



# Federal Supply Service

## Authorized Federal Supply Price List



**Arch Street Communications, Inc.**

31 Mamaroneck Avenue, Suite 400  
White Plains, NY 10601  
Telephone: 914.821.5100  
Fax: 914.821.5111

Website: <http://www.asc-pr.com>

**PURCHASING CONTACT**

Nora Madonick  
Telephone: 914.821.5100  
[nmadonick@asc-pr.com](mailto:nmadonick@asc-pr.com)

**CERTIFICATIONS**

**WOSB** (Women-Owned Small Business)  
**EDWOSB** (Economically Disadvantaged  
Women-Owned Small Business)  
**WBE** (Women's Business Enterprise)  
**DBE** (Disadvantaged Business Enterprise)

Public Trust Security Clearance

**SCHEDULE TITLE**

Professional Services Schedule (PSS) – 00CORP

**AWARDED SPECIAL ITEM NUMBERS**

541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5,  
541-1000, 541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC,  
541-4DRC, 541-4ERC, 541-4FRC, 541-5RC, 541-1000RC

**Contract Number:** GS-00F-154DA

**Contract Period:** May 17, 2016, to May 16, 2021

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 found at [www.GSAAdvantage.gov](http://www.GSAAdvantage.gov).

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

# Customer Information

**1a.** Awarded Special Item Numbers (SINs):

SIN 541-1/541-1RC	Advertising Services
SIN 541-2/541-2RC	Public Relations Services
SIN 541-3/541-3RC	Web Based Marketing Services
SIN 541-4A/541-4ARC	Market Research and Analysis
SIN 541-4B/541-4BRC	Video/Film Production
SIN 541-4C/541-4CRC	Exhibit Design and Implementation Services
SIN 541-4D/541-4DRC	Conference, Events and Tradeshow Planning Services
SIN 541-4E/541-4ERC	Commercial Photography Services
SIN 541-4F/541-4FRC	Commercial Art and Graphic Design Services
SIN 541-5/541-5RC	Integrated Marketing Services
SIN 541-1000/541-1000RC	Other Direct Costs

**1b.** Identification of the lowest price model number and lowest unit price for that model for each special item number awarded in the contract: **Not applicable**

**1c.** Hourly Rates: **Please see GSA Labor Category Rates and Descriptions, starting on page 7**

**2.** Maximum order: **\$1,000,000**

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

**4.** Geographic coverage: **Continental United States**

**5.** Point of production: **White Plains, Westchester County, New York**

**6.** Discount from list prices or statement of net price: **GSA Pricing as shown in pricing tables**

**7.** Quantity discounts: **None**

**8.** Prompt payment terms: **None**



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- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold: **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Yes**
10. Foreign items: **None**
- 11a. Time of delivery: **All SINs as negotiated between Contractor and Ordering Agency**
- 11b. Expedited delivery: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency**
- 11c. Overnight and 2-day delivery: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency**
- 11d. Urgent requirements: **Services are available for expedited delivery. Delivery time is negotiated between the Contractor and Ordering Agency**
12. F.O.B. point(s): **Destination**
- 13a. Ordering address: **Arch Street Communications, Inc., 31 Mamaroneck Avenue, Suite 400, White Plains, NY 10601**
- 13b. Ordering procedures: **For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) is found in Federal Acquisition Regulation (FAR) 8.405-3**
14. Payment address: **Arch Street Communications, Inc., 31 Mamaroneck Avenue, Suite 400, White Plains, NY 10601**
15. Warranty provision: **Not Applicable**
16. Export packing charges: **Not Applicable**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **Not Applicable**
18. Terms and conditions of rental, maintenance, and repair: **Not Applicable**
19. Terms and conditions of installation: **Not Applicable**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**



- 20a.** Terms and conditions for any other services: **Not Applicable**
- 21.** List of service and distribution points: **Not Applicable**
- 22.** List of participating dealers: **Not Applicable**
- 23.** Preventive maintenance: **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 information is available on Electronic and Information Technology (EIT) supplies and services.
- 25.** Data Universal Number System (DUNS) number: **125931159**
- 26.** CAGE Code: **3GLE4**



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# About ASC

ASC, a women-owned small business, has delivered strategic communications and public engagement to Federal and State agencies since 1992. We help our customers communicate about issues that affect Americans; through strategic communications and proven public engagement methods, ASC facilitates change that helps save and improve lives.

**ASC's proven "inside out" approach converts technical information into dynamic messaging through a communications process that reaches every stakeholder and addresses all information needs.**

**We integrate a solid understanding of government procurement, regulatory requirements, and return-on-investment to reduce risk and deliver accountability in every proposed solution.**

**Every member of our team is selected for top-level capabilities, a dedication to advancing communication in the public interest, and a commitment to ASC's continual improvement program.**

ASC has built an enviable reputation as a trusted, collaborative, and creative firm that public agencies turn to for smart solutions, executed with flexibility, sensitivity to agency needs, and an unsurpassed track record of on target, on time, and on budget delivery.

ASC delivers top-flight capabilities without layers. We staff projects with the best minds for the job—and they work shoulder-to-shoulder with our customers to keep our teams,



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our creative acumen, and our focus, clearly on agency and program goals. We source the right people to work on our projects, not simply the people in the next office.

ASC has developed sought-after expertise in creating plain-language communication for public agencies that aligns with and supports technical programs. Our “inside-out” approach to engaging and informing gradually expanding tiers of audiences, beginning with Federal staff and State partners, has been used successfully by FMCSA, FRA, and FTA, among others.

Areas of expertise include communications strategy, public relations, public engagement, outreach and event planning, market research, and creative services for public agencies in energy, transportation, safety, air quality, and the environment.

**ASC services include:**

- Communications, partnership building, and outreach strategies
- Public Involvement Plans, NEPA/SEQR/Article VII
- Market research, focus groups, surveys
- Branding, brochures, newsletters, videos, commercial photography
- Print, broadcast, social media campaigns
- Websites, web marketing, digital media
- Events, press conferences, exhibit design, facilitation
- Media relations, media training press kits
- Stakeholder engagement and partnership building



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# Negotiated GSA Rates

(Escalation Rate: 2% Annually)

SIN	SERVICES NAME	NEGOTIATED RATES W/ IFF
ALL	Principal/Strategist	\$210.96
ALL	Deputy Project Manager/Strategist	\$149.08
ALL	Creative Director	\$166.89
ALL	Art Director	\$150.87
ALL	Website Developer/Technology Specialist	\$130.45
ALL	Media Relations Strategist	\$133.14
ALL	Public Engagement Specialist	\$133.14
ALL	Senior Project Manager/Task Manager	\$149.08
ALL	Communications Specialist	\$133.14
ALL	Events Coordinator	\$86.26
ALL	Senior Writer	\$129.39
ALL	Production Assistant	\$70.32
ALL	Media Buyer	\$129.39
ALL	Graphic Artist	\$86.26
ALL	Editor/Writer	\$117.20
ALL	Administrative	\$84.38



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# Labor Category Descriptions

## **Principal Strategist**

Directs strategic plans and programs for agency contracts; develops methods, strategies and techniques for public relations, advertising and integrated marketing solutions. Oversees contracts and coordinates multiple projects and work teams. Extensive knowledge of the government services business sector, best practices related to integrated marketing solutions, and government procurement. Works directly with agency customers.

## **Deputy Project Manager/Strategist**

Provides direct support to principal strategist/project supervisor. Coordinates strategic meetings of all senior task leaders; ensures integration with customer technical programs, policies, and regulatory requirements. Supervises subcontractors, as appropriate. Manages final quality check prior to product delivery. Works directly with agency customers.

## **Creative Director**

Develops campaign concepts; establishes visual language; responsible for overall look and design of all communication material. Directs project and program branding, positioning, overarching campaign structure, and design of all communication materials. Supervises others.

## **Art Director**

Manages graphic design, including websites, for client projects with an attention to detail. Extensive knowledge of technology tools and design software. Project manages and provides accurate time and cost estimates for each task. Has mastery in composition and in producing polished pieces with an attention to detail optimizing technology tools and programs.



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### **Web Site Developer/Technology Specialist**

Responsible for strategic web-based communications, including websites and social media executions. Able to work across multiple technology platforms and optimize websites for search engines. Provides technical expertise on web-based marketing, including e-blasts, e-newsletters, social media platforms, and mobile apps, along with search engine optimization to improve online performance. Facilitates work with customer IT staff to ensure that deliverables meet technical requirements and limitations. Develops content management systems, integrates videos, animation, webcasts, video conferencing, etc., into site design.

### **Media Relations Strategist**

Recommends strategy for advancing information to media. Develops media lists and materials, including draft media advisories, talking points, fact sheets, infographics, and media pitches. May interface with media, as required; schedules interviews and editorial coverage; provides media training. Collects metrics on media coverage in print, broadcast, and social media. May work directly with agency customers, as directed.

### **Public Engagement Specialist**

Develops public involvement plans for studies, projects, and programs, with particular focus on supporting environmental reviews. Has knowledge of SEQRA, NEPA, and Article 7 processes, as well as Environmental Justice and Section 508 requirements. Manages and facilitates public meetings, interagency meetings, and hearing processes. Ensures accessibility to information, meeting locations, and materials. Maintains logbooks, documenting public engagement to ensure adherence to adopted public involvement plans. May work directly with agency customers, as directed.



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### **Senior Project/Task Manager**

Creates and executes project work plans; manages operations and budgets to a project. Administers all aspects of the project scope, including managing staff and subcontractors to meet deadlines. Reviews deliverables and invoicing prior to submission to the client. Facilitates broad team meetings and holds regular status meetings to maintain schedule, deliverables and quality. Manages subcontractor scopes and contracts, as appropriate. May work directly with agency customers, as directed.

### **Communications Specialist**

Implements specific communications under the direct supervision of the Senior Project/Task Manager. May coordinate specific tasks and facilitate communication with agency customers, as directed. Reviews all communication materials for completeness and accuracy prior to review by Senior Project/Task Manager.

### **Events Coordinator**

Plans, coordinates and supervises meetings, events and press conferences including vendor and venue selection, ad negotiation, attendee management, travel coordination, audio visual, meals, presentations, booths, exhibits and event communication. Manages speaker services, online registration, event promotion, budgets, vendor payment and reconciliation.

### **Senior Writer**

Responsible for conceptualizing and writing compelling copy and web content for branded awareness campaigns and related communications products. Member of the creative team.

### **Production Assistant**

Prepares files for print production; assists video and TV production, coordinates production requirements. Ensures layouts and support files are printer or studio ready, including images and fonts. Manages talent releases and required credits. Ensures Section 508 compliance. Prepares files for transfer to the client and online use.



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### **Media Buyer**

Executes strategic marketing plans through paid media programs and secures value-added, donated media space.

### **Graphic Artist**

Executes design layouts and concepts for print and online projects at the direction of the art director.

### **Editor/Writer**

Develops campaign concepts; writes compelling headline, body copy, newsletters, fact sheets, brochures, websites, and reports.

### **Administrative**

Coordinates and supervises all administrative tasks and day-to-day operations, including technology information management. Coordinates production of large projects involving word processing input, editing, copying and binding.



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