

GSA Federal Supply Schedule

Federal Supply Service Authorized Federal Supply Schedule Price List

FSC Class: 541

Advertising and Integrated Marketing Solutions (AIMS)

Modification FX07 - FX47

GS-23F-0155L

Contract Period: April 6, 2001 to April 5, 2016

GS-07F-0228W (Small Business)

Contract Period: February 8, 2010 to April 5, 2016



Dougherty & Associates, Inc.
1199 North Fairfax Street
Suite 800
Alexandria, VA 22314
P 703.838.0093
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CUSTOMER INFORMATION

1. a.) Special Item Numbers (SINs) Awarded:

Contract Number: GS-23F-0155L

541-1: Advertising Services

541-2: Public Relations Services

541-4A: Market Research and Analysis Services

541-5: Integrated Marketing Services

541-1000: Other Direct Costs

Contract Number: GS-07F-0228W

541-4D: Conference Events and Tradeshow Planning Services

541-4F: Commercial Art and Graphic Design

541-2000: Other Direct Costs

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

2. Maximum Order: Dougherty & Associates, Inc. understands that the total dollar value of any order placed by the Government under this contract will not exceed \$1,000,000.00, except for requirements exceeding the minimum order according to Clause I-FSS-125 (August 1995).
3. Minimum Order: \$100.00
4. Geographic Coverage (Delivery Area): Worldwide
5. Point(s) of Production (City, County, and State or Foreign Country): Alexandria, Virginia
6. Discount from list prices or statement of net price: N/A
7. Quantity Discounts: One percent (1%) for \$500,000.00 to \$1,000,000.00 per task order per year.
8. Prompt Payment Terms: One and one-half percent (1.5%) for any invoices paid within thirty days.
9. (a.-b.) Government Purchase Cards below and above the micro-purchase threshold: Dougherty & Associates, Inc. accepts the Government Purchase card but does not offer any additional discount.
10. Foreign Items: None
11. (a.-d.) Time of Delivery: As stipulated on individual Task Orders.
12. FOB Point: Destination Ordering Address:
Dougherty & Associates, Inc.
1199 North Fairfax Street, Suite 800
Alexandria, VA 22314



13. Payment Address:

Dougherty & Associates, Inc.
1199 North Fairfax Street, Suite 800
Alexandria, VA 22314

14. Warranty Provision: N/A

15. Export Packing Charges: N/A

16. Terms and conditions of Government purchase card acceptance: Dougherty & Associates, Inc. accepts the Government Purchase card but does not offer any additional discount.

17. – 23. N/A

24. a–b Special Attributes: N/A

25. Data Universal Number System (DUNS) number: 931806749

26. Dougherty & Associates, Inc. is registered in the Central Contractor Registration (CCR) database.

INTRODUCTION

Dougherty & Associates, Inc., (*DAI*) is a small, woman-owned business, headquartered in Alexandria, Virginia, that offers a wide range of customized services and solutions to public and private sector clients in the areas of communications, human capital, and learning solutions. *DAI* has experienced steady growth since its founding in 1995, and attributes its success to the caliber of its high quality professionals. The team applies to each assignment not only many years of practical experience, technical skills, and advanced educational knowledge—in fields such as strategic communications, change management, human capital, health care, finance and information technology—but, even more, a high degree of ambition, passion, and commitment to diligently serving our clients, creating meaningful work products and achieving desired results.

Clear and consistent communications planning is at the root of every one of *DAI*'s assignments and is one of the company's distinctive specialties. *DAI*'s areas of support encompass a full range of integrated capabilities and competencies within the communications lifecycle, from planning to execution to ensuring communications activities are strategically positioned and coordinated. *DAI* helps clients improve recognition, visibility and relationships within desired market segments, with products that combine high impact design with concise messaging customized to meet client-specific goals and stakeholder needs.

DAI's core competencies include:

- Branding
- Change Management
- Communications Planning and Implementation
- Creative Services
- Event Management and Facilitation
- Leadership Messaging
- Marketing and Product Research and Analysis
- Multimedia Product Development
- Public and Media Relations
- Risk and Crisis Communications
- Stakeholder Engagement and Outreach
- Website Design and Maintenance



DESCRIPTION OF SERVICES

DAI was awarded SINs 541-1, 541-2, 541-4A, 541-5, 541-1000, 541-4D, 541-4F and 541-2000. The following describes the company's services:

SIN 541-1 Advertising Services

Services provided under this SIN promote public awareness of an agency's mission and initiatives and dissemination of information to consumer and advocacy groups. Advertising media, such as direct mail, media planning/placement, public education, outdoor marketing and media, broadcast media to include television and radio public service announcements may be used in providing services relating to this SIN.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
Senior Project Manager	\$126.79	Senior Technical Writer	\$126.79
Project Manager	\$121.92	Technical Writer	\$101.44
Senior Analyst	\$102.45	Senior Writer	\$111.58
Analyst	\$87.09	Writer	\$99.41
Junior Analyst II	\$76.07	Junior Writer	\$76.07
Junior Analyst	\$66.60	Copywriter	\$61.48
Senior Trainer	\$102.45	Junior Copywriter	\$40.57
Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		



SIN 541-2 Public Relations Services

Services include providing customized media and public relations services, preparing media materials, including background materials, press releases, speeches and presentations, and press kits, and executing media programs such as press conferences and broadcast and print interviews.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
Senior Project Manager	\$126.79	Senior Technical Writer	\$126.79
Project Manager	\$121.92	Technical Writer	\$101.44
Senior Analyst	\$102.45	Senior Writer	\$111.58
Analyst	\$87.09	Writer	\$99.41
Junior Analyst II	\$76.07	Junior Writer	\$76.07
Junior Analyst	\$66.60	Copywriter	\$61.48
Senior Trainer	\$102.45	Junior Copywriter	\$40.57
Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		

SIN 541-4A Market Research and Analysis Services

Services include developing customized strategic marketing plans, branding initiatives and target market identification, and conducting focus groups.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
Senior Project Manager	\$126.79	Senior Technical Writer	\$126.79
Project Manager	\$121.92	Technical Writer	\$101.44
Senior Analyst	\$102.45	Senior Writer	\$111.58
Analyst	\$87.09	Writer	\$99.41
Junior Analyst II	\$76.07	Junior Writer	\$76.07
Junior Analyst	\$66.60	Copywriter	\$61.48
Senior Trainer	\$102.45	Junior Copywriter	\$40.57
Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		



SIN 541-5 Integrated Marketing Services

Services under this SIN provide comprehensive solutions using strategically targeted marketing strategies and tactics that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions encompass services within: 541-1 Advertising Services, 541-2 Public Relations Services, and 541-4A Market Research and Analysis Services.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
Senior Project Manager	\$126.79	Senior Technical Writer	\$126.79
Project Manager	\$121.92	Technical Writer	\$101.44
Senior Analyst	\$102.45	Senior Writer	\$111.58
Analyst	\$87.09	Writer	\$99.41
Junior Analyst II	\$76.07	Junior Writer	\$76.07
Junior Analyst	\$66.60	Copywriter	\$61.48
Senior Trainer	\$102.45	Junior Copywriter	\$40.57
Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		



SIN 541-4D Conference Events and Tradeshow Planning Services

Services encompass all activities within the event planning lifecycle from pre-event planning, implementation, and execution to post-event results reporting. Activities across these stages include branding, concept development, logistics and coordination, implementation, and post-event evaluation to support engagements with varying purposes, formats, sizes, and target audiences.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
Senior Project Manager	\$126.79	Senior Technical Writer	\$126.79
Project Manager	\$121.92	Technical Writer	\$101.44
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Senior Trainer	\$102.45	Junior Copywriter	\$40.57
Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		

SIN 541-4F Commercial Art and Graphic Design

Services include the generation of visual representations of key messages and ideas through the use of a variety of graphic design tactics and formats, including print and the web. *DAI* combines high impact design with concise messaging customized to meet client-specific goals and stakeholder needs through the development of multimedia products.

Labor Category	Rates per hour	Labor Category	Rates per Hour
Senior Program Manager	\$204.93	Multimedia Producer	\$97.35
Program Manager	\$179.31	Multimedia Assistant	\$46.10
Senior Project Director	\$169.06	Senior Graphic Artist	\$92.22
Project Director	\$153.68	Graphic Artist	\$76.85
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Trainer	\$98.99	Senior Editor	\$131.87
Junior Trainer	\$87.09	Editor	\$96.37
Senior Programmer	\$128.07	Junior Editor	\$71.00
Programmer	\$92.22	Administrative Support	\$25.62
Senior Multimedia Producer	\$122.95		

SIN 541-1000 & SIN 541-2000 Other Direct Costs (ODCs)

The following table identifies expenses other than labor hours that are necessary to complete a project.

ODC's	Government Rate
Purchase of research data	\$36,652.64
Rental of focus group facility including audio, video, food	\$11,637.50
Purchase of survey research software	\$31,340.00
Purchase of Java Scripting	\$9,600.00
Location map usage with modifications	\$8,308.75
Domain registration	\$5,535.00
Conference planning services	\$95,001.38
Conference products	\$9,168.00
Planning exhibit space	\$10,056.00
Printing output	\$16,525.00
Slides scanning	\$4,775.00
Media Placement	\$12,160.00
Mailing support	\$1,188.10
Purchase of Ad space	\$13,242.10
Development of folder, newspaper and magazine ads	\$4,650.00
Development of Web site (1/2 cost)	\$19,220.71
Development of folder	\$2,500.00
Purchase Ad Space	\$8,229.64
Purchase of Arbitron data	\$6,728.00
CD-ROM production	\$97,500.00
Fabrication/printing	\$13,793.00
Express delivery/mailing	\$149.00
Printing and installation	\$5,104.68



LABOR CATEGORY DESCRIPTIONS

Below are labor category descriptions.

Senior Program Manager

As a senior executive, oversees all program activities and works directly with Program Managers in their responsibilities to ensure the accurate and successful implementation of multiple projects within the Program Area. Reports directly to Senior corporate staff and has profit and loss responsibility for all projects implemented within their designated Program area.

Program Manager

As a senior executive, has overall responsibility for all of the projects within the designated program area and reports directly to the Senior Program Manager. Oversees the responsibilities of the various Project Directors and has profit and loss authority on all projects within the specified program area.

Senior Project Director

Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

Project Director

Serves as lead on project activities and has responsibility for directing project strategy, assigning project staff, and overall direction of projects. Interfaces with clients, business partners and professional organizations in order to enhance project products. Prepares formal and informal presentations. Monitors project budgets and expenditures and reports management issues that need corporate attention.

Senior Project Manager

Is responsible for successful delivery of projects through detailed project planning, scheduling and costing. Leads and guides teams of specialists, analysts and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule and reports progress of project to the project director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues.



Project Manager

Is responsible for successful delivery of projects through detailed project planning, scheduling and costing. Leads and guides teams of specialists, analysts and support staff. Maintains detailed project plans, monitors work performed to ensure project stays on schedule and reports progress of project to the project director on an ongoing basis. Develops process flow diagrams and business requirement specifications. Addresses immediate and long-term solutions to project related issues.

Senior Analyst

Leads teams of analysts in performing analytical tasks that are required to provide information necessary to successfully implement projects. Is responsible for analysis of business processes and structures, cataloging and abstracting documents, other analytical skills as required and the preparation of formal analysis. Is able to work under pressure and has the capacity to handle numerous projects at once.

Analyst

Performs varied analytical functions, as needed, including analysis of business processes and structures and cataloging and abstracting documents. Has excellent research, presentation preparation and writing skills. Works in a fast-paced environment and performs independently and as a team player. Accomplishes analysis for a project in a timely fashion.

Junior Analyst II

Performs varied analytical functions, as needed, including analysis of business processes and structures and cataloging and abstracting documents. Has excellent research, presentation preparation and writing skills. Works in a fast-paced environment and performs independently and as a team player. Accomplishes analyses for a project in a timely fashion.

Junior Analyst

Performs varied analytical functions, as needed, under the supervision and direction of a senior analyst. Works as a team player and supports the completion of analysis projects in a timely manner.

Senior Trainer

Manages training and development efforts. Using the Instructional System Design (ISD) model, responsible for the design, development and implementation of training efforts to include platform instruction as well as computer and Web-based applications. Has expertise designing multimedia applications, including storyboarding to support a variety of applications.

Trainer

Using the ISD model, designs, develops and implements training programs. Serves as team leader on some training projects. Develops training curriculum for all types of applications to include platform instruction as well as computer and Web-based applications. Works under the guidance of the Senior Trainer on many projects but often will be an independent developer.



Junior Trainer

Supports training efforts as required under the guidance of the Senior Trainer and Trainer. Responsible for the design, development and implementation of training programs. Supports staff in the development of multimedia applications. Responsible for the coordination and logistics of training implementation efforts.

Senior Programmer

Uses leading edge tools and object-oriented design and programming in the creation of information technology (IT) systems. Serves as task leader on projects and performs requirement analysis and system evaluations. Leads and monitors progress of programmers with less experience. Prepares status reports and communicates issues relating to programming functions to project management.

Programmer

Designs databases and develops, codes and tests programs/scripts in appropriate languages. Supports and maintains products and performs routine table maintenance. Works independently and as a part of a cross-functional project team.

Senior Multimedia Producer

Using leading edge technologies manages all multimedia productions to include: computer-based and Web-based solutions, Web TV, kiosks, videos, distance learning applications and other related projects. Responsible for managing the production of various projects and team members.

Multimedia Producer

Under the guidance of the Sr. Multimedia Producer and using leading edge technologies, develops multimedia applications to include: computer-based and Web based solutions, Web TV, kiosks, videos, distance learning applications and other related projects. Responsible for programming and incorporating graphics, text, audio and animation into a final product. Works closely with senior multimedia producer to maintain theme and overall design.

Senior Graphic Artist

Manages and oversees the creative production of graphic and artistic materials for projects. Designs products using a variety of mediums including video, print, broadcast, teleconferencing and electronic means. Develops animation and sound in multimedia presentations and training materials, to ensure consistent theme and overall design of products. Works with project teams to assure quality products delivered on time and within budget.

Graphic Artist

Designs and creates graphic and artistic materials for projects. Is able to follow time restraints and budgets in the development of products for video, print, broadcast, teleconferencing and electronic media. Works closely with Sr. Graphics Artist to maintain theme and overall design. Keeps current with new and emerging graphic capabilities and concepts and advises on their use when appropriate.



Senior Technical Writer

Determines requirements and creates copy for internal and external technical communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content. Manages other Writers and Junior Writers in the execution of their tasks.

Technical Writer

Creates copy for internal and external technical communications based on guidance from Senior Technical Writer and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

Senior Writer

Determines requirements and creates copy for internal and external communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content. Manages other Writers and Junior Writers in the execution of their tasks.

Writer

Creates copy for internal and external communications based on guidance from Senior Writer and other management staff. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

Junior Writer

Creates copy for internal and external communications based on guidance from other writers. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

Copywriter

Determines requirements and creates copy for internal and external communications. Works in a high demand, fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Website content.

Junior Copywriter

Based on guidance from writing staff develops copy for both internal and external communications to include: newsletters, press releases, brochures, TV and radio



announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

Senior Editor

Determines requirements and edits internal and external communications produced by a variety of staff members to include proposal writers. Coordinates editing activities for all on-staff editors for publications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content. Manages other editors in the execution of their tasks.

Editor

Based on guidance from Senior Editor assignments edits internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Website content.

Junior Editor

Based on guidance from editorial staff supports all editing assignments, for both internal and external communications to include: newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets and online delivery including Web site content.

Administrative Support

Supports project teams in scheduling meetings and appointments with clients. Answers phones, orders supplies, files and performs other administrative duties necessary for the smooth operation of the projects and their schedules. Works well under pressure and interacts with varied personalities.

How to reach us...

For more information contact:

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