



Contract #GS-23F-0273N

Pioneer Thinking

For Today's Government

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Contract #GS-23F-0273N

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SCHEDULE FOR
ADVERTISING AND INTEGRATED MARKETING
SOLUTIONS (AIMS) FSC CLASS 541**

**CONTRACT NUMBER: GS-23F-0273N
CONTRACT PERIOD: JULY 1, 2003 –
JUNE 30, 2013**

BUSINESS SIZE: LARGE

COMPANY INFORMATION:

- 1a. **Authorized/awarded special item numbers:**
SIN 541-2 Public Relations Services
SIN 541-5 Integrated Marketing Services
SIN 541-1000 Other Direct Costs
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: N/A
- 2. **Maximum order:** \$1,000,000.00
- 3. **Minimum order:** \$100.00
- 4. **Geographic coverage (delivery area):** Domestic only, with a network of international offices
- 5. Point(s) of production (city, county, and state or foreign country): N/A
- 6. **Discount from list prices or statement of net price:** GSA Net Pricing, as shown in pricing tables provided
- 7. Quantity discounts: None
- 8. Prompt payment terms: None
- 9a. Notification that 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: N/A
- 11a. **Time of delivery:** ALL SINs – As negotiated between Contractor and Ordering Agency
- 11b. **Expedited delivery:** Available. Expedited delivery time is negotiated between Contractor and Ordering Agency
- 11c. **Overnight and two-day delivery:** Available. Expedited delivery time is negotiated between Contractor and Ordering Agency
- 11d. **Urgent requirements:** Available. Expedited delivery time is negotiated between Contractor and Ordering Agency
- 12. **F.O.B. point(s):** Destination
- 13. **Ordering addresses:**
Daniel J. Edelman, Inc.
200 East Randolph Drive
63rd Floor
Chicago, IL 60601
- 14. **Payment address:**
Daniel J. Edelman, Inc.
c/o JP Morgan Chase, N.A.
Lockbox 21992
525 West Monroe Street - 8th Floor
Chicago, IL 60661
- 15. Warranty provision: N/A
- 16. Export packing charges, if applicable: N/A
- 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): N/A
- 19. Terms and conditions of installation: N/A
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
- 20b. 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. Preventive maintenance: N/A
- 24. Special attributes, such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 25. Data Universal Number System (DUNS) number: 07-232-4379
- 26. Notification regarding registration in Central Contractor Registration (CCR) database. CAGE Code: 8F338



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Pioneer Thinking: The Edelman Way

Edelman is a global communications firm with proven capabilities in all facets of public relations. We are known as an industry trend-setter: Edelman was one of the first firms to recognize that the emergence of the blogosphere and citizen journalism would have a dramatic effect on communications, for example. For the last decade, our Annual Edelman Trust Barometer, a worldwide trust and credibility survey, has gauged trends in the public's constantly shifting confidence in government, business, and other sectors. Edelman white papers on topics such as the impact of new media and the opportunities and challenges for multicultural communities continually showcase our insights into the factors that shape communications today.

We bring that same fresh approach to our federal government contracts, along with our proven experience in addressing the government's particular needs. We are adept at maneuvering federal clearance processes, developing Web-based materials that are section 508-compliant, meeting Government Printing Office (GPO) requirements and achieving a contract's goals on time – or ahead of time – and within budget in today's environment of limited federal resources.

At the same time, a hallmark of a quality firm is a dedication to going above and beyond expectations to achieve greater success each year. Edelman continually looks for ways to improve processes and the effectiveness of our government work. Whether we are conducting social marketing campaigns or helping agencies achieve their goals amid partners' competing interests, we are recognized for our ability to effectively shape and communicate our clients' messages and deliver results. Our expertise covers the full range of communications areas, including:

Alliance Development

In today's world of cluttered communications, public-private partnerships with respected third-party groups are critical to help echo your message. Edelman has developed a core specialty in developing innovative and valuable partnerships: our dedicated Alliance Development group. This team specializes in coalition building and partnership development among government, business, and nonprofit groups. Many of these coalitions are made up of groups that originally never would have believed they had a common mission, but we were able to identify the common thread. We work with our clients to research and identify potential partners, prioritize them based on which would be most likely to become involved in a particular issue, develop and implement long-term partnership activities, and measure results.

Digital Public Affairs

Edelman is an industry pioneer in social media and online advocacy, understanding how new media tools are changing the way communications occurs in today's world and how government campaigns can gradually begin to capitalize on these new resources. Edelman helps government clients enter this new world through a phased-in "crawl, walk, run" approach that allows you to go at your own pace, while working within existing regulations. Our team of communications professionals expertly navigates the ever-changing online space and integrates online efforts with traditional media and public education efforts. Our award-winning strategists leverage platforms including e-mail, blogs, social networks, and Web sites to deliver key messages, influence public opinion, and prompt people to take action. Edelman has extensive experience navigating the online world, including developing and promoting Web sites, podcasts, and viral videos, as well as conducting issues advocacy, grassroots activities, and blogger relations via online channels.





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Editorial and Design Services

Edelman understands the government's uncompromising need to deliver credible, well-crafted content for all materials, whether for print or online use. To do this, our unparalleled Editorial Services practice works closely with our Design Services professionals to create top-notch materials.

Our Editorial Services team, comprised of some of the industry's strongest writers and editors, is adept at creating compelling materials that inspire audiences to take action. Team members are well-versed in following the GPO Style Manual and in producing engaging materials that use plain language to meet the targeted audience's educational level. They are adept at keeping materials focused even after multiple rounds of review, which often is required during government clearance processes. Importantly, they know how to breathe new life into existing materials and address a wide variety of audiences.

Edelman's award-winning Design Services group works closely with our writers to develop collateral materials that add a creative visual dimension to federal communications campaigns. The team has extensive experience with federal contracts and understands the nuances and timing of the GPO process, as well as how to design materials to appeal to different audiences. Our design team is highly capable in a broad range of creative platforms, including print public service advertisements, brochures, campaign toolkits, direct mail, fliers, package designs, and posters. Government clients rely on our team every step of the way, from designing creative concepts, laying out materials, and securing needed illustrations and photos to preparing materials for GPO printing.

Employee Engagement

We know that a federal agency's own employees can be critical voices of support for its efforts. Edelman's employee communications programs deliver results because we understand that communications programs are most successful when internal and external messages are developed and used in concert with one another. Our strategic programs use messages and vehicles that evoke strong positive connections with employees to align employee behavior with organizational goals and objectives. We go beyond traditional "top-down" communication by also fostering upward and peer-to-peer communication, and continually refine our activities as we measure progress. We have supported dozens of organizations on a wide variety of employee-related issues.

Event Planning

Edelman has successfully coordinated a broad spectrum of events, including announcing high-profile government-sponsored reports. The key to a successful event is adequate preparation, which we have evolved into a science. We provide the full range of logistical needs, from securing space that is accessible and will hold the proper number of people, to ensuring that speakers know their roles and schedules, to scheduling enough time for each speaker – but not so much time that the audience's attention wavers. We routinely share our event-planning knowledge with others, and have developed multiple toolkits that guide government partners through the steps to host their own successful events.



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Issues Management

Edelman's Crisis and Issues Management practice helps our clients anticipate, prepare for, and manage complex situations such as personnel changes or shifts in an agency's priorities. Our team of communications experts – which includes lawyers, political strategists, and former journalists – helps to navigate complex social, regulatory, political, and media environments, where news and Internet rumors can speed around the world in seconds. We are an industry leader in managing such communications.

Local Grassroots Outreach

Local allies can be powerful sources of support in delivering your message and helping your activities achieve a strong, collective national impact. Edelman Engage—our full-service, in-house grassroots practice—is your connection to the local individuals and groups whose opinions and actions are most relevant to your issue. Our grassroots outreach and education mobilizes people to participate in local activities. We can help you by identifying local champions, developing localized outreach tools, and creating local events. Our team's nationwide on-the-ground network of local grassroots, media, and marketing experts allows us to gain traction within virtually any community in the United States. They have extensive connections in and knowledge of the communities they serve, and their local presence helps Edelman manage and disseminate messages in the most impactful and personal ways.

Market Research/Media Analysis

Grounding your work in research is an important key to success. Depending on your goals, different types of research may be needed. Do you want to know your target audience's opinions about a particular topic? Do you need to assess the effectiveness of various materials? Do you need help analyzing the content of media coverage on an issue? We are equipped to provide a range of customized and targeted qualitative and quantitative research services to government clients. We can conduct opinion research, media analyses, and other consulting projects – including image evaluations, advertising effectiveness analyses, reputation modeling, and communications assessments and planning.

Marketing/Social Marketing and Education

Today's marketing environment is more challenging than ever. At Edelman, we specialize in designing campaigns that garner attention, educate, create "buzz," and move people to action. Our approach begins with a thorough understanding of the target audiences and their needs. This allows us to determine what communications are most likely to be effective in reaching them. We then develop the right message platform and tailor messages for different target audiences, and devise creative ways to convey the message through "teachable moments." We know that it's not enough to simply educate; our social marketing efforts are designed to inspire changes in behavior.



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Media Relations

At Edelman, we have been communicating our clients' stories compellingly, accurately, and effectively in the media for more than 55 years. Our founder, Dan Edelman, started his business on media relations, and is credited with the invention of the media tour (remember the Toni Twins?) and a host of other channels for communicating to the media. We know the tricks of the trade for garnering media coverage in a crowded media environment. Edelman media teams are in frequent contact with reporters from leading top-tier outlets, regional publications, network affiliates and trade outlets (print and online). These long-standing relationships provide our teams with ongoing insights into publications and their editorial direction, as well as the assurance that our phone calls will be returned, our e-mails read, and our clients' points of view heard and considered. We can provide counsel on the best approach – radio media tour, press conference, targeted pitch e-mail, etc. – to secure the media attention you need, and can equip you with the tools to manage media interviews with grace.

Multicultural Outreach

Edelman's Multicultural team includes more than 50 seasoned strategists in five Edelman offices who specialize in developing culturally sensitive campaigns – a top priority within many government agencies. The team understands the nuances of cultural differences that often affect how people view issues and government activities. Knowing that multicultural communities are tight-knit, we are skilled in forming strong relationships with multicultural leaders and organizations. Our multicultural outreach has touched a range of organizations, including national nonprofits, churches, and professional groups.

Public Service Announcements and Advertising

Edelman's in-house advertising and production staff produce award-winning public service announcements (PSAs) and advertising materials for a number of nonprofit and government clients. Our creative team develops thought-provoking advertising and PSA concepts that generate discussions and captivate diverse audiences for years, long after their initial air or print dates. We adeptly manage all aspects of design and production, working with copywriters and designers to create compelling ads; working with producers to secure studios or other locations; hiring production personnel; constructing sets; overseeing casting, sound services and music; editing; and handling duplication. Our relationships in the industry allow us to identify the most cost-effective yet suitable talent and production companies to deliver what's needed, within budget.

Our creative approach to PSA placement has secured millions of viewers in unexpected venues, such as on the JumboTron in Times Square in New York and through online viral tactics developed by our Digital Public Affairs team.



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Professional Education and Publishing

Our professional education and publishing division is dedicated to helping physicians and other health practitioners understand new scientific developments and optimize medical practice. Headquartered in New York, with offices in Washington and London, our in-house experts include strategists, science writers, thought-leader liaisons, and conference planners. The team's core capabilities include strategic publication planning, thought leader and professional advocacy development, and medical meetings and events. We also partner with prestigious third-party organizations and leading medical universities to produce accredited continuing medical education events and materials. All programs adhere to core scientific values of objective and fair-balanced presentation of available data, and to the educational guidelines established by regulatory bodies.

Entertainment Marketing

Our entertainment practice specializes in delivering messages to consumers through non-traditional programming ideas and channels, including film, the Internet, events, celebrity campaigns, and entertainment media.

Research

Our full-service market research division provides customized and targeted opinion research (qualitative and quantitative) and strategic consulting and market research – including image evaluation, advertising effectiveness analysis, reputation modeling, and communications assessment and planning. We have research experts in New York, Washington, Chicago, Atlanta, and Los Angeles, and in our international offices in London and Paris.



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History and Overview

For more than five decades, Edelman has pioneered and shaped many of the communication practices that have become industry standards. Founded in 1952 by Chairman Daniel J. Edelman, Edelman ranks as the largest independently owned global public relations agency. Edelman delivers world-class, comprehensive, and integrated full-service marketing, media, and communications services.

Today, Edelman is recognized for our trend-setting quality assurance programs, innovative use of interactive media, broad scope of specialty products and services, and continued progress in methods to quantify and measure the success of communications programs.

Edelman is available right now to work with the government to help ensure you receive whatever resources of our firm you need – wherever and whenever needed.

Highlights of our Company

- Founded in 1952
- Largest independent PR agency
- More than 3,100 employees
- 51 offices in North America, Asia-Pacific, Europe, and Latin America (14 U.S. offices, coast to coast, border to border)
- Ranked in the top three firms “where PR professionals would like to work”

Edelman’s success is founded on our ability to attract and retain leading national and multi-national clients and to deliver long-term, worthwhile services to them. This, in turn, depends on our ability to recruit and motivate “top talent”: people who are capable of creating superior value for clients. Once they are with us, training and professional development continue with a top-notch training program called Edelman University. We are committed to ensuring the highest levels of quality in everything we do.



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And the Winner Is...Edelman

- *PRWeek* named Edelman “Agency of the Year” in 2009.
- *PRWeek* named Edelman “Large Agency of the Year” in 2009, 2008, and 2006.
- Overall, on behalf of our clients, Edelman received six Sabre Awards from *The Holmes Report* and six Anvil Awards from the Public Relations Society of America in 2008.
- The firm was listed on *Advertising Age’s* “2007 Agency A-List,” the first and only PR firm to receive this recognition.
- *PRWeek* gave the firm its “Editor’s Choice” distinction in 2006.
- Edelman received the “Best of Best” Silver Anvil from the Public Relations Society of America in 2006.
- Our federal government work has earned us more than 20 industry awards to date, including a Gold Mercury award for outstanding achievement in the government public service announcement category.
- *The Holmes Report* selected Edelman as the “International Agency of the Year” in 2005.
- Magazines such as *Fortune*, *BusinessWeek*, *Time*, and others have cited Edelman’s techniques and successes, and *The New York Times* has called Edelman one of the “most influential” public relations firms.



Edelman Key People

Matthew Harrington / President & CEO, United States

Matthew Harrington has more than 20 years of experience in public and financial relations, counseling both U.S. and international organizations. He currently is U.S. president and CEO, with responsibilities for the firm's 12 U.S. offices comprised of approximately 1,700 professionals. In 2005, Matthew led Edelman's initiative to introduce a Code of Conduct across the network. Previously, Matthew has served as president of Edelman's Eastern and Western Regions and also served as general manager of the San Francisco office. Matthew is a specialist in corporate positioning and reputation management. Expertise includes crisis communications, merger and acquisition activity, initial public offerings, and the establishment of investor relations programs for companies in a variety of industries. Matthew provides corporate and/or issues management counsel to a range of clients, which have included Charles Schwab & Company, Getty Images, Samsung, Starbucks, and UPS. Matthew holds a bachelor's degree in English literature from Denison University.

Robert Rehg / President, Washington, D.C.

Rob Rehg, president of the Washington, D.C., office, has worked in public relations, journalism, politics, and public affairs for more than 25 years. With Edelman, Rob has worked in reputation management, corporate communications, crisis and issues management, and mergers and acquisitions, as well as developed coalitions in a wide range of industries. Rob managed the roll-out of the 9-11 Commission and Iraq Study Group reports, crisis communications for the American Red Cross, and integrated educational advocacy programs for the nation's oil, freight rail, and auto industries. His government and nonprofit clients have included the Panama Canal Authority and The Church of Jesus Christ of Latter-Day Saints. Other high-profile clients have included AT&T, Boeing, Business Roundtable, GE, Nissan, USAir, UNOCAL, British Petroleum, S.C. Johnson, and Wal-Mart. Rob has served as director of communications for the Archdiocese of Baltimore, was chief of staff for Michigan Rep. Bill Schuette and director of communications and policy for Michigan Rep. Dave Camp. As a journalist, Rob worked as a congressional correspondent for Hearst Newspapers' Washington Bureau, writing for newspapers in San Francisco, Los Angeles, Seattle, New York, Texas, Michigan, Illinois, and Florida. Prior to joining the Washington Bureau, Rob was an editor, political columnist and reporter for Hearst Newspapers in Michigan and Illinois, and a radio reporter for stations in St. Louis, Mo. He has a bachelor's degree in journalism and mass communications from Southern Illinois University. He is an adjunct professor for the University of Virginia's professional education program, teaching courses in reputation management, media relations, and public relations.



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Laura Gordon / General Manager, Government Contracting Practice

Laura Gordon is the national leader of Edelman’s government contracting practice and has overseen work for a number of contracts within the U.S. Department of Health and Human Services. She also serves as a co-leader of Edelman’s Health Policy and Public Affairs practice based in Washington. She amassed a decade of experience in journalism before joining Edelman, as well as extensive knowledge of the workings of Capitol Hill. Her work on the policy front includes raising awareness of under-recognized medical conditions and enhancing clients’ images inside the Beltway. Laura has coordinated extensive grassroots outreach and worked with a variety of nonprofit groups. For the Lupus Foundation of America, she helped raise awareness of the disease among the public, media, and policymakers, and she supported the American Pharmacists Association in its work to showcase the critical role of the pharmacist in the delivery of quality health care. Before joining Edelman, Laura served as managing editor of the Medical Tribune News Service, a daily health-news wire service for consumers that was part of the New York Times Syndicate. At sister publication The Medical Tribune, she specialized in medical meeting coverage as well as health policy coverage and analysis. Before joining Medical Tribune, Laura was the medical writer at the *Democrat and Chronicle* in Rochester, N.Y. She graduated *magna cum laude* with a B.A. in journalism from Kent State University in Ohio.

Andrew Golub / Senior Vice President

Andrew Golub serves as Edelman’s contract administrator for its GSA (AIMS) schedule GS-23F-0273N. He has nearly two decades of financial management experience that has spanned both the corporate and professional service arenas. At Edelman, he manages the finances of the Washington office – our third-largest global office – and the finances of the Daniel J. Edelman company’s market research division StrategyOne. Reporting to Edelman’s CFO and the president of the Washington office, Drew has served in company acquisition efforts and many corporate financial initiatives. He manages a staff of accounting and finance professionals. Prior to joining Edelman, Drew served as vice president and CFO of Powell-Tate Public Affairs. While there, he reported to Chairman Jody Powell; in addition to his financial oversight responsibilities, he helped transition the company through its merger with Weber-Shandwick. Drew has a bachelor’s degree in business administration with a concentration in finance from The American University and an MBA in finance and investments from The George Washington University. He is a frequent guest lecturer at local MBA schools on professional service and communications finance.



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How We Help the Government Arena

- Advertising and public service announcements
- Branding and positioning
- Event management and materials
- Graphic design and production
- Grassroots campaigns
- Issues and crisis communications
- Marketing/social marketing
- Media relations and monitoring
- Partnership development and engagement
- Primary and secondary research
- Public/professional education programs
- Social media and online advocacy
- Strategic counsel and campaign planning
- Web site production, measurement, auditing, and maintenance

Edelman has established a strong, sound presence within the government arena. Edelman's performance of services continues to far exceed the expectations of our government customers. As one of the nation's leading PR firms, Edelman is fully prepared to deliver all required aspects of Statements of Work issued under the GSA Schedule Contract, while going the extra mile to ensure top-quality work.



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CONTRACT NUMBER GS-23F-0273N
CONTRACT PERIOD: JULY 1, 2003, THROUGH JUNE 30, 2013

LABOR PRICE LIST FOR:
SIN 541-2 PUBLIC RELATIONS SERVICES
SIN 541-5 INTEGRATED MARKETING SERVICES

LABOR/TASK CATEGORY	GOVERNMENT HOURLY RATE
DIRECTOR	\$448.88
GENERAL MANAGER	\$359.10
EXECUTIVE VICE PRESIDENT	\$314.21
SENIOR VICE PRESIDENT	\$269.33
VICE PRESIDENT	\$233.42
SENIOR ACCOUNT SUPERVISOR	\$197.51
ACCOUNT SUPERVISOR	\$166.08
SENIOR ACCOUNT EXECUTIVE	\$157.11
ACCOUNT EXECUTIVE	\$143.64
ASSISTANT ACCOUNT EXECUTIVE	\$134.66
INTERN	\$67.33
ADMINISTRATIVE ASSISTANT	\$49.38
EXECUTIVE ASSISTANT	\$49.38

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OTHER DIRECT COSTS (ODC) – SIN 541-1000

ODC	MAXIMUM PRICE
BLAST FAX	\$17,475.63
CATERING	\$2,168.09
CELL PHONE	\$934.87
COLOR COPYING	\$8,579.50
CONNECTIVITY FEE	\$141.06
EXTRANET (MONTH)	\$500.00
DOW JONES SEARCH	\$3,481.18
FACILITY RENTAL	\$159,238.12
FAX, PRINTING, COPY	\$186.40
FEDEX	\$76.00
FLORAL ARRANGEMENTS	\$148.10
FULFILLMENT (UNIT)	\$4.28
LEGAL FEES	\$8,619.50
LEXIS NEXIS	\$420.16
LONG DISTANCE TELEPHONE	\$8,694.20
MAILERS	\$44,706.09
MEALS (PER PERSON PER MEAL)	\$43.44
MEDIA BUY — PERIODICALS	\$48,715.23
MEDIA BUY — TV, PRINT, RADIO & OTHER	\$675,046.10
MEMBERSHIP DUES	\$403.03
MESSENGER	\$368.78
NEWSCAST SEARCH ENGINE	\$2,613.65
PHOTOGRAPHY	\$2,458.48

ODC	MAXIMUM PRICE
POSTAGE	\$2,221.70
PRESS CLIPPINGS	\$19,387.75
PRESS RELEASE	\$15,829.00
PRINTING	\$16,957.48
PRODUCTION	\$302,856.82
RESEARCH	\$165,000.00
RENTAL EQUIPMENT	\$1,612.12
SATELLITE MEDIA TOUR	\$15,122.50
SEMINARS	\$20.15
SPEAKERS	\$20,483.49
SPOKESPERSON	\$503.79
SPONSORSHIP	\$50,378.74
SUBSCRIPTION	\$497.74
SUPPLIES	\$22,832.66
TELECONFERENCE	\$5,072.11
TELEPHONE	\$575.72
TOLLS	\$17.23
UPS	\$5,461.05
VIDEO DUBBING	\$5,229.31
VIDEO EDITING — NY	\$241.81
VIDEO — GENERAL	\$827.22
VIDEO — MONITORING	\$47,335.01
VIDEO — PRODUCTION	\$2,049.40

ODC MEDIA PLACEMENT	MAXIMUM PRICE
POSTERS (Each)	\$225,364.52
PRINT AD	\$72,858.06
TELEVISION AD (10 Seconds)	\$873,211.75
TELEVISION AD (30 Seconds)	\$424,880.53

ODC CREATIVE	MAXIMUM PRICE
CINEMA AD	\$492,211.26
PHOTOGRAPHY + RETOUCHING	\$185,942.78
POSTERS (EACH)	\$295,315.52
PRINT AD (PAGE)	\$580,588.78
RADIO (SPOT)	\$208,751.38
TELEVISION AD	\$4,422,340.64