

CONTACT INFORMATION

JULIE PITTS DIRECTOR

Strategic Communications
Division
jpitts@caci.com
412.343.4000

CACI HQ

1100 North Glebe Rd.
Arlington, VA 22201
703.841.7800

CACI BALTIMORE

502 South Sharp St.
Suite 2100
Baltimore, MD 21201
410.246.7373

CACI PITTSBURGH

650 Washington Rd.
6th Floor
Pittsburgh, PA 15228
412.343.4000

CACI Strategic Communications offers full-service marketing and communications services based on the integration of traditional and interactive media. CACI Strategic Communications combines years of proven success in traditional print and broadcast media with cutting-edge interactive media to raise public awareness, educate and build equity in your agency through both internal and external communications programs.

Information is imperative to every aspect of operational success. CACI Strategic Communications employs experienced research, communications and technology professionals who work together to help government and commercial clients achieve their information-based objectives.

In the information economy the rewards go to those who capitalize on the power of information. CACI Strategic Communications will:

- Help government and commercial clients use information to drive strategic objectives through the application of a unique mix of research, technical and communications services.
- Build the systems that organize and analyze your data.
- Design and execute the marketing and communications programs that deliver your information to the world.

CACI Strategic Communications specializes in four core service areas to develop programs that motivate, educate and inform your internal and external stakeholders.

- ◆ **Communications Services** – powerful, persuasive, effective communications programs that enable government agencies and commercial companies to achieve their missions and core business objectives

CACI Strategic Communications' strategy-driven programs span all media to inform, educate and persuade. By combining broadcast, digital and print communications vehicles, we help our clients reach their target audience at every communications touchpoint. No matter what your goal, CACI Strategic Communications offers the end-to-end skills it takes to conceptualize, build and execute programs that harness the power of information.

- ◆ **Recruitment Programs** – attract talented applicants, secure additional funding for recruitment initiatives and demonstrate quantifiable, measured results CACI Strategic Communications conducts strategic market and media research to clearly identify the messages and the media that will most effectively reach the appropriate audience

- ◆ **Interactive Training** – customized educational programs that help your employees improve their skills at any time, from any location, at a fraction of the cost of classroom training

Our marketing and design groups develop interactive communications that elicit maximum audience response rates. We develop Web sites, multimedia presentations, webcast events and direct e-mail campaigns that have produced click-through rates averaging above 20 percent, with some reaching as high as 80 percent.



◆ **Consulting** – our management, policy, planning and projection services

Operating in the government sector poses difficult communication challenges. A complex fabric of ever-changing policies and regulations must be understood, made known and followed to the letter. Daily activities are subject to public scrutiny. Services are often provided to millions across the nation.

For more than a decade CACI Strategic Communications specialists have provided government agencies with the strategic insight and direction they need to establish communication goals that help overcome these challenges.

COMMERCIAL PRICE LIST

Labor Category	Effective 01/01/10	Effective 01/01/11	Effective 01/01/12	Effective 01/01/13	Effective 01/01/14
Creative Director	\$192	\$202	\$212	\$222	\$233
Designer	\$116	\$122	\$128	\$134	\$141
Marketing Communications Specialist	\$192	\$202	\$212	\$222	\$233
Writer/Editor	\$116	\$122	\$128	\$134	\$141
Junior Writer	\$76	\$80	\$84	\$88	\$92
Proofreader	\$65	\$68	\$72	\$75	\$79
Information Manager	\$96	\$101	\$106	\$111	\$117
Technology Strategist	\$192	\$202	\$212	\$222	\$233
Programmer	\$128	\$134	\$141	\$148	\$156
Print Buyer/Production	\$96	\$101	\$106	\$111	\$117
Senior Project Manager/Account Manager	\$116	\$122	\$128	\$134	\$141
Project Manager	\$96	\$101	\$106	\$111	\$117
Account Coordinator	\$65	\$68	\$72	\$75	\$79
Media Director	\$122	\$128	\$135	\$141	\$148
Media Planner/Buyer	\$83	\$87	\$92	\$96	\$101
Media Billing Clerk	\$50	\$53	\$55	\$58	\$61
Quality Control	\$96	\$101	\$106	\$111	\$117
Administrative Assistant	\$44	\$46	\$49	\$51	\$53
Program Manager	\$224	\$235	\$247	\$259	\$272
Systems Engineer	\$141	\$148	\$155	\$163	\$171
Marketing Strategist	\$287	\$301	\$316	\$332	\$349
Senior Consultant	\$287	\$301	\$316	\$332	\$349
Senior Copywriter	\$116	\$122	\$128	\$134	\$141
Developer	\$192	\$202	\$212	\$222	\$233
Senior Programmer	\$192	\$202	\$212	\$222	\$233
Data Entry/Quality Control Clerk	\$65	\$68	\$72	\$75	\$79
Programmer Analyst	\$192	\$202	\$212	\$222	\$233
Senior Database Analyst	\$192	\$202	\$212	\$222	\$233
Account Executive	\$116	\$122	\$128	\$134	\$141
Production Manager	\$96	\$101	\$106	\$111	\$117