiting, ensure that all hired candidates are of the highest level of satisfaction for the client, and help with anything else in which the Field Recruitment Manager needs assistance.

Production Manager manages production of MediaCross's projects by participating in all project status and productions meetings and ensuring that the client/project requirements are being met. Duties include project planning, workflow management, vendor negotiations, print buying, cost control, quality control, logistical coordination, and press checks.

Traffic Manager facilitates communication between Program Managers, creative/production departments and outside vendors, ensuring that the flow of work is timely and efficient. This involves project schedule creation, job file maintenance, progress tracking and delivering work to vendors.

LEVEL 5:

Data Entry Agent reviews database records to ensure they contain correct and up-to-date information, reconciles discrepancies, forwards corrected information for entry into the data system, and updates information into database fields when necessary. The Data Entry Agent is also responsible for pinpointing the source of inaccurate information and helping to correct it.

Call Center Agent handles various inbound recruitment, product and information inquiries as well as product/service requests from the client's customers via telephone, ensuring that they properly represent the client and obtain customer satisfaction. The Call Center Agent is often required to participate in telemarketing for the client as well, communicating the client's product or service to targeted consumers.

Market Research Agent collects data that can be used to develop a recruitment and/or marketing plan. Data can be collected by telephone, mail, web, mall intercept or other techniques.

Accountant assists the Program Managers and others in the agency to gather, verify, invoice and record all accounts receivable due the agency; and gather, verify, pay and record all accounts payable necessary for the smooth operation of the client's business and of MediaCross. The accountant also prepares all tax returns and handles all tax filings.

Administrative Assistant assists in the administration of the project from beginning to end by facilitating communication among all team members. Duties may include organizing and filing appropriate documentation, setting up teleconferences and onsite meetings, arranging for deliveries, assisting in invoicing, and other activities.

OTHER DIRECT COSTS (ODCs):

SRA Contract Advertising Rates

as of 11/2007

All rates are stated as NET

New York Times				
	Spec Size	Column Inches	Sunday Display @ \$794.11 per column inch	Weekday Display @ \$661.08 per column inch
Full Page	13" x 21"	126	\$ 100,057.86	\$ 83,296.08
2/3 Page	13" x 14"	84	\$ 66,705.24	\$ 55,530.72
1/2 Page	13" x 10.5"	63	\$ 50,028.93	\$ 41,648.04
1/4 Page	6.4375" x 10.5"	31.5	\$ 25,014.47	\$ 20,824.02
1/8 Page	4.25" x 8"	16	\$ 12,705.76	\$ 10,577.28
1/16 Page	2.0625" x 10.5"	10.5	\$ 8,338.16	\$ 6,941.34

Rates were taken from the "Help Wanted" rate card
 Business opportunities line rate: Sunday, \$44.20. Weekday, \$39.52

Washington Post				
	Spec Size	Column Inches	Sunday Display @ \$612 per column inch	Weekday Display @ \$433.50 per column inch
Full Page	12" x 21"	126	\$ 77,112.00	\$ 54,621.00
2/3 Page	12" x 14"	84	\$ 51,408.00	\$ 36,414.00
1/2 Page	12" x 10.5"	63	\$ 38,556.00	\$ 27,310.50
1/4 Page	5.96" x 10.5"	31.5	\$ 19,278.00	\$ 13,655.25
1/8 Page	3.94" x 7"	14	\$ 8,568.00	\$ 6,069.00
1/16 Page	1.92" x 10.5"	10.5	\$ 6,426.00	\$ 4,551.75

Rates were taken from the "Classified Employment Advertising" rate card.
 Help wanted classified line rate: Sunday, \$42.07. Weekday, \$30.60

St. Louis Post Dispatch				
	Spec Size	Column Inches	Sunday Display @ \$439.70 per column inch	Weekday Display @ \$439.70 per column inch
Full Page	11.625 x 22.5	262.17	\$ 115,276.15	\$ 115,276.15
2/3 Page	11.625 x 14	162.75	\$ 71,561.18	\$ 71,561.18
1/2 Page	11.625 x 11	127.88	\$ 56,228.84	\$ 56,228.84
1/4 Page	5.785 x 11	63.63	\$ 27,978.11	\$ 27,978.11
1/8 Page	5.785 x 5.5	31.81	\$ 13,986.86	\$ 13,986.86

Rates are based on help wanted line rate of \$36.95 Sunday and Weekday.
 St. Louis Post Dispatch has a 10 column format.

Why MediaCross?

1. We Specialize in Recruitment Marketing and Workforce Communications

By 2012, demographers predict there will be 4 million more jobs than workers in the United States. Many federal agencies are already experiencing shortages. We can help you level the playing field and become more competitive in workforce recruitment and retention.

2. We Provide Every Service You Need

MediaCross works in every communications medium and employs a cross-platform approach to marketing, integrating as many strategies, tactics, tools, programs, concepts and technologies as necessary to meet your agency's communications need. Visit our website for case studies and examples of our work.

3. We're a Trusted Partner to Federal and State Clients

Client include:

- U.S. Army Reserve (physician recruitment)
- Military Sealift Command (recruitment of civilian mariners)
- National Institutes of Health (recruitment of scientists, physicians and program managers)
- States of California and Tennessee (teacher recruitment)
- State of Missouri (a variety of public awareness programs)...and more.

4. We're Big on Metrics and Showing You Return on Your Investment

We'll prove our value to you.

For more information on how MediaCross can help your agency, please contact:

Mark Travers, President

markt@mediacross.com

(314) 646-1101 ext. 3002

www.mediacross.com

