



TRAINING TO GO...
WE DELIVER



**GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SERVICE
CORPORATE CONTRACT SCHEDULE PRICELIST**

SIN C R701 – ADVERTISING SERVICES

SIN C R708 – PUBLIC RELATIONS SERVICES

**Editorial Experts, Inc. t/a
EEI COMMUNICATIONS**
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Alexandria, VA 22314
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Contract Number: GS-00F-0043P
Period Covered by Contract: August 3, 2004 through August 2, 2009
General Services Administration
Federal Supply Service
Price list current through Modification #1, dated 7/28/2004.

Products and ordering information in this Authorized FSS Schedule Price list are also available on the GSA *Advantage!* System. Agencies can browse GSA *Advantage!* by accessing GSA's Home Page via Internet at www.fss.gsa.gov.

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INFORMATION FOR ORDERING ACTIVITIES

1. Awarded Special Item Number(s): SIN C R701 – ADVERTISING SERVICES
SIN C R708 – PUBLIC RELATIONS SERVICES

2. Maximum Order Guideline: \$100,000

This maximum order is a dollar amount at which it is suggested that the ordering agency request higher discounts from the contractor before issuing the order. The contractor may: 1.) Offer a new lower price, 2.) Offer the lowest price available under the contract, or 3.) Decline the order within five (5) days. In accordance with the Maximum Order provisions contained in the Schedule, a delivery order may be placed against the Schedule contract even though it exceeds the maximum order.

3. Minimum Order Limitation: \$100.00

4. Geographic Coverage: The geographic scope of this contract is the 48 contiguous states, the District of Columbia, Alaska, Hawaii, and the Commonwealth of Puerto Rico.

5. Point of Production: EEI Communications
66 Canal Center Plaza, Suite 200
Alexandria, VA 22314

6. Prices Shown Herein are Net (discount deducted)

7. Quantity Discount: None

8. Prompt Payment Terms: If paid NET 10 1.5% for invoice between \$500-\$1999; 3% for invoice \$2000 or greater.

9. Government Purchase Cards are accepted below and above the micropurchase threshold.

10. Foreign Items: None

11a. Time of Delivery: EEI Communications shall deliver or perform services in accordance with the terms negotiated in an agency's order. EEI Communications will not propose in excess of its standard commercial delivery or performance times to agencies without giving notice to the Ordering Officer of its intent to do so.

11b. Expedited Delivery: Not available

11c. Overnight/2-Day Delivery: Not available

11d. Urgent Requirements: Consult with EEI Communications for any urgent requirements.

12. FOB Point: FOB Destination

13. Ordering Address: EEI Communications
66 Canal Center Plaza, Suite 200
Alexandria, VA 22314

14. Payment Address: EEI Communications
66 Canal Center Plan
Suite 200
Alexandria, VA 22314
15. Warranty Provisions: None
16. Export Packaging Charges: N/A
17. Terms and Conditions of Government Commercial Credit Card Acceptance: In accordance with the Government Commercial Credit Guidelines.
18. Terms and Conditions of Rental, Maintenance, and Repair: N/A
19. Terms and Conditions of Installation: N/A
20. Terms and Conditions of Repair: N/A
21. List of Service and Distribution Points: N/A
22. List of Participating Dealers: N/A
23. Preventive Maintenance: N/A
24. Special Attributes: N/A
25. Data Universal Number System (DUNS) #: 08-491-9489
26. EEI Communications is registered in the Central Contract Registration (CCR) database.

**USA COMMITMENT TO PROMOTE
SMALL BUSINESS PARTICIPATION
PROCUREMENT PROGRAMS**

PREAMBLE

(Name of Company) provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in Federal Government contracts. To accelerate potential opportunities please contact (Insert Company Point of contact, phone number, e-mail address, fax number).

BPA NUMBER _____

**(CUSTOMER NAME)
BLANKET PURCHASE AGREEMENT**

Pursuant to GSA Federal Supply Schedule Contract Number(s) _____, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (Ordering Agency):

(1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER	*SPECIAL BPA DISCOUNT/PRICE
_____	_____
_____	_____

(2) Delivery:

DESTINATION	DELIVERY SCHEDULE/DATES
_____	_____
_____	_____

(3) The Government estimates, but does not guarantee, that the volume of purchases through this agreement will be _____.

(4) This BPA does not obligate any funds.

(5) This BPA expires on _____ or at the end of the contract period, whichever is earlier.

(6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE	POINT OF CONTACT
_____	_____
_____	_____

(7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

(8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

- (a) Name of Contractor;
- (b) Contract Number;
- (c) BPA Number;

- (d) Model Number or National Stock Number (NSN);
 - (e) Purchase Order Number;
 - (f) Date of Purchase;
 - (g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and
 - (h) Date of Shipment.
- (9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the purchase order transmission issued against this BPA.
- (10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

BASIC GUIDELINES FOR USING “CONTRACTOR TEAM ARRANGEMENTS”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions or the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.

**EEI COMMUNICATIONS
ADVERTISING & INTEGRATED MARKETING
SOLUTIONS SMALL BUSINESS SET-ASIDE LABOR
CATEGORY DESCRIPTIONS**

{PRIVATE }Web Site Designer I{tc \l 1 "Web Site Designer I"}

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of designing Web sites

{PRIVATE }Web Site Designer II{tc \l 1 "Web Site Designer II"}

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Provides concept development for online projects, including Web graphics and banner ads, from concept to implementation using design software and authoring tools. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, and HTML page design methodologies.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of designing Web sites

{PRIVATE }Web Animator{tc \l 1 "Web Animator"}

Functional Responsibility: Designs and creates animated images for display on Web sites. Provides strategic direction and concept development for online projects, from concept to implementation using design software, animation software, and authoring tools. Produces graphic sketches, designs, and copy layouts for online content.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

{PRIVATE }Web Site Programmer/Developer I{tc \l 1 "Web Site Programmer/Developer I"}

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability.

Develops and implements software-programming applications. Consults with clients and other project team members.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of Web development experience

{PRIVATE }Web Site Programmer/Developer II{tc \l 1 "Web Site Programmer/Developer II"}

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability. Plans, designs, modifies, develops and implements software-programming applications. Develops software requirements and specifications. Designs and implements programming standards, system usability guidelines, design guidelines, and development methodologies. Consults with clients and other project team members.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of Web development experience

{PRIVATE }Web Producer II{tc \l 1 "Web Producer II"}

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

{PRIVATE }Web Producer III{tc \l 1 "Web Producer III"}

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Identifies challenges, recommends and implements solutions. Allocates production resources and adapts to change when necessary. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 5 years of related professional work experience

{PRIVATE }Web Site Coder II{tc \l 1 "Web Site Coder II"}

Functional Responsibility: Writes the HTML coding for Web pages using a pre-determined design. Develops interface, pages, and the tools to navigate a Web site. Performs unit testing at the page level. Sets code standards and leads code reviews. Reviews specifications and provides time estimates on the development of projects and features. Prioritizes projects and deliverables.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

**EEI COMMUNICATIONS GSA FSS
AUTHORIZED IT SCHEDULE PRICELIST FOR
ADVERTISING & INTEGRATED MARKETING SOLUTIONS
SMALL BUSINESS SET-ASIDE SERVICES**

EEI Communications, Inc.

MARKETING/MEDIA SMALL BUSINESS SET ASIDE LABOR CATEGORIES C R701 & C R708	SINs	GSA HOURLY PRICE				
		8/3/04 - 8/2/05	8/3/05 - 8/2/06	8/3/06 - 8/2/07	8/3/07 - 8/2/08	8/3/08 - 8/2/09
Web Site Designer I		\$60.45	\$62.75	\$65.13	\$67.61	\$70.18
Web Site Designer II		\$75.56	\$78.43	\$81.41	\$84.51	\$87.72
Web Animator		\$75.56	\$78.43	\$81.41	\$84.51	\$87.72
Web Site Programmer Developer I		\$65.49	\$67.98	\$70.56	\$73.24	\$76.03
Web Site Programmer Developer II		\$85.64	\$88.89	\$92.27	\$95.78	\$99.42
Web Producer II		\$60.45	\$62.75	\$65.13	\$67.61	\$70.18
Web Producer III		\$75.56	\$78.43	\$81.41	\$84.51	\$87.72
Web Site Coder II		\$60.45	\$62.75	\$65.13	\$67.61	\$70.18