



Federal Supply Services  
***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!<sup>®</sup>, a menu-driven database system. The INTERNET address for GSA Advantage!<sup>®</sup> is: <http://www.gsaadvantage.gov>.

## **Advertising and Integrated Marketing Solutions (AIMS)**

Federal Supply Schedule 541  
FSC Group 541

**Contract Number: GS-23F-0184N**  
**Contract Period: 01 March 2008 through 28 February 2013**  
**With Two 5 Year Option Periods**

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules home page at: <http://www.gsa.gov/schedules>.

**For more information, please contact:**

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**Booz Allen Hamilton Inc.**  
**8283 Greensboro Drive**  
**McLean, VA 22102**

<a href="mailto:RFP_services@bah.com">RFP_services@bah.com</a>	Email
<a href="http://aims.bah.com">http://aims.bah.com</a>	Web Address
888/224-7041	Phone
703/902-3200	Fax

**Business Size:** Large

**Pricelist current through Modification #A-065, dated 03/02/10.**

Booz | Allen | Hamilton

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## Customer Information

**1a. Awarded Special Item Numbers:**

- 541-1 Advertising Services**
- 541-2 Public Relations Services**
- 541-4A Market Research and Analysis Services**
- 541-4B Video/Film Production Services**
- 541-4C Exhibit Design and Implementation Services**
- 541-5 Integrated Marketing Services**
- 541-1000 Other Direct Costs**

**1b.** Please see **Appendix A, B, and C** for **Price List**.

**1c.** Please see **Appendix D** for a list of **Labor Category Descriptions**.

**2. Maximum Order Threshold (MOT):** \$1,000,000.00 per SIN.

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (Delivery Area):** Worldwide

**5. Point of Production:** The primary point of production is the Booz Allen corporate headquarters, located in McLean, Virginia.

**6. Discount from List Prices:** All prices listed are Net prices; basic discounts have been deducted.

**7. Quantity discounts:** Quantity discounts may be offered on a task order basis.

**8. Prompt Payment Terms:** 0 percent, net 30 days.

**9a. Acceptance of Government Credit Cards at or below the micro-purchase threshold:**

Government credit cards will be accepted for orders at or below the micro-purchase threshold.

**9b. Acceptance of Government Credit Cards above the micro-purchase threshold:**

Government credit cards will be accepted for orders above the micro-purchase threshold.

**10. Foreign Items:** Not applicable.

**11a. Time of Delivery:** To be negotiated with ordering agency for each individual task order.

**11b. Expedited Delivery:** Will be specified in the task order proposal, as applicable.

**11c. Overnight and 2-Day Delivery:** The schedule customer may contact Booz Allen for rates for overnight and 2-day delivery.

**11d. Urgent Requirements:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

**12. F.O.B. point(s):** Destination

**13a. Ordering Address:**

Booz Allen Hamilton Inc.  
Attention: Contracts\*  
8283 Greensboro Drive  
McLean, VA 22102  
888/224-7041 phone  
703/902-3200 facsimile  
[RFP\\_services@bah.com](mailto:RFP_services@bah.com)

\*Please mail to the attention of the Contract Administrator identified in the task order proposal.

**13b. Ordering Procedures:** The ordering procedures for supplies and services, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage ([www.gsa.gov/schedules](http://www.gsa.gov/schedules)).

**14. Payment Addresses are as Follows:**

**Payment via Wire Transfer**

Financial Institution: Wachovia Bank  
9-Digit ABA routing number: see invoice  
Telegraphic abbreviation: PNB  
Account number: see invoice

**Payment via Check/U.S. Mail**

Booz Allen Hamilton Inc.  
Wachovia Bank  
P.O. Box 8500 (S-2725)  
Philadelphia, PA 19178-2725

**ACH Payments**

Booz Allen Hamilton Inc.  
Wachovia Bank  
ABA routing number: see invoice  
Account number: see invoice

**International Funds**

Booz Allen Hamilton Inc.  
CHIPS participant number: 0509  
SWIFT TID: PNBUS33

**15. Warranty Provision:** Not applicable.

**16. Export Packing Charges:** Not applicable.

17. **Terms and Conditions of Government Purchase Card Acceptance:** Government credit cards will be accepted for orders above and below the micro-purchase threshold. Bank account information will be shown on the invoice.
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. **Environmental Attributes:** Not applicable.
- 24b. **Section 508:** If applicable, Section 508 compliance information on Electronic and Information Technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at [www.Section508.gov](http://www.Section508.gov).
25. **Data Universal Numbering System (DUNS) Number:** 00-692-8857
26. **Central Contractor Registration (CCR) Database:** Booz Allen is registered with the CCR Database.

## The Booz Allen Advantage

**Quality**—We take pride in our reputation for quality of service and value and have received numerous awards and commendations for our work.

**Experience**—Founded in 1914, Booz Allen is one of the largest and most versatile management consulting firms in the world. We provide a full range of management, technical, and professional services to clients in the United States and around the globe. Our firm has more than 15,000 full-time employees supporting Fortune 500 companies and all the major federal agencies. We currently have more than 100 offices worldwide.

**Expertise**—Booz Allen’s professionals are skilled in the fields of marketing, media, and public information. We provide strategic and cost-effective implementation support based on our clients’ specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, and corporate communications.

**Best Value**—Booz Allen provides “Best Value” to our clients through a comprehensive strategic communications capability, delivered by a highly productive staff that is managed by experienced and proven professionals.

**Well-Defined Management Practices**—Booz Allen has spent years refining our management practices with the goal of developing a quality product that meets or exceeds client expectations, delivered on time and within budget. Our efforts have not gone without reward: a majority of our business is follow-on tasks for existing clients, proving that Booz Allen delivers what we promise and achieves superior customer satisfaction. Our management approach is to provide a single point of responsibility, the task manager, with the charter of delivering the final product. That is not to say that the manager works alone but rather that the manager has the full complement of Booz Allen resources available to assemble the right team to deliver the right results. Attention is paid to quality at Booz Allen, with defined standards and processes used throughout the firm.

## **Booz Allen Advertising and Integrated Marketing Solutions Service Offerings**

Booz Allen's professionals are skilled in the fields of marketing, media, and public information. We provide strategic and cost-effective implementation support based on our clients' specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, and corporate communications.

### **Advertising Services (SIN 541-1)**

- Identify Organizations' Goals
- Tailor Strategies and Objectives to Align with Goals
- Incorporate Metrics and Mechanisms

### **Public Relations Services (SIN 541-2)**

- Developing Messages
- Recommending Media Placement
- Preparing and Distributing Collateral Materials
- Facilitating Interviews, Press Conferences and Editorial Boards
- Providing Media Training

### **Market Research and Analysis Services (SIN 541-4A)**

- Researching Respective Markets
- Analyzing Current Trends
- Gathering Audience Data
- Developing Strategic Communication Plans and Programs

### **Video/Film Production Services (SIN 541-4B)**

- Employing Videotape and Film Production Services

### **Exhibit Design and Implementation Services (SIN 541-4C)**

- Creating Exhibits
- Shipping, Assembling and Dismantling the Display
- Maintenance, Repair and Storage of the Display

### **Integrated Marketing Services (SIN 541-5)**

- Creating Solutions Utilizing Strategically Targeted Marketing Plans

### **Other Direct Costs (SIN 541-1000)**

## **Terms and Conditions:**

GSA multiple award schedule contracts are awarded in accordance with the provisions of the Federal Acquisition Regulation Part 12 Acquisition of Commercial Items. To the maximum extent practicable, GSA multiple award schedule contracts include only those clauses and terms and conditions, either required to implement provisions of law or executive orders applicable to the acquisition of commercial items, or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (i.e., security, hazardous material handling, key personnel, etc.), provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) prohibited by law. The terms and conditions of Booz Allen Hamilton's AIMS contract are current through Refresh 7 to Solicitation Number 7FCB-H2-07-0541-B. An electronic version of the AIMS solicitation may be found at FedBizOpps by following this link:

<https://www.fbo.gov/index?s=opportunity&mode=form&tab=core&id=1430c3d051ece11c331ae074fdae0c2>

## Appendix A: Contractor Site Labor Rates

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
1.	Executive Manager*	\$416.00	\$432.64	\$449.95	\$467.95	\$486.67
2.	Senior Program Manager*	\$289.43	\$301.01	\$313.05	\$325.57	\$338.59
3.	Program Manager*	\$244.83	\$254.62	\$264.80	\$275.39	\$286.41
4.	Deputy Program Manager	\$206.44	\$214.70	\$223.29	\$232.22	\$241.51
5.	Project Manager V	\$231.34	\$240.59	\$250.21	\$260.22	\$270.63
6.	Project Manager IV	\$203.33	\$211.46	\$219.92	\$228.72	\$237.87
7.	Project Manager III	\$164.94	\$171.54	\$178.40	\$185.54	\$192.96
8.	Project Manager II	\$140.05	\$145.65	\$151.48	\$157.54	\$163.84
9.	Project Manager I	\$117.23	\$121.92	\$126.80	\$131.87	\$137.14
10.	Communications Specialist V	\$170.13	\$176.94	\$184.02	\$191.38	\$199.04
11.	Communications Specialist IV	\$147.32	\$153.21	\$159.34	\$165.71	\$172.34
12.	Communications Specialist III	\$122.42	\$127.32	\$132.41	\$137.71	\$143.22
13.	Communications Specialist II	\$80.92	\$84.16	\$87.53	\$91.03	\$94.67
14.	Communications Specialist I	\$50.84	\$52.87	\$54.98	\$57.18	\$59.47
15.	Evaluation Specialist V	\$188.81	\$196.36	\$204.21	\$212.38	\$220.88
16.	Evaluation Specialist IV	\$164.94	\$171.54	\$178.40	\$185.54	\$192.96
17.	Evaluation Specialist III	\$117.23	\$121.92	\$126.80	\$131.87	\$137.14
18.	Evaluation Specialist II	\$90.25	\$93.86	\$97.61	\$101.51	\$105.57
19.	Evaluation Specialist I	\$65.35	\$67.96	\$70.68	\$73.51	\$76.45
20.	Editorial V	\$112.04	\$116.52	\$121.18	\$126.03	\$131.07
21.	Editorial IV	\$96.48	\$100.34	\$104.35	\$108.52	\$112.86
22.	Editorial III	\$86.10	\$89.54	\$93.12	\$96.84	\$100.71
23.	Editorial II	\$72.62	\$75.52	\$78.54	\$81.68	\$84.95
24.	Editorial I	\$54.98	\$57.18	\$59.47	\$61.85	\$64.32
25.	Media/Marketing Tech Spec V	\$262.46	\$272.96	\$283.88	\$295.24	\$307.05
26.	Media/Marketing Tech Spec IV	\$235.49	\$244.91	\$254.71	\$264.90	\$275.50
27.	Media/Marketing Tech Spec III	\$183.62	\$190.96	\$198.60	\$206.54	\$214.80

## Appendix A: Contractor Site Labor Rates (Continued)

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
28.	Media/Marketing Tech Spec II	\$132.79	\$138.10	\$143.62	\$149.36	\$155.33
29.	Media/Marketing Tech Spec I	\$97.52	\$101.42	\$105.48	\$109.70	\$114.09
30.	Media Specialist V	\$180.51	\$187.73	\$195.24	\$203.05	\$211.17
31.	Media Specialist IV	\$153.54	\$159.68	\$166.07	\$172.71	\$179.62
32.	Media Specialist III	\$130.72	\$135.95	\$141.39	\$147.05	\$152.93
33.	Media Specialist II	\$109.97	\$114.37	\$118.94	\$123.70	\$128.65
34.	Media Specialist I	\$78.84	\$81.99	\$85.27	\$88.68	\$92.23
35.	Internet Media Specialist V	\$215.78	\$224.41	\$233.39	\$242.73	\$252.44
36.	Internet Media Specialist IV	\$195.03	\$202.83	\$210.94	\$219.38	\$228.16
37.	Internet Media Specialist III	\$149.39	\$155.37	\$161.58	\$168.04	\$174.76
38.	Internet Media Specialist II	\$117.23	\$121.92	\$126.80	\$131.87	\$137.14
39.	Internet Media Specialist I	\$79.88	\$83.08	\$86.40	\$89.86	\$93.45
40.	Policy/Legislative Specialist V	\$160.79	\$167.22	\$173.91	\$180.87	\$188.10
41.	Policy/Legislative Specialist IV	\$130.72	\$135.95	\$141.39	\$147.05	\$152.93
42.	Policy/Legislative Specialist III	\$118.27	\$123.00	\$127.92	\$133.04	\$138.36
43.	Policy/Legislative Specialist II	\$98.55	\$102.49	\$106.59	\$110.85	\$115.28
44.	Policy/Legislative Specialist I	\$67.43	\$70.13	\$72.94	\$75.86	\$78.89
45.	Researcher V	\$157.68	\$163.99	\$170.55	\$177.37	\$184.46
46.	Researcher IV	\$141.09	\$146.73	\$152.60	\$158.70	\$165.05
47.	Researcher III	\$107.89	\$112.21	\$116.70	\$121.37	\$126.22
48.	Researcher II	\$69.50	\$72.28	\$75.17	\$78.18	\$81.31
49.	Researcher I	\$50.84	\$52.87	\$54.98	\$57.18	\$59.47
50.	Subject Matter Expert V*	\$370.35	\$385.16	\$400.57	\$416.59	\$433.25
51.	Subject Matter Expert IV*	\$339.23	\$352.80	\$366.91	\$381.59	\$396.85
52.	Subject Matter Expert III*	\$312.26	\$324.75	\$337.74	\$351.25	\$365.30
53.	Subject Matter Expert II*	\$265.57	\$276.19	\$287.24	\$298.73	\$310.68
54.	Subject Matter Expert I	\$233.42	\$242.76	\$252.47	\$262.57	\$273.07

## Appendix A: Contractor Site Labor Rates (Continued)

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
55.	Vis Communication/Graphics Spec V	\$145.24	\$151.05	\$157.09	\$163.37	\$169.90
56.	Vis Communication//Graphics Spec IV	\$134.87	\$140.26	\$145.87	\$151.70	\$157.77
57.	Vis Communication//Graphics Spec III	\$104.78	\$108.97	\$113.33	\$117.86	\$122.57
58.	Vis Communication//Graphics Spec II	\$88.18	\$91.71	\$95.38	\$99.20	\$103.17
59.	Vis Communication//Graphics Spec I	\$57.05	\$59.33	\$61.70	\$64.17	\$66.74
60.	Administrative III	\$86.10	\$89.54	\$93.12	\$96.84	\$100.71
61.	Administrative II	\$66.39	\$69.05	\$71.81	\$74.68	\$77.67
62.	Administrative I	\$68.47	\$71.21	\$74.06	\$77.02	\$80.10
63.	Financial Analyst III	\$137.98	\$143.50	\$149.24	\$155.21	\$161.42
64.	Financial Analyst II	\$101.67	\$105.74	\$109.97	\$114.37	\$118.94
65.	Financial Analyst I	\$71.58	\$74.44	\$77.42	\$80.52	\$83.74
66.	Functional Expert Consultant V	\$447.12	\$465.00	\$483.60	\$502.94	\$523.06
67.	Functional Expert Consultant IV	\$391.10	\$406.74	\$423.01	\$439.93	\$457.53
68.	Functional Expert Consultant III	\$300.85	\$312.88	\$325.40	\$338.42	\$351.96
69.	Functional Expert Consultant II	\$229.27	\$238.44	\$247.98	\$257.90	\$268.22
70.	Functional Expert Consultant I	\$143.17	\$148.90	\$154.86	\$161.05	\$167.49

## Appendix B: Government Site Labor Rates

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
1.	Executive Manager	\$416.00	\$432.64	\$449.95	\$467.95	\$486.67
2.	Senior Program Manager	\$289.43	\$301.01	\$313.05	\$325.57	\$338.59
3.	Program Manager	\$244.83	\$254.62	\$264.80	\$275.39	\$286.41
4.	Deputy Program Manager	\$161.83	\$168.30	\$175.03	\$182.03	\$189.31
5.	Project Manager V	\$189.84	\$197.43	\$205.33	\$213.54	\$222.08
6.	Project Manager IV	\$160.79	\$167.22	\$173.91	\$180.87	\$188.10
7.	Project Manager III	\$136.94	\$142.42	\$148.12	\$154.04	\$160.20
8.	Project Manager II	\$118.27	\$123.00	\$127.92	\$133.04	\$138.36
9.	Project Manager I	\$98.55	\$102.49	\$106.59	\$110.85	\$115.28
10.	Communications Specialist V	\$140.05	\$145.65	\$151.48	\$157.54	\$163.84
11.	Communications Specialist IV	\$124.49	\$129.47	\$134.65	\$140.04	\$145.64
12.	Communications Specialist III	\$101.67	\$105.74	\$109.97	\$114.37	\$118.94
13.	Communications Specialist II	\$66.39	\$69.05	\$71.81	\$74.68	\$77.67
14.	Communications Specialist I	\$45.65	\$47.48	\$49.38	\$51.36	\$53.41
15.	Evaluation Specialist V	\$152.50	\$158.60	\$164.94	\$171.54	\$178.40
16.	16. Evaluation Specialist IV	\$135.90	\$141.34	\$146.99	\$152.87	\$158.98
17.	17. Evaluation Specialist III	\$96.48	\$100.34	\$104.35	\$108.52	\$112.86
18.	Evaluation Specialist II	\$72.62	\$75.52	\$78.54	\$81.68	\$84.95
19.	Evaluations Specialist I	\$56.02	\$58.26	\$60.59	\$63.01	\$65.53
20.	Editorial V	\$92.33	\$96.02	\$99.86	\$103.85	\$108.00
21.	Editorial IV	\$77.80	\$80.91	\$84.15	\$87.52	\$91.02

## Appendix B: Government Site Labor Rates (Continued)

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
22.	Editorial III	\$69.50	\$72.28	\$75.17	\$78.18	\$81.31
23.	Editorial II	\$61.20	\$63.65	\$66.20	\$68.85	\$71.60
24.	Editorial I	\$48.76	\$50.71	\$52.74	\$54.85	\$57.04
25.	Media/Marketing Tech Specialist V	\$219.93	\$228.73	\$237.88	\$247.40	\$257.30
26.	Media/Marketing Tech Specialist IV	\$195.03	\$202.83	\$210.94	\$219.38	\$228.16
27.	Media/Marketing Tech Specialist III	\$150.43	\$156.45	\$162.71	\$169.22	\$175.99
28.	Media/Marketing Tech Specialist II	\$113.08	\$117.60	\$122.30	\$127.19	\$132.28
29.	Media/Marketing Tech Specialist I	\$79.88	\$83.08	\$86.40	\$89.86	\$93.45
30.	Media Specialist V	\$147.32	\$153.21	\$159.34	\$165.71	\$172.34
31.	Media Specialist IV	\$126.57	\$131.63	\$136.90	\$142.38	\$148.08
32.	Media Specialist III	\$113.08	\$117.60	\$122.30	\$127.19	\$132.28
33.	Media Specialist II	\$90.25	\$93.86	\$97.61	\$101.51	\$105.57
34.	Media Specialist I	\$65.35	\$67.96	\$70.68	\$73.51	\$76.45
35.	Internet Media Specialist V	\$175.32	\$182.33	\$189.62	\$197.20	\$205.09
36.	Internet Media Specialist IV	\$159.76	\$166.15	\$172.80	\$179.71	\$186.90
37.	Internet Media Specialist III	\$124.49	\$129.47	\$134.65	\$140.04	\$145.64
38.	Internet Media Specialist II	\$96.48	\$100.34	\$104.35	\$108.52	\$112.86
39.	Internet Media Specialist I	\$66.39	\$69.05	\$71.81	\$74.68	\$77.67
40.	Policy/Legislative Specialist V	\$132.79	\$138.10	\$143.62	\$149.36	\$155.33
41.	Policy/Legislative Specialist IV	\$113.08	\$117.60	\$122.30	\$127.19	\$132.28
42.	Policy/Legislative Specialist III	\$98.55	\$102.49	\$106.59	\$110.85	\$115.28

## Appendix B: Government Site Labor Rates (Continued)

### Rates for Years 6-10

Item No.	AIMS Labor Categories	<u>Year Six</u> 03/01/08 02/28/09	<u>Year Seven</u> 03/01/09 02/28/10	<u>Year Eight</u> 03/01/10 02/28/11	<u>Year Nine</u> 03/01/11 02/29/12	<u>Year Ten</u> 03/01/12 02/28/13
43.	Policy/Legislative Specialist II	\$78.84	\$81.99	\$85.27	\$88.68	\$92.23
44.	Policy/Legislative Specialist I	\$57.05	\$59.33	\$61.70	\$64.17	\$66.74
45.	Researcher V	\$131.75	\$137.02	\$142.50	\$148.20	\$154.13
46.	Researcher IV	\$119.30	\$124.07	\$129.03	\$134.19	\$139.56
47.	Researcher III	\$88.18	\$91.71	\$95.38	\$99.20	\$103.17
48.	Researcher II	\$58.09	\$60.41	\$62.83	\$65.34	\$67.95
49.	Researcher I	\$45.65	\$47.48	\$49.38	\$51.36	\$53.41
50.	Subject Matter Expert V*	\$370.35	\$385.16	\$400.57	\$416.59	\$433.25
51.	Subject Matter Expert IV*	\$339.23	\$352.80	\$366.91	\$381.59	\$396.85
52.	Subject Matter Expert III*	\$312.26	\$324.75	\$337.74	\$351.25	\$365.30
53.	Subject Matter Expert II*	\$265.57	\$276.19	\$287.24	\$298.73	\$310.68
54.	Subject Matter Expert I	\$190.88	\$198.52	\$206.46	\$214.72	\$223.31
55.	Vis Communication/Graphics Specialist V	\$121.38	\$126.24	\$131.29	\$136.54	\$142.00
56.	Vis Communication/Graphics Specialist IV	\$113.08	\$117.60	\$122.30	\$127.19	\$132.28
57.	Vis Communication/Graphics Specialist III	\$85.07	\$88.47	\$92.01	\$95.69	\$99.52
58.	Vis Communication/Graphics Specialist II	\$70.54	\$73.36	\$76.29	\$79.34	\$82.51
59.	Vis Communication/Graphics Specialist I	\$49.80	\$51.79	\$53.86	\$56.01	\$58.25
60.	Administrative III	\$69.50	\$72.28	\$75.17	\$78.18	\$81.31
61.	Administrative II	\$57.05	\$59.33	\$61.70	\$64.17	\$66.74
62.	Administrative I	\$47.73	\$49.64	\$51.63	\$53.70	\$55.85
63.	Financial Analyst III	\$116.19	\$120.84	\$125.67	\$130.70	\$135.93

## Appendix B: Government Site Labor Rates (Continued)

### Rates for Years 6-10

<b>Item No.</b>	<b>AIMS Labor Categories</b>	<b><u>Year Six</u> 03/01/08 02/28/09</b>	<b><u>Year Seven</u> 03/01/09 02/28/10</b>	<b><u>Year Eight</u> 03/01/10 02/28/11</b>	<b><u>Year Nine</u> 03/01/11 02/29/12</b>	<b><u>Year Ten</u> 03/01/12 02/28/13</b>
64.	Financial Analyst II	\$82.99	\$86.31	\$89.76	\$93.35	\$97.08
65.	Financial Analyst I	\$59.13	\$61.50	\$63.96	\$66.52	\$69.18
66.	Functional Expert Cons V	\$440.90	\$458.54	\$476.88	\$495.96	\$515.80
67.	Functional Expert Cons IV	\$375.54	\$390.56	\$406.18	\$422.43	\$439.33
68.	Functional Expert Cons III	\$271.80	\$282.67	\$293.98	\$305.74	\$317.97
69.	Functional Expert Cons II	\$193.99	\$201.75	\$209.82	\$218.21	\$226.94
70.	Functional Expert Cons I	\$120.34	\$125.15	\$130.16	\$135.37	\$140.78

## Appendix C:

### SIN 541 – 1000 Other Direct Costs

<b>Item No.</b>	<b>Other Direct Costs</b>	<b>Unit</b>	<b>Price</b>
1.	Newspaper Advertising	Any	\$304,582.30
2.	Magazine Advertising	Any	\$356,732.47
3.	Brochures (pamphlets, booklets, catalogs, postcards,	Brochure	\$6,601.33
5.	Newsletter	Each	\$3,773.16
6.	Billboard Advertising	Each	\$2,828,005.98
7.	Mall Poster Advertising	Poster	\$143,793.73
8.	Subway Station Posters	Poster	\$325,331.18
9.	Subway Station Clocks	Display	\$200,658.82
10.	Bus Shelters	Panel	\$660,672.56
12.	Airport Billboards	Each	\$291,380.44
13.	Bus Advertising	Panel	\$345,129.75
14.	Taxi Top Advertising	Taxi	\$194,178.14
15.	Commuter Rail Car Cards	Cards	\$131,611.26
16.	Poster	Poster	\$1,359.11
17.	Exhibits	Exhibit	\$182,289.70
18.	Signage - Banners	Banner	\$1,701.74
19.	Signage - Window	Letter	\$12.83
20.	Awnings	Awning	\$1,982.70
21.	Table Skirts	Skirt	\$676.82
22.	Items/Giveaways	Item	\$859.06
23.	Photography	Shoot	\$12,582.61

**Appendix C: (Continued)**

**SIN 541 – 1000 Other Direct Costs**

<b>Item No.</b>	<b>Other Direct Costs</b>	<b>Unit</b>	<b>Price</b>
24.	Internet Advertising	Banner	\$429,983.18
25.	Radio (production only)	30 Seconds	\$4,336.50
26.	Television/Video (production only)	All	\$56,610.58
27.	Tracking Software/Hardware	Copy	\$385.62
28.	Lexis Nexis	Month	\$4,569.43
29.	Content Analysis	3 Months	\$22,750.43
30.	Online Survey	Survey	\$786.90
31.	Custom Telephone Survey Questions	Question	\$1,706.28
32.	Roper Green Gauge Report	Semi-annual Report	\$19,906.63
33.	iTracks Online Focus Group	National Group	\$2,843.80
34.	Direct Mail (postage and handling)	Piece	\$9,359.38
35.	Staging	Stage	\$985.70
36.	Transcripts (TV & Radio coverage)		
	a. Videotape	Per 1 Recorded Hour	\$226.45
	b. Written transcript	Page	\$28.44
37.	Podium Rental	Podium	\$152.85
38.	Multi Box Rental (audio feed)	Each (Daily)	\$213.99
39.	Audio Rental	Daily	
	a. Microphones	Each	\$107.56
	b. Mixer console	Each	\$107.56
	c. Amplifier	Each	\$84.92
	d. Speakers	Each	\$367.98

## Appendix C: (Continued)

### SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
41.	Postage (Standard Rates)	Each (1st ounce)	\$0.42
42.	FedEx	Each	\$193.38
43.	Graphic Supplies and Services		
	a. Disk Mailers	1 case (500)	\$452.94
	b. Photo Mailers	1 each	\$2.52
	c. Disks (Zip 100MB)	10 pack	\$108.71
	c. Disks (Floppy Disks)	box 100	\$80.33
	d. CD-R Duplication (CDR Business Cards)	each	\$3.25
	d. CD-R Duplication (50 Disks, each)	each	\$3.13
	d. CDR Set up Fee	per set up	\$30.20
	e. DVD-R Duplication 50 Discs (each)	each	\$8.56
	e. DVD Packaging Pricing (50 each)	50 each	\$6.75
	f. Video Tapes (VHS)	1 each	\$15.03
	f. Video Tapes (SVHS) (20 tapes)	20 tapes	\$151.00
	f. Video Tape DVC Pro-24M (12 Pk)	12-Pk	\$217.43
	f. Video Tape DVC Pro-33M (10 Pk)	10-Pk	\$276.63
	f. Video Tape DVC Pro-66L (10 Pk)	10-Pk	\$353.81
	f. Video Tape DVC Pro-126L (10 Pk)	10-Pk	\$765.25
	g. CDs (CD-RW-10 Pk)	10-Pk	\$28.06
	g. DVDs (15-pack)	15-Pk	\$41.06
	g. CD/DVD duplication (stand alone duplicator per unit)	Per Unit	\$3,013.94
	g. CD Jewel Cases (10-pk)	10-Pk	\$15.35

**Appendix C: (Continued)**

**SIN 541 – 1000 Other Direct Costs**

<b>Item No.</b>	<b>Other Direct Costs</b>	<b>Unit</b>	<b>Price</b>
	<b>g. CD clam Shells (400- pk)</b>	400-Pk	\$99.06
	<b>g. CD Paper tray inserts (100 Sheet Pack)</b>	100 Sheet pack	\$25.37
	<b>Color Plots</b>		
	<b>h. Coated Paper</b>	26lbs	\$39.85
	<b>h. Photo Base Paper</b>	Pack of 100 Sheets	\$32.07
	<b>h. Opaque Adhesive Vinyl - EPSS041438</b>	Roll	\$270.59
	<b>h. Clear Film</b>	40ft. 131lbs per roll	\$107.63
	<b>h. Scrim Vinyl</b>	20lbs	\$345.72
	<b>h. Poster Boards</b>	Box of 50	\$67.65
	<b>h. Banner Paper with Tyvek</b>	Each	\$380.51
<b>44.</b>	<b>Equipment Rentals</b>		
	<b>a. Laptop Rental</b>	monthly, 1 each	\$991.83
	<b>b. Fax Rental</b>	weekly	\$181.20
	<b>c. LCD Projector</b>	weekly	\$678.21
	<b>d. Projection Screen Rental</b>	daily	\$254.76
	<b>e. Printer Rental</b>	weekly	\$1,316.71
	<b>f. Copier Rental</b>	monthly rate	\$1,396.56
<b>45.</b>	<b>Video Production Producers Video</b>		
	<b>Shoot</b>		
	<b>a. EFP Package with 3 person crew</b>	day	\$2,036.16
	<b>a. Teleprompter with Operator</b>	day	\$452.48
	<b>a. Wireless Mic</b>	day	\$141.40

## Appendix C: (Continued)

### SIN 541 – 1000 Other Direct Costs

Item No.	Other Direct Costs	Unit	Price
	<b>Motion Control Effects</b>		
	a. 16mm film	day	\$2,714.88
	<b>Scan Conversion</b>		
	a. Digital Betacam	day	\$226.24
	<b>Sound Stage</b>		
	b. Pre-Light & Construction	day	\$452.48
	b. Shoot Day w/Power	8 hours	\$791.84
	<b>Stock</b>		
	b. Digital Betacam	30 min	\$67.87
	<b>Video Editing</b>		
	c. Digitize from Digital Beta	hour	\$169.68
	c. On-Line Editorial w/PVC Editor	hour	\$282.80
	c Digital Effects	hour	\$622.16
	c. Motion Graphics		\$509.04
	c. Master Stock	90 min	\$367.64
	<b>Sound Editing</b>		
	d. Surround Sound Mix	hour	\$339.36
	d. Location Production	day	\$735.28
	d. Digital Playback		\$339.36
	d. Music & SFX Search	hour	\$96.15
	<b>Duplication</b>		
	d. CD-R	up to 74 min	\$28.28
	d. DAT	under 10 min	\$42.25

**Appendix C: (Continued)**

**SIN 541 – 1000 Other Direct Costs**

<b>Item No.</b>	<b>Other Direct Costs</b>	<b>Unit</b>	<b>Price</b>
	<b>Program Duplication</b>		
	<b>e. Analog</b>	\$150 per/hr + Stock	\$169.68
<b>46.</b>	<b>Miscellaneous</b>		
	<b>a. Mannequin</b>	month	\$860.51
<b>47.</b>	<b>Conference Set-Up</b>		
	<b>a. Polycom SoundStation Premier with Mics</b>	Conference	\$1,932.78
	<b>b. Telephone</b>		\$362.39
	<b>Facility Rental</b>		
	<b>c. Conference meeting space for up to 100 guests</b>		\$1,449.59
	<b>c. Catering</b>		\$4,107.17
	<b>c. Table rental each</b>	6' round seats 10-12	\$10.87
	<b>c. Chairs with Resin</b>	each	\$3.62
	<b>d. Mile</b>		\$136.50
<b>48.</b>	<b>Facilities</b>	Square Foot per Year	\$182.06
<b>49.</b>	<b>Email Lists</b>		
	<b>a. Targeted email Lists</b>		\$4,227.97
<b>50.</b>	<b>In-Person focus Group</b>		\$3,774.98
<b>51.</b>	<b>Online Focus Group</b>		\$2,778.38
<b>52.</b>	<b>TV Spot Buy</b>	30-second spot	\$169,835.11
<b>53.</b>	<b>Radio Spot Buy</b>	60-second spot	\$1,471.90
<b>55.</b>	<b>PoP Display Production</b>	each	\$1,287.13

**Appendix C: (Continued)**

**SIN 541 – 1000 Other Direct Costs**

<b>Item No.</b>	<b>Other Direct Costs</b>	<b>Unit</b>	<b>Price</b>
56.	PSA Distribution		\$45,176.14
57.	PSA Talent Costs		\$644.25

## **Appendix D: Labor Category Descriptions**

Each AIMS labor category is defined with regard to general education & experience guidelines, and typical duties. Booz Allen recognized that successful performance depends on having the right skills and experience. These skills and experience, in turn, are acquired through the proper mix of education and professional experience. Increasingly, we find that the skills needed to support complex efforts, and to meet today's problems and tomorrow's challenges, are not always supported by a traditional education and work experience combination.

### **1. EXECUTIVE MANAGER**

Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Is responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with government program manager to discuss performance, initiatives, and priorities.

Executive Managers generally have a BA/BS and approximately 20 years of experience

### **2. SENIOR PROGRAM MANAGER**

Leads management of diverse program, providing broad-range service vision. Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation. Meets with government program manager to discuss performance, propose initiatives, and establish priorities.

Senior Program Managers generally have a BA/BS and approximately 18 years of experience

### **3. PROGRAM MANAGER**

Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages subcontractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Program Managers generally have a BA/BS and approximately 15 years of experience

### **4. DEPUTY PROGRAM MANAGER**

Supports program manager in oversight of multi-level program. Handles cross-team subcontractor support and program financials. Meets with government program manager to discuss performance, propose initiative, and establish priorities as needed.

Deputy Program Managers generally have a BA/BS and approximately 12 years of experience

### **5. PROJECT MANAGER V**

Oversees related program areas. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Project Manager V generally has a BA/BS and approximately 15 years of experience

## **6. PROJECT MANAGER IV**

Strategically manages program area and develops product and service vision. Is responsible for building and successfully maintaining integrated project management structure and overseeing project financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Project Manager IV generally has a BA/BS and approximately 12 years of experience

## **7. PROJECT MANAGER III**

Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.

Project Manager III generally has a BA/BS and approximately 10 years of experience

## **8. PROJECT MANAGER II**

Leads and performs program area work. Proposes and implements creative methods to complete work effectively and efficiently. Meets with client regularly, if not daily, to ensure work meets/exceeds client objectives.

Project Manager II generally has a BA/BS and approximately 8 years of experience

## **9. PROJECT MANAGER I**

Performs program area work. Supports team in producing high quality deliverables. Meets with client as needed.

Project Manager I generally has a BA/BS and approximately 6 years of experience

## **10. COMMUNICATIONS SPECIALIST V**

Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Communications Specialist V generally has a BA/BS and approximately 12 years of experience

## **11. COMMUNICATIONS SPECIALIST IV**

Leads communications program area, developing communications product and service strategy. Builds team capable of providing range of support services including media and legislative relations, news monitoring, evaluation, and trends analysis. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Communications Specialist IV generally has a BA/BS and approximately 8 years of experience

## **12. COMMUNICATIONS SPECIALIST III**

Manages team of communications specialists. Develops and directs strategic approach to information campaigns and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives, to propose initiatives, and to establish priorities.

Communications Specialist III generally has a BA/BS and approximately 6 years of experience

## **13. COMMUNICATIONS SPECIALIST II**

Leads and implements communication tasks. Conducts targeted information campaigns, arranges press briefings and interviews, coordinates editorial boards, monitors the news, and writes trends analysis. Meets with client on daily basis to relay progress, propose creative solutions to communication challenges, and establish priorities.

Communications Specialist II generally has a BA/BS and approximately 2 years of experience

## **14. COMMUNICATIONS SPECIALIST I**

Aids in developing and implementing targeted information campaigns. Contributes to the production of information products such as brochures, videos, media, and legislative analysis. Maintains contact lists.

Communications Specialist I generally has a BA/BS

## **15. EVALUATION SPECIALIST V**

Oversees multi-faceted evaluation and monitoring program area. Heads development of strategic product and service strategy. Lends support in building and sustaining successful cross-team management structure, managing integration of evaluation processes into crosscutting program activities. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Evaluation Specialist V generally has a BA/BS and approximately 12 years of experience

## **16. EVALUATION SPECIALIST IV**

Leads design and implementation of evaluation and effectiveness systems, measuring program impact and activities. Manages team of experts skilled in content analysis, quantitative tracking, and qualitative assessment. Uses tools such as surveys, focus groups, structured interviews, and secondary research. Oversees performance report generation and communication and integration of findings into current strategies. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Evaluation Specialist IV generally has a BA/BS and approximately 10 years of experience

## **17. EVALUATION SPECIALIST III**

Supports team of performance effectiveness specialists measuring program impact and activities. Develops and coordinates strategic integration of evaluation processes into program activities. Oversees performance report design and generation and communication and integration of findings into current strategies. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Evaluation Specialist III generally has a BA/BS and approximately 6 years of experience

## **18. EVALUATION SPECIALIST II**

Leads evaluation tasks. Applies expertise in quantitative analysis to support the design and implementation of evaluation processes. Uses analytical reports to help refine and redefine program strategies. Meets with client on daily basis to relay progress, propose creative solutions to work challenges, and establish priorities.

Evaluation Specialist II generally has a BA/BS and approximately 4 years of experience

## **19. EVALUATION SPECIALIST I**

Supports evaluation efforts through extensive information gathering, report generation, and data analysis.

Evaluation Specialist I generally has a BA/BS

## **20. EDITORIAL V**

Oversees diverse editorial program area. Heads development of strategic integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of effectively communicating client key messages and directing quality assurance. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Editorial V generally has a BA/BS and approximately 8 years of experience

## **21. EDITORIAL IV**

Establishes and manages process for ensuring communications clearly relay client key messages and adhere to identified requirements. Meets regularly with client to discuss performance, propose initiatives, and establish priorities.

Editorial IV generally has a BA/BS and approximately 6 years of experience

## **22. EDITORIAL III**

Leads multiple editorial initiatives. Manages document quality assurance and quality control procedures and works with staff to improve writing flow and layout.

Editorial III generally has a BA/BS and approximately 4 years of experience

## **23. EDITORIAL II**

Applies expertise in writing/editing to create and implement procedures for ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews and works with staff to improve writing flow and layout.

Editorial II generally has a BA/BS and approximately 2 years of experience

## **24. EDITORIAL I**

Supports writing projects and aids in ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews. Works with staff to improve writing flow and layout.

Editorial I generally has a BA/BS

## **25. MEDIA/MARKETING TECHNOLOGY SPECIALIST V**

Oversees multi-faceted information technology program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated support services including systems architecture and development. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist V generally has a BA/BS and approximately 18 years of experience

## **26. MEDIA/MARKETING TECHNOLOGY SPECIALIST IV**

Leads strategic, long-term media/marketing program. Builds team structure for range of support services including systems architecture and development. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist IV generally has a BA/BS and approximately 15 years of experience

## **27. MEDIA/MARKETING TECHNOLOGY SPECIALIST III**

Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Media/Marketing Technology Specialist III generally has a BA/BS and approximately 10 years of experience

## **28. MEDIA/MARKETING TECHNOLOGY SPECIALIST II**

Implements media/marketing initiatives, overseeing requirements gathering, systems development, and documentation. Works with client daily to relay progress and establish priorities.

Media/Marketing Technology Specialist II generally has a BA/BS and approximately 8 years of experience

## **29. MEDIA/MARKETING TECHNOLOGY SPECIALIST I**

Supports media/marketing tasks. Assists with systems development by writing reports, testing software-writing systems, documenting, and building basic queries.

Media/Marketing Technology Specialist I generally has a BA/BS and approximately 4 years of experience

## **30. MEDIA SPECIALIST V**

Oversees multi-faceted media/communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure, capable of providing integrated range of electronic and print media services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Media Specialist V generally has a BA/BS and approximately 12 years of experience

### **31. MEDIA SPECIALIST IV**

Leads media focused communications, heading support team structured to ensure client key messages are promoted effectively in print and electronic media. Develops strategy to build long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media Specialist IV generally has a BA/BS and approximately 10 years of experience

### **32. MEDIA SPECIALIST III**

Manages team of media specialists. Develops and directs approach to targeting media outlets and producing hard hitting information pieces such as press releases, Op/Ed pieces, and draft news stories. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Media Specialist III generally has a BA/BS and approximately 6 years of experience

### **33. MEDIA SPECIALIST II**

Leads and implements media relations initiatives. Builds long-term relationships with media outlets and writes and distributes information pieces and responses to queries. Organizes editorial boards, press conferences, and media trainings. Meets with client on daily basis to relay progress and establish priorities.

Media Specialist II generally has a BA/BS and approximately 4 years of experience

### **34. MEDIA SPECIALIST I**

Supports media initiatives by maintaining contact lists, tracking news coverage, and handling logistics.

Media Specialist I generally has a BA/BS and approximately 2 years of experience

### **35. INTERNET MEDIA SPECIALIST V**

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Internet Media Specialist V generally has a BA/BS and approximately 15 years of experience

### **36. INTERNET MEDIA SPECIALIST IV**

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Internet Media Specialist IV generally has a BA/BS and approximately 12 years of experience

### **37. INTERNET MEDIA SPECIALIST III**

Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of Web developers. Develops and directs strategic approach to Web campaigns including general planning for site architecture, rollout, and evaluation. Has expertise in numerous Web development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

Internet Media Specialist III generally has a BA/BS and approximately 8 years of experience

### **38. INTERNET MEDIA SPECIALIST II**

Leads and implements Web design and development initiatives. Determines look and feel for Web sites including navigation and interface design. Possesses expertise in HTML, JavaScript, Cold Fusion, ASP, and/or other tools to execute Web design. Meets with client regularly to relay progress and establish priorities.

Internet Media Specialist II generally has a BA/BS and approximately 6 years of experience

### **39. INTERNET MEDIA SPECIALIST I**

Aids in design and development of Web sites. Contributes to the production of Web graphics and aids implementation of site layout using HTML, JavaScript, Cold Fusion, ASP, and/or other tools. Can assist in Web site testing and evaluation processes.

Internet Media Specialist I generally has a BA/BS and approximately 2 years of experience

### **40. POLICY/LEGISLATIVE SPECIALIST V**

Oversees multi-faceted, public policy, and legislative program areas. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including legislative relations and policy analysis. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist V generally has a BA/BS and approximately 12 years of experience

### **41. POLICY/LEGISLATIVE SPECIALIST IV**

Leads policy analysis, strategic planning, and communication initiatives. Creates team structure for range of support services. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist IV generally has a BA/BS and approximately 8 years of experience

### **42. POLICY/LEGISLATIVE SPECIALIST III**

Manages team of public policy specialists. Develops strategy dictating direction and management of support. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Policy/Legislative Specialist III generally has a BA/BS and approximately 6 years of experience

#### **43. POLICY/LEGISLATIVE SPECIALIST II**

Implements public policy initiatives. Support includes: assistance with long-term strategy development, tracking legislation, and making policy recommendations. Meets with client on daily basis to relay progress and establish priorities.

Policy/Legislative Specialist II generally has a BA/BS and approximately 4 years of experience

#### **44. POLICY/LEGISLATIVE SPECIALIST I**

Supports public policy initiatives by tracking legislation, performing research, and maintaining contact lists.

Policy/Legislative Specialist I generally has a BA/BS

#### **45. RESEARCHER V**

Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Researcher V generally has a BA/BS and approximately 12 years of experience

#### **46. RESEARCHER IV**

Leads and manages multiple research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Researcher IV generally has a BA/BS and approximately 8 years of experience

#### **47. RESEARCHER III**

Coordinates and/or conducts research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Researcher III generally has a BA/BS and approximately 4 years of experience

#### **48. RESEARCHER II**

Implements short- and long-term research tasks. Support includes conducting surveys and interviews, and generating reports. Contributes to data analysis initiatives and assists in the formulation of market positioning or product overviews. Meets with client daily to relay progress and establish priorities.

Researcher II generally has a BA/BS and approximately 2 years of experience

#### **49. RESEARCHER I**

Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods.

Researcher I generally has a BA/BS

#### **50. SUBJECT MATTER EXPERT V**

Oversees multi-faceted program area. Heads development of strategic integrated subject matter product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of subject matter support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert V generally has a BA/BS and approximately 20 years of experience

#### **51. SUBJECT MATTER EXPERT IV**

Leads strategic planning and communication initiatives in specified program area. Creates team structure for range of support services and meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert IV generally has a BA/BS and approximately 15 years of experience

#### **52. SUBJECT MATTER EXPERT III**

Manages team of subject matter experts. Develops strategy, dictating direction and management of support services. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert III generally has a BA/BS and approximately 12 years of experience

#### **53. SUBJECT MATTER EXPERT II**

Implements strategy dictating direction and management of support services in a specified field. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert II generally has a BA/BS and approximately 10 years of experience

#### **54. SUBJECT MATTER EXPERT I**

Performs directed subject matter work. Supports team in producing high-quality deliverable in time-efficient manner. Meets with client as needed.

Subject Matter Expert I generally has a BA/BS and approximately 8 years of experience

#### **55. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST V**

Oversees multi-faceted visual communications program area. Heads development of strategic integrated visual product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications/graphic services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Visual Communications/Graphics Specialist V generally has a BA/BS and approximately 12 years of experience

#### **56. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST IV**

Leads design team by establishing conceptual and stylistic direction for work of team. Expertise in using design software and pre-press production. Acts as client liaison for design team.

Visual Communications/Graphics Specialist IV generally has a BA/BS and approximately 10 years of experience

#### **57. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST III**

Assists design team lead in establishing conceptual and stylistic direction for work of team. Designs materials and approves the work of other designers. Possesses specialized skills in Web, multimedia, or video expertise in using design software and pre-press production. Meets with client as necessary.

Visual Communications/Graphics Specialist III generally has a BA/BS and approximately 6 years of experience

#### **58. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST II**

Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion. Possesses specialized skills in Web, multimedia, or video. Experienced in desktop layout, image manipulation, and some pre-press preparation.

Visual Communications/Graphics Specialist II generally has a BA/BS and approximately 4 years of experience

#### **59. VISUAL COMMUNICATIONS/GRAPHICS SPECIALIST I**

Creates graphic materials based on pre-set standards. Supports design of projects from conception to completion. Experienced in desktop layout, image manipulation, and some pre-press preparation.

Visual Communications/Graphics Specialist I generally has a BA/BS

#### **60. ADMINISTRATIVE III**

Provides administrative, project assistant, and administrative oversight support. May provide secretarial, word processing, graphics, desktop publishing, and editing support.

Administrative III generally has a HS Diploma and approximately 5 years of experience

#### **61. ADMINISTRATIVE II**

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.

Administrative II generally has a HS Diploma and approximately 2 years of experience

#### **62. ADMINISTRATIVE I**

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.

Administrative I generally has a HS Diploma

### **63. FINANCIAL ANALYST III**

Serves as a group leader, ensuring that analysts are working in concert to automate complex business practices within the time frame specified by the customer and that all the requirements are met. Must be able to assess products and procedures for compliance with government standards, accounting principles, and multi-tiered system application standards. Prepares milestone status reports and presentations for colleagues, subordinates, and end user representatives. Coordinates all aspects of complex financial application automation. Completes objectives independently within negotiated budgets.

Financial Analyst III generally has a BA/BS and approximately 8 years of experience

### **64. FINANCIAL ANALYST II**

Integrates government financial business practices. Identifies potential problems and solutions through analysis and recommends solutions. Works with functional specialists, vendors, and customers to effectively automate requirements. Acts as a focal point for coordinating all disciplines in the recommended solution. Applies applications, while adhering to established accounting principles and practices.

Financial Analyst II generally has a BA/BS and approximately 4 years of experience

### **65. FINANCIAL ANALYST I**

Determines the feasibility of automating government financial business practices. Supports definition of government financial business practices and incorporates processes into an automated solution. Assists in applying sound accounting and data processing principles.

Financial Analyst I generally has a BA/BS and approximately 2 years of experience

### **66. FUNCTIONAL EXPERT CONSULTANT V**

Provides task unique, functional expertise necessary to interpret requirements, ensure responsiveness, and achieve successful performance. May include unique technical knowledge. Leads analysis, evaluation, and implementation of tasks.

Functional Expert Consultant V generally has a BA/BS and approximately 20 years of experience

### **67. FUNCTIONAL EXPERT CONSULTANT IV**

Coordinates and provides task-unique functional expertise. Has unique technical knowledge relevant to contract requirements. Manages analysis, evaluation, and implementation of tasks.

Functional Expert Consultant IV generally has a BA/BS and approximately 15 years of experience

### **68. FUNCTIONAL EXPERT CONSULTANT III**

Provides task unique functional expertise necessary to interpret requirements including managing a team of functional experts as needed. Has unique technical knowledge of contract requirements. Assists with analysis, evaluation, and implementation of tasks.

Functional Expert Consultant III generally has a BA/BS and approximately 12 years of experience

**69. FUNCTIONAL EXPERT CONSULTANT II**

Provides task unique functional expertise in support of contract requirements. Has technical knowledge of contract requirements. Assists with analysis, evaluation, and implementation of tasks.

Functional Expert Consultant II generally has a BA/BS and approximately 10 years of experience

**70. FUNCTIONAL EXPERT CONSULTANT I**

Assists with analysis, evaluation, and implementation of tasks, providing functional expertise and support.

Functional Expert Consultant I generally has a BA/BS and approximately 4 years of experience

The labor category guidelines in our Price list describe the functional responsibilities and general education and experience associated with each labor category. These definitions are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of experience may be substituted for 1 year of education, and vice versa. In additional certifications, professional licenses, and vocational technical training may be substituted for experience and education.

<b>Degree</b>	<b>Experience Equivalence*</b>	<b>Other Equivalence</b>
Associate’s	1 year relevant experience	Vocational or technical training in work-related field
Bachelor’s	Associate’s degree + 2 years relevant experience, or 4 years relevant experience	Professional certification
Master’s	Bachelor’s + 2 years relevant experience, or Associate’s + 4 years relevant experience	Professional license
Doctorate	Master’s + 2 years relevant experience, or Bachelor’s + 4 years relevant experience	

\* Successful completion of each year of higher education that has not yet resulted in a degree may be counted 1-for-1 for a year of experience.