

**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service**

**Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driven database system. The INTERNET address *GSA Advantage!* is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

**ADVERTISING & INTEGRATED MARKETING  
SOLUTIONS (AIMS)**

**FSC GROUP 541 PART I**

**NAICS: 512110**

**Contract number: GS-23F-0136K**

**Contract period: March 1, 2005 – February 28, 2010**

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

**CACI, INC. - FEDERAL  
14151 Park Meadow Drive  
Chantilly VA 20151  
(703) 679-4177  
Fax: (703) 679-3402**

Includes Modifications through PO-17 dated 10/13/2006, FX-03, effective 1/01/2004, FX04, 12/12/2003, FX19, 9/8/2005, MO01 dated 1/24/2007 and FX-47 dated 4/16/2007

**Business size: Large Business**

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**CUSTOMER INFORMATION****1a. Table of awarded special item number(s)**

541-1 / 541-1 RC Advertising Services  
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**1b. Lowest Priced Model Number And Lowest Unit Price**

Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

**1c. Description of Commercial Job Titles, Experience, Functional Responsibility and Education**

See SIN 541-1 / 541-1 RC, 541-4A / 541-4A RC, and 541-5 / 541-5 RC Labor Category Descriptions and SIN 541-4B / 541-4B RC – Video/Film Production Services - Labor Category Descriptions on pages 8 and 12 respectively.

**2. Maximum order.**

\$1,000,000.00

**3. Minimum order.**

\$100.00

**4. Geographic coverage (delivery area).**

Worldwide

**5. Point(s) of production (city, county, and State or foreign country).**

Not applicable

**6. Discount from list prices or statement of net price.**

Prices are net prices.

**7. Quantity discounts.**

None

**7a Rebate Back Media Commissions.**

CACI will pass on to the government any quantity or frequency discounts earned by the government. ALSO: Media Buying Commissions: CACI will not use for the Government the commercial practice of charging commission on media buys. CACI will charge the Government by projects in the same manner it charges for other services under the labor categories. Any commissions provided by media placement will (a) be either returned to

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the ordering agency or (b) be applied as a credit to the cost of the project, whatever the ordering agency prefers.

**8. Prompt payment terms.**

Net 30 days

**9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.**

Commercial credit cards are accepted for purchases below \$2,500.

**9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.**

Commercial credit cards are accepted for purchases above \$2,500.

**10. Foreign items (list items by country of origin).**

Not applicable.

**11a. Time of delivery.**

Will adhere to the delivery schedule as specified by the agency's purchase order.

**11b. Expedited Delivery.**

Contact the contractor for expedited delivery.

**11c. Overnight and 2-day delivery.**

Contact contractor for rates on overnight and two-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. Contact contractor for faster delivery or rush requirements.

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

Destination

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**13a. Ordering address(es).**

CACI Inc. – FEDERAL  
14151 Park Meadow Drive  
Chantilly VA 20151  
(703) 679-4177  
(703) 679-3402 (Fax)

**13b. Ordering procedures:**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

**14. Payment address(es).**

CACI, INC.-FEDERAL  
PO Box 630967,  
Lockbox# 630967  
Baltimore, MD 21263-0967

**15. Warranty provision.**

Not applicable

**16. Export packing charges, if applicable.**

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**

Other Direct Costs (ODC's) were awarded to the above listed Special Item Number. Agency orders may alter the type, quality and timing of each component and thus result in a lower/higher price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC's as specified above without a modification to this contract.

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**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**

Not applicable

**25. Data Universal Number System (DUNS) number.**

11-4896066

**26. Notification regarding registration in Central Contractor Registration (CCR) database.**

CACI Inc. – Federal is registered in the CCR database.

## Services

### 541-1 / 541-1 RC Advertising Services

Services provided under this SIN promote public awareness of an agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to advertising objective determination, message decision/creation, media selection and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

- Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message. Typical tasks may include, but are not limited to:

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- Direct Mail Services: Incorporates effective timing of messages, a method of reaching prospects directly, and diversity in advertising formats. Services may include: address list compilation; addressing services; test mailing services; warehousing/clearinghouse services; and mail advertising services including direct mail and postage (most economical means to the government). Using the Coding Accuracy Support System software and National Change of Address to match addresses with the U.S. Postal Service database may be required.
  - Outdoor Marketing and Media Services: Will promote agencies' advertising and integrated marketing efforts. Types of services may include but are not limited to: painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Also, assembling, repairing and maintaining displays may be required. Novelty items in conjunction with advertising services are also included. Examples of advertising sites are: all modes of transit such as buses to include exterior and interior panels; train and subway stations; taxi tops; truck trailers; sporting events; airport displays; and kiosks.
  - Broadcast Media (Radio, TV and Public Service Announcements (PSA)): Promotes public awareness and/or prepares the consumer market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.
  - Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.
  - Related activities to advertising services.

#### **541-4 / 541-4 RC Specialized Marketing Services**

The services offered under the following SINs afford agencies the ability to selectively choose specialized advertising and integrated marketing services on an as needed basis. The Specialized Marketing SINs are:

**541-4A / 541-4A RC Market Research and Analysis Services**: Services include, but are not limited to:

- Develop customized strategic marketing plans
- Create branding initiatives
- Create public awareness of products, services, and issues
- Identify and analyze target markets
- Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies
- Conduct focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results

- Manage call centers (in relation to services provided under this schedule)

**541-4B / 541-4B RC Video/Film Production Services:** These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
- DVD
- CD-ROM
- Video Streaming Development

**SIN 541-5 / 541-5 RC Integrated Marketing Services (formerly Full Service Marketing, Media, and Public Information Services)**

This SIN provides a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations (not offered on this contract), 541-3 Web Based Marketing (not offered on this contract), and 541-4 Specialized Marketing.

NOTE: *SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.*

**Labor Categories and Rates – SIN 541-1 /541-1 RC, 541-4A/541-4A RC, and 541-5 / 541-5 RC**

	3/1/2005 – 2/28/2006	3/1/2006 – 2/28/2007	3/1/2007 – 2/29/2010
<b>Category</b>			
Marketing Strategist	\$207.15	\$215.43	\$224.05
Marketing Communications Specialist	\$130.55	\$135.77	\$141.20
Creative Director	\$130.55	\$135.77	\$141.20
Designer	\$79.84	\$83.04	\$86.36
Senior Copywriter	\$79.84	\$83.04	\$86.36
Writer/Editor	\$69.05	\$71.81	\$74.69
Information Manager	\$45.32	\$47.12	\$49.00
Project Manager	\$69.05	\$71.81	\$74.69
Program Manager	\$138.10	\$143.62	\$149.36
Senior Database Analyst	\$143.50	\$149.24	\$155.22
Senior Consultant	\$113.29	\$117.82	\$122.53
Senior Programmer	\$108.97	\$113.33	\$117.87
Systems Engineer	\$97.10	\$100.99	\$105.03

Category	3/1/2005	3/1/2006	3/1/2007
	– 2/28/2006	– 2/28/2007	– 2/29/2010
Programmer	\$92.79	\$96.50	\$100.36
Developer	\$103.57	\$107.72	\$112.03
Administrative Assistant	\$32.37	\$33.65	\$35.00
Data Entry/Quality Control Clerk	\$24.81	\$25.81	\$26.84
Programmer Analyst	\$106.00	\$110.24	\$114.65
Account Coordinator	\$45.00	\$46.81	\$48.68
Account Executive	\$69.05	\$71.81	\$74.69
Media Director	\$88.00	\$91.51	\$95.17
Media Planner/Buyer	\$55.00	\$57.20	\$59.48
Production Manager	\$65.00	\$67.60	\$70.30
Traffic Manager	\$54.00	\$56.16	\$58.40

## Labor Rates – SIN 541-4B / 541-4B RC – Video/Film Production Services

CACI provides videotape and film production services in order to inform the public about the latest products, services, and/or issues and other Government agencies. Videotape and film production includes but is not limited to writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. The required formats in which to shoot or duplicate may include but are not limited to 16 mm film, 35mm film, CD-ROM, DVD, and/or VHS. Locations may range from studios to live shows or events.

Category	Rate*
Executive Producer	\$152.00
Supervising Producer	\$100.00
Senior Producer	\$80.75
Producer	\$51.87
Director	\$57.06
Senior Editor	\$118.75
Editor	\$46.67
Scriptwriter	\$51.87
Senior Graphic Artist	\$142.50
Graphic Artist	\$118.75
3-D Animator	\$190.00
Compression Technician	\$47.50
Senior Cameraperson	\$142.50
EFP Cameraperson	\$118.75
ENG Cameraperson	\$71.25
Cameraperson	\$46.67
Audio Recordist	\$118.75

Category	Rate*
Audio Operator	\$41.49
Grip	\$29.05

Category	Rate*
Lighting Director/Gaffer (Day)	\$365.15
Make-up Artist (Day)	\$414.90
Make-up Artist (Half-Day)	\$207.44
Off-Camera Narrator (Non-Union) (per hour)	\$242.38
Extras (Non-Union) (Day)	\$88.18

\* The above hourly rates are the maximum amount that may be charged. Lower rates may be quoted. Prices are inclusive of the 0.75% Industrial Funding Fee.

## **SIN 541-1 / 541-1 RC, 541-4A / 541-4A RC, and 541-5 / 541-5 RC Labor Category Descriptions**

### **MARKETING STRATEGIST**

Identifies, develops and coordinates marketing campaign strategies involving advertising and collateral materials. Also defines market research needs and requirements and appropriate strategies for informational research activities. Defines and coordinates campaign rollout implementation strategy. Works with the customer to identify image branding requirements, media outlets and technology-driven marketing and public information resources. Strategizes with the Creative Director, Media Director, Project Manager, Principal Consultant, Research and Web/Interactive programming staff.

### **MARKETING COMMUNICATIONS SPECIALIST**

Develops and coordinates the media form and outlets, print, radio, TV, cable, Internet, interactive computer technology (such as CD-ROM) and kiosks to support marketing communications campaigns. Works closely with clients to identify preferred media outlets and markets. Defines and coordinates communications plans, market research needs, strategic direction, including press releases. Works closely with the following: Marketing Strategist, Creative Director, Media Director, Project Manager, Principal Consultant, Research and Web/Interactive programming staff (programmers and database staff).

### **CREATIVE DIRECTOR**

Drives the creative direction and conceptual design of projects to ensure market differentiation and successful market penetration. Works directly with the client and Marketing Strategist to identify, develop and coordinate innovative approaches to all media outlets. Oversees overall creative quality of design for chosen media outlets, including print, radio, TV, cable, film, video and interactive multimedia (such as CD-ROM), Web site and exhibits. Balances creative communications with budget constraints and obtains cost and pricing efficiencies wherever possible. Manages the design staff and works closely with the customer to manage expectations and customer satisfaction. Also works closely with the Marketing Communications Specialist,

Media Director, Project Manager, Principal Consultant, Research and Web/Interactive Programming staff (programmers and database staff).

**DESIGNER**

Designs creative products based on the creative direction, conceptual design and image branding decisions provided by a collaboration of the client, Creative Director and marketing team. Applies creative design to print, radio, TV, cable, film, video and interactive multimedia (such as CD-ROM), Web site and exhibits. Works under the guidance of the Creative Director and balances creative communications according to budget constraints and cost/pricing efficiencies. Also works closely with the Project Manager, Principal Consultant, Research and Web/Interactive programming staff (programmers and database staff).

**SENIOR COPYWRITER**

Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits.

**WRITER/EDITOR**

Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Works directly with the Senior Copywriter.

**INFORMATION MANAGER**

Collects, organizes, maintains and interprets large amounts of data distributed among multiple computer platforms. Tests software functionality and Web site functionality. Cross-references software functionality against software manual instructions and procedures. Develops, maintains and formats databases for internal informational processes and external target audience campaigns. Maintains integrity of pre-print data through factchecking, proofreading and match print inspections. Researches a wide variety of tactical topics, including market competition and audience demographics. Tracks and monitors the success of media relations efforts. Maintains voluminous amounts of data for various internal and external functions.

**PROJECT MANAGER**

Guides all involved with a project from start to finish, ensuring timely project completion. Serves as the key point of project contact between clients and internal functional departments, including marketing strategy, creative services, marketing/communications, information management and print/production management. Schedules every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among internal team members. May assist in the development of marketing strategies and tactical procedures.

**PROGRAM MANAGER**

Supervises all program elements to ensure the program meets or exceeds client expectations. Determines the most cost-effective means of achieving client goals and researches new ways of reducing costs. Serves as primary point of contact with client, assuring that the client is up to

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date on program status and overall progress. Guides the development of program components and acts as quality assurance officer over all program elements. Oversees budget expenditures, assures the strategic focus and coordination of talent groups and directs administrative and billing personnel. Plays a key role in the development of marketing strategies.

**SENIOR DATABASE ANALYST**

Ensures all database systems are operational and works at the highest level of all phases of database management. Leads new system design and coding efforts. Designs, implements and maintains complex databases with respect to access methods, access time, device allocation, validation checks, organization, protection and security, documentation, guidelines and statistical methods. Maintains database dictionaries and monitors overall standards, procedures and integration of systems through database design. Leads the solution of database query and programming problems.

**SENIOR CONSULTANT**

Works directly with clients to assure the proper selection and engineering of technology to meet the client's goals. Determines project methodology, provides consultation on the integration of client technical teams with CACI technical teams and serves as director of the combined technology team. Leads the technical development of all projects, including technical architecture, development, testing and implementation. Provides a depth of expertise in back-end and front-end systems, as well as system integration. Delivers competence in all phases of the development process, as well as in market trend analysis, layout and design techniques and the production of complex marketing campaigns.

**SENIOR PROGRAMMER**

Ensures all systems are operational and assists in new system design and coding. Programs mainframe, mid-range, client/server Internet, intranet, extranet, Web-based software systems and/or applications. Codes application systems programs with respect to access methods, access time, device allocation, validation checks, organization, protection and security, documentation, guidelines and statistical methods. Solves any programming problems encountered.

**SYSTEMS ENGINEER**

Ensures all systems are operational and assists in new system designs. Creates video streaming capture or audio files for post-production edits. Solves technical problems and/or reports problems and recommends solutions to upper management. Demonstrates competence in all phases of the operational process of computer/Web-enabled systems, multimedia interactive technology systems, or video/sound systems engineering for both pre- and post-production purposes.

**PROGRAMMER**

Assists in new system design, coding and solving programming problems. Works as a junior programmer of either mainframe, mid-range, client-server Internet, intranet, extranet Web-based software systems and/or applications. Codes application systems programs with respect to access methods, access time, device allocation, validation checks, organization, protection and security, documentation, guidelines and statistical methods.

**DEVELOPER**

Assesses current technology and business plans to develop strategic models that ensure technology achieves business objectives. Provides strategy and technological framework for all interactive projects, including all aspects of Internet applications and CD-ROMs. Leads

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application development and serves as a programmer with mainframe, mid-range, client-server and Web-based software systems and/or applications. Demonstrates working knowledge of advanced programming techniques. Codes application systems programs with respect to access methods, access time, device allocation, validation, checks, organization, protection and security, documentation, guidelines and statistical methods.

**ADMINISTRATIVE ASSISTANT**

Assists in the administration of the project from introduction to completion. Facilitates communications among all team members, organizes and files all appropriate documentation. Arranges all logistics related to teleconferences and onsite meetings.

**DATA ENTRY/QUALITY CONTROL CLERK**

Reviewing applicant records to ensure that they contain correct and up-to-date information. Pinpointing the source of inaccurate information and surfacing related problems to appropriate contact and CACI officials. Reconciling discrepancies and forwarding corrected information for entry into the data system. Data entry of updated information into database fields. Establishing and maintaining contact with facility education program coordinators to track the status of award recipients.

**PROGRAMMER ANALYST**

Formulates and defines client's system scope, objectives and requirements. Devises or modifies procedures to solve complex problems considering computer equipment capacity and limitations, operating time and form of desired results. Prepares detailed specifications from which Web or interactive media programs will be written. Analyzes and revises existing system logic to eliminate difficulties and provide documentation as necessary. Has full technical knowledge of all phases of applications systems analysis, Web-development tools, interactive media software. Acts as project leader. Instructs, directs, programs and checks the work of other systems analysts and programming personnel. Conducts quality assurance reviews.

**ACCOUNT COORDINATOR**

Provides general administrative support to project teams. Duties may include researching new business opportunities, tracking projects and assisting managers with day-to-day tasks. Interfaces with clients in a support role.

**ACCOUNT EXECUTIVE**

Serves as day-to-day liaison with clients to ensure successful and timely definition, implementation and completion of projects. Works closely with both clients and project teams in developing strategies, objectives and measurements. Monitors projects to ensure they are meeting all client needs and acts as a main line of communication to and from the client.

**MEDIA DIRECTOR**

Develops, presents and implements media plans based on strategic research and demographic analysis. Supervises the activities of the media buyers and large media purchases. Oversees and directs media planners. Works closely with clients to define strategies for media solutions.

**MEDIA PLANNER/BUYER**

Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of

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advertising expenditures. Negotiates with media sales representatives to buy and place advertising for clients, calculates rates and budgets, and ensures that ads appear as specified.

**PRODUCTION MANAGER**

Manages production of a variety of projects. Duties include project planning, workflow management, vendor negotiations, print buying, cost control, quality control, logistical coordination and press checks. Participates in all projects status and production meeting to ensure that client and project requirements are being met.

**TRAFFIC MANAGER**

Oversees the efficient flow of work from account services to creative and production departments. Duties include creating project schedules, maintaining job files, tracking and monitoring progress, routing projects and conducting traffic meetings. Works closely with project teams to ensure that all schedules are met and that requirement of projects are well defined and followed.

**SIN 541-4B / 541-4B RC – Video/Film Production Services -  
Labor Category Descriptions**

**EXECUTIVE PRODUCER**

Develops original program concepts with clients, and creates required funding model. Oversees the production process. Supervises production staff in conjunction with the project. Interacts with corporate management to adhere to stated goals, timelines, and revenue objectives. Has at least 15 years of experience in the marketplace and related fields.

**SUPERVISING PRODUCER**

Manages the production process interacting with client, crew, and outside vendors. Insures that the projects are completed on time and on budget delivering a product that meets the client's needs. Also over sees in-house resources, and schedules appropriately. Has at least 10 years of experience in the field.

**SENIOR PRODUCER**

Manages the production process interacting with client, crew, and outside vendors. Insures that the projects are completed on time and on budget delivering a product that meets the client's needs. Has at least 7 years of experience in the field.

**PRODUCER**

Manages the production process interacting with client, crew, and outside vendors. Insures that the projects are completed on time and on budget delivering a product that meets the client's needs. Has 5 years of experience in the field.

**DIRECTOR**

Responsible for the technical aspects of the production including talent performance, camera, lighting and audio quality. The director supervises the crew during production and the editor during postproduction. Has 5 years experience in the field.

**SENIOR EDITOR**

Responsible for shot selection and assembly of the final video using a professional edit system to include music, effects, graphics, and narration. An editor can also be the person who programs

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video, graphics, and pictures for interactive CD and DVD development. Has 7 years or more experience in production editing.

**EDITOR**

Responsible for shot selection and assembly of the final video using a professional edit system to include music, effects, graphics and narration. An editor can also be the person who programs video, graphics and pictures for interactive CD and DVD development. Has 5 years experience in production editing.

**SCRIPTWRITER**

Responsible for providing a final script for production. The scriptwriter meets with the client to assess their needs, researches the subject matter through interviews and review of printed material, provides a treatment, rough drafts and final script. Has 5 years experience preparing scripts.

**SENIOR GRAPHIC ARTIST**

Creates, designs and produces graphic artistry. Education Desired: Bachelor's degree preferred. Must be proficient in Photoshop, Quark and Illustrator, with demonstrated ability to produce complex, synchronized animations. Strong illustration skills a must. Proficiency in MS Word, PowerPoint, or Adobe Pagemaker and Photoshop a plus. Must be able to handle multiple projects simultaneously. Must have 7 years or more of experience in graphic design.

**GRAPHIC ARTIST**

Creates, designs and produces graphic artistry. Education Desired: Bachelor's degree preferred. Must be proficient in Photoshop, Quark and Illustrator, with demonstrated ability to produce complex, synchronized animations. Strong illustration skills a must. Proficiency in MS Word, PowerPoint, or Adobe Pagemaker and Photoshop a plus. Must be able to handle multiple projects simultaneously. Must have 5 years or over of experience in graphic design.

**3-D ANIMATOR**

The Animator will create realistic images using 3-D modeling software (3d-Studio Max, Softimage, Maya etc). Proficient at conceptualizing new ideas, drawing, modeling and texturing. Animation skills are a plus (but not necessary). Must have a basic knowledge of Adobe Illustrator and Adobe Photoshop. The right candidate needs to be comfortable with multi-tasking. Other duties as assigned. Requires a minimum of 5 years of experience in 3-D Animation.

**COMPRESSION TECHNICIAN**

The Compression Technician must have a broad knowledge of Media Press compression equipment with authoring in DVD Studio Pro. The compression Technician will compress analog and digital video to CD or DVD format, or other formats, as required by the client. The Senior compression Technician performs quality control checks on the media, to ensure timely delivery of a working product. The senior Compression Technician also works as a duplication technician, as needed. At least one year of experience needed.

**SENIOR CAMERAPERSON**

Responsible for the camerawork on a production, including focus, composition, and quality following the direction of the director. In addition, makes recommendations for purchases of field equipment, and assists in the upkeep of field production equipment. Has 10 years or more experience operating camera equipment.

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**EFP CAMERAPERSON**

Responsible for camerawork on location. Ability to operate both DV and Betacam cameras. At least 7 years of experience required in field production.

**ENG CAMERAPERSON**

Responsible for the camerawork on location. Typically shoots "news-style" production pieces, with or without direction or assistance. Has at least 3 years of experience operating camera equipment.

**CAMERAPERSON**

Responsible for the camerawork on a production including focus, composition and quality following the direction of the director. Has 5 years experience operating camera equipment.

**AUDIO RECORDIST**

Records In-House narrations using Narration Booth. At least 5 years of experience required.

**AUDIO OPERATOR**

Responsible for recording quality audio during the production including mike selection and placement. Has 5 years experience in audio operations

**GRIP**

Responsible for assisting the producer and director during the production process. Duties may include assisting the crewmembers, running errands and administrative functions.

**LIGHTING DIRECTOR**

Responsible for lighting the subjects photographed during the production. Has 5 years experience in photographic lighting.

**MAKE UP ARTIST**

Responsible for the talent's make up and hair. May include special effect make up and wardrobe selection. Has 5 years experience in make up.

## Other Direct Costs – SIN 541-1000 / 541-1000 RC

	Media Type	Quantity *	Description	Price
1	Print Media	Per campaign	Newspaper, magazine and all other related print media channels - advertising placement or campaign	\$899,000.00
2	Direct Mail	Per program	Direct mail campaign, database management and list selection, measurement and tracking	\$318,200.00
3	Direct E-Mail	Per program	Email campaign development, list management, click-through monitoring	\$140,000.00
4	Out-of-Home	Per program	Banner, billboard, signage, transit media, external point-of-purchase displays	\$64,175.00
5	Web Based Media	Per program	Web-based promotion, campaign, banner ad placement	\$304,300.00
6	Broadcast Media	Per program	Cable and spot television placement and implementation	\$100,602.00
7	Radio Media	Per program	Regional and National Radio campaigns- placement and implementation	\$106,131.00
8	Event Booths/Displays and Materials	Per event	Tradeshaw booth, display, banner stand, and signage	\$32,500.00
9	Promotional Items	Per campaign	Themed and/or branded promotional give-away item	\$30,555.00

Rates shown are ceiling prices for the ODC category. Actual prices will be quoted based on individual specifications of project. Lower rates may be available.

\* Note - Limitations may apply based on actual requirements (e.g. duration, market, frequency, geographic location) for campaigns, programs or events.

## Video/ Film Production ODC Prices

Production Services	Rate Effective 1/1/04
Equipment Pkg*	\$448.88 /Day
Equipment Van	\$47.88/Day
Teleprompter**	\$548.63/Day
Teleprompter**	\$379.06/Half Day
Make-up kit**	\$44.88/Day
Wardrobe Fee	\$21.94/Day
Studio Rental	\$723.20/Day
2 Person Shoot Pkg***	\$1,097.28/Day
2 Person Shoot Pkg***	\$723.20/Half Day
1 Person Shoot Pkg***	\$628.44/Day
1 Person Shoot Pkg***	\$433.94/Half Day
*The equipment package includes broadcast quality BetacamSP/DV camera, tripod, dockable recorder, light kit and microphones. (lavaliere, hand-held and shotgun)	
**Includes operator and equipment	
***The shoot packages include the equipment stated above and a camera operator and audio operator.	

Post Production Services	Rate Effective 1/1/04
AVID Edit Package*	\$99.75/Hour
AVID Edit Suite	\$69.83/Hour
Linear Edit Suite	\$69.83/Hour

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<b>Post Production Services</b>	<b>Rate Effective 1/1/04</b>
Music per selection	\$109.73/Selection
Narration Booth	\$84.79 /Hour
3D Graphics	\$119.70/Hour
CD Compression – Set Up	\$119.70
CD Compression	\$21.94/Minute
CD Mastering – Each	\$49.87
Cinelook Processing – Set Up	\$119.70
Cinelook Processing – Per finished minute	\$69.83/Minute
*includes edit suite and editor	

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