

rs-e



General Services Administration
Authorized Federal Supply Schedule Price List

GSA Multiple Award Schedule Small Business

FEDERAL SUPPLY GROUP

Professional Services

GSA CONTRACT NUMBER

47QRAA21D007Z

CONTRACT PERIOD

July 15, 2021 -
July 14, 2026

**CONTACT FOR CONTRACT
ADMINISTRATION**

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Price List current as of Modification #PA-0002, effective July 20, 2021.

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Online 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 for GSA Advantage! is www.GSAAdvantage.gov.

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OVERVIEW OF THE FIRM

Headquartered in Sacramento, CA, Runyon Saltzman, Inc. (RSE) is an innovative, full-service communications firm with exceptional strength in government program education and outreach initiatives and behavior change marketing. Our services include evidence-based social marketing, strategic planning, advertising, branding, digital marketing, collateral material development, public relations, public affairs, crisis communications and community engagement. As social impact experts, we use traditional and non-traditional communications techniques to effect awareness, behavior and action for societal good.

We have developed best practices in authentically engaging and reaching diverse and multilingual communities. We have expertise in engaging unique and hard-to-reach populations; and extensive experience in stigma reduction, health disparities, recruitment, education, and energy efficiency communications, by utilizing award-winning creative, media planning and buying, and narrative talent.

RSE's diverse and passionate team has led many of California's most complex statewide education, outreach and behavior change campaigns over the past 30 plus years

including the state's efforts to reduce mental health stigma and prevent suicide, reduce obesity and provide nutrition education, and ensure access to financial resources for college students. We are also engaged to recruit patients for Medicaid dental programs in California, New York and Washington State. Our team has worked as a subcontractor on federal campaigns including those for Census Enumerator Recruitment, and Health and Human Services' Office of Women's Health



Postpartum Depression campaigns. The large, successful multi-language, multicultural campaigns crafted by RSE have been aimed at hard-to-reach populations, e.g., LGBTQ+, unhoused, children, disabled, low-income, single moms, racially and culturally diverse populations and the underserved in rural and urban areas.

Beginning in 2020, RSE was entrusted to work with California Governor Gavin Newsom's Office and the California Department of Public Health to effectively communicate critical COVID-19 information to diverse audiences that were adversely affected. Given the urgency of the program and the need to communicate critical information to Californians quickly and effectively, RSE jumped in and immediately fielded research to understand how the pandemic more adversely impacted historically underserved communities. Our team was quick to adapt campaign messaging and focus to reflect the findings and has proven to be a nimble partner





adapting messaging to the ever-changing course of the pandemic focusing on harm reduction, surge protection and more recently, vaccination support.

RSE has a proven track record for designing and implementing effective behavior change programs that are impactful and more importantly, results driven. We have the ability to engage communities with a multi-dimensional strategic approach, due to our infrastructure that can offer our partners both flexibility and quick turnaround to ensure successful campaign outcomes.



Our team is well-versed in managing large, complex campaigns. We develop work orders and plans that designate specific timeframes, project goals and objectives, budgets, key steps for project completion, timelines and critical approval dates for our clients. Our team also is proven in rapid start-ups and continually monitoring campaign performance to adapt and make modifications to strategies, tactics, messaging, creative, earned media, social media, community outreach,

community-based organization engagement and media buys.

RSE's award-winning creative team includes art directors, copywriters, designers, videographers and producers who are skilled and identifying the authentic truths that move audiences to action. We have developed a process to engage stakeholders to distill a brand's essence and are experts in balancing the interplay of rationale ****rational?*** benefits and emotional rewards for even the most complex campaigns. At times, we create a brand identity from scratch while at other times, we modify or update an existing brand, incorporating or replacing existing messaging and materials into a refreshed campaign. RSE builds upon work that has been done by teams before us, finding fresh ways to share stories, spark conversations and ignite audiences.

Media planned and purchased by RSE's in-house media team over the last 18 months exceeds \$72 million, over \$98 million over the past three years and \$266 million over the past decade. In collaboration with client services and creative teams, we dive into data to identify target audiences and draw on our experience in conjunction with a variety of research tools to develop approaches that bring greater efficiency, control and insight to media planning, buying and earning. Through content, research, and innovation, RSE merges the traditional media world of buying and planning with the latest in digital targeting.

SCOPE OF OUR GSA CONTRACT

Under our GSA Schedule Contract, Runyon Saltzman, Inc. (RSE) can provide a wide range of support for federal agencies. The contract also is available for state, county, and municipal government entities under certain circumstances (e.g., facilitate disaster preparation, response, or major disaster recovery in response to Presidentially declared emergencies; to support preparation for or response to public health emergencies and certain other types of events).

Special Item Number (SIN) 541910

Marketing Research and Analysis

Federal government agencies and departments can order these services from RSE under SIN 541910. State and local agencies can procure Disaster Recovery services under SIN 541910RC.

Services include customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers (in relation to services provided under this schedule).

Special Item Number (SIN) 541820

Public Relations Services

Federal government agencies and departments can order these services from RSE under SIN 541820. State and local agencies can procure Disaster Recovery services under SIN 541820RC.

Services provided include providing customized media and public relation services such as the development of media messages and strategies; providing

recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits; executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, media alerts and press clipping services related activities to public relations services.

Special Item Number (SIN) 541810

Advertising Services

Federal government agencies and departments can order these services from RSE under SIN 541810. State and local agencies can procure Disaster Recovery services under SIN 541810RC.

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination, message decision / creation, media selection, outdoor marketing and media services, broadcast media (radio, TV, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.

Commissions

NOTE: For all services provided under this contract, under any SIN, any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

Special Item Number (SIN) 541511

Web Based Marketing

Federal government agencies and departments can order these services from RSE under SIN 541511. State and local agencies can procure Disaster Recovery services under SIN 541511RC.

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

Special Item Number (SIN) 541613

Marketing Consulting Services

Federal government agencies and departments can order these services from RSE under SIN 541613. State and local agencies can procure Disaster Recovery services under SIN 541613RC.

Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns. Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support, assistance with conducting the challenge / contest / competition, facilitating events; and supporting the judging of events are included. The challenge / contest / competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

Special Item Number (SIN) 512110

Video/Film Production

Federal government agencies and departments can order these services from RSE under SIN 512110. State and local agencies can procure Disaster Recovery services under SIN 512110RC.

Services include writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring; and editing. Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, accessibility and video streaming development. Filming in studios, on location, live shows or events may also be required.

Special Item Number (SIN) 541430

Graphic Design Services

Federal government agencies and departments can order these services from RSE under SIN 541430. State and local agencies can procure Disaster Recovery services under SIN 541430RC.

Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills. Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre-existing materials; developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

Special Item Number (SIN) OLM

Order-Level Materials

If any OLMs become part of a task order, they are placed under SIN OLM (for task orders for Federal government agencies and departments) or SIN OLMRC (for Disaster Recovery task orders for state or local agencies).

Order-Level Materials (OLMs) are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA). OLMs are not defined, priced, or awarded at the FSS contract level. They are

unknown before a task or delivery order is placed against the FSS contract or FSS BPA. OLMs are only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) and are subject to a Not to Exceed (NTE) ceiling price. OLMs include direct materials, subcontracts for supplies and incidental services for which there is not a labor category specified in the FSS contract, other direct costs, and indirect costs. OLMs are purchased under the authority of the FSS Program and are not “open market items.”

Items awarded under ancillary supplies/services or other direct cost (ODC) SINs are not OLMs. These items are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Ancillary supplies/services and ODC SINs are for use under all order type CLINs (Fixed-Price (FP), T&M, and LH), whereas the Order-Level Materials SIN is only authorized for use under T&M and LH order CLINs.

The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN. Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs. OLMs are defined and priced at the ordering activity level in accordance with GSAR clause 552.238-82 Special Ordering Procedures for the Acquisition of Order-Level Materials. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). The cumulative value of OLMs in an individual task or delivery order cannot exceed 33.33% of the total value of the order.

ADVANTAGES OF USING A GSA SCHEDULE CONTRACT

Do you need a quick, convenient, and cost-effective way to order services from RSE? Our GSA Schedule contract provides an excellent solution. It offers the following advantages:

- **Dramatic time savings.** You can typically complete the task order initiation process (as specified in FAR 8.405) very quickly—often in a matter of weeks.
- **Minimal administrative burden.** When you place an order with RSE through our GSA Contract, the order will be considered to have been placed using “full and open competition.”
 - You are not required to synopsise the requirement ahead of time in SAM.gov.
 - GSA has already determined that prices offered by GSA contractors are “fair and reasonable.”
 - All applicable federal procurement laws and regulations, including “small business” set-asides and other types of set-asides, already have been applied.
- **No dollar limits** on task orders.
- **Small Business credit.** You will receive Small Business credit for all GSA Task Orders issued to RSE.
- **Flexibility.** For example, you can set up a “Blanket Purchase Agreement” (BPA) with RSE, if you do not know the precise amount or types of services that you would like purchase. You can use the BPA as an ordering device in which all your offices can participate, allowing them to place orders directly.
- **Direct relationship** with RSE.
 - GSA will not get involved in your selection process.
 - Your agency will not have to transfer funds to GSA and will not have to set up an interagency agreement.
 - RSE will deliver services and submit invoices directly to your agency. You will remit payment directly to RSE. GSA does not inject itself into the client/contractor relationship.

PRICING

The following prices are “net” (prices shown include all applicable discounts and are inclusive of the 0.75% Industrial Funding Fee).

GSA Hourly Rates:

RSE Labor Category	Special Item Number (SIN)*	Year 1	Year 2	Year 3	Year 4	Year 5
Principal in Charge	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$256.73	\$264.43	\$272.36	\$280.53	\$288.95
Creative Director	541430, 541810, 541910, 512110, 541613	\$229.08	\$235.95	\$243.03	\$250.32	\$257.83
Social Marketing Director	541430, 541820, 541910, 541613	\$221.18	\$227.81	\$234.65	\$241.69	\$248.94
Media Director	541430, 541810, 541820, 541910, 541613	\$221.18	\$227.81	\$234.65	\$241.69	\$248.94
Production Director	541430, 541810, 541820, 541511, 512110, 541613	\$221.18	\$227.81	\$234.65	\$241.69	\$248.94
Associate Creative Director	541430, 541810, 541820, 541511, 512110, 541613	\$217.23	\$223.75	\$230.46	\$237.37	\$244.49
Managing Supervisor	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$213.28	\$219.68	\$226.27	\$233.06	\$240.05
Account Supervisor	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$209.33	\$215.61	\$222.08	\$228.74	\$235.60
Digital Strategist	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$209.33	\$215.61	\$222.08	\$228.74	\$235.60
Media Supervisor	541430, 541810, 541613	\$209.33	\$215.61	\$222.08	\$228.74	\$235.60
Senior Art Director	541430, 541810, 541820, 541511, 541613	\$197.48	\$203.41	\$209.51	\$215.79	\$222.27
Senior Designer	541430, 541810, 541820, 541511, 541613	\$137.00	\$141.11	\$145.34	\$149.70	\$154.19
Senior Media Buyer/Planner	541430, 541810, 541910, 512110, 541613	\$167.00	\$172.01	\$177.17	\$182.49	\$187.96
Senior Account Manager	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$181.68	\$187.13	\$192.75	\$198.53	\$204.49
Producer/Writer	541430, 541810, 541820, 541511, 512110, 541613	\$150.00	\$154.50	\$159.14	\$163.91	\$168.83
Media Buyer	541430, 541810, 541910, 541613	\$160.00	\$164.80	\$169.74	\$174.84	\$180.08
Account Manager	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$165.88	\$170.86	\$175.99	\$181.27	\$186.70
Art Director	541430, 541810, 541820, 541511, 512110, 541613	\$157.98	\$162.72	\$167.61	\$172.63	\$177.81
Copywriter	541430, 541810, 541820, 541511, 512110, 541613	\$124.00	\$127.72	\$131.55	\$135.50	\$139.56

GSA Hourly Rates:

RSE Labor Category	Special Item Number (SIN)*	Year 1	Year 2	Year 3	Year 4	Year 5
Videographer/Editor	541430, 541810, 541820, 512110, 541613	\$126.39	\$130.18	\$134.08	\$138.11	\$142.25
Senior Account Coordinator**	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$130.34	\$134.25	\$138.28	\$142.42	\$146.70
Production Manager	541430, 541810, 541820, 541511, 512110, 541613	\$118.49	\$122.04	\$125.70	\$129.48	\$133.36
Traffic Manager**	541430, 541810, 541613	\$118.49	\$122.04	\$125.70	\$129.48	\$133.36
Account Coordinator**	541430, 541810, 541820, 541511, 541910, 512110, 541613	\$102.69	\$105.77	\$108.94	\$112.21	\$115.58

*Each SIN is available to state and local agencies for “Disaster Recovery” services, under which “RC” is appended to the SIN number. For example, “Disaster Recovery” Public Relations services can be procured by state and local agencies under SIN 541820RC.

**These labor categories are Service Contract Labor Standards (SCLS)/Service Contract Act (SCA) eligible. See SCLS/SCA matrix, below.

Quantity/Volume Discount

1% off the approved GSA hourly rates (inclusive of IFF) for any individual GSA task order for labor billings on that task order that exceed \$500,000 per year.

Service Contract Labor Standards/Service Contract Act Matrix:

SCLS Eligible Contract Labor Category	SCLS Equivalent Code, Title	Wage Determination No.
Account Coordinator	01312, Secretary II	2015-5632
Senior Account Coordinator	01313, Secretary III	2015-5632
Traffic Manager	13061, Media Specialist I	2015-5632

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

POSITION DESCRIPTIONS

1. Principal In Charge

Functional Responsibility

Ultimately responsible for overall performance (financial and programmatic). Highly experienced communicator/resource who provides subject matter expertise on a specialized area, as well as creative and strategic thought leadership adding a wealth of knowledge to all departments. Exemplify and lead as the foundation of the firm's culture and values. Participates in brainstorming and key client sessions; meets with team leads; participates in strategy and creative development, analyzes financial issues.

Minimum Years of Experience: 20

Minimum Education: Bachelor's Degree

Required Certifications: None

2. Creative Director

Functional Responsibility

Leads the Creative Department and oversees development of campaign creative products to ensure all creative is supported by thoughtful rationale. Helps establish campaign strategy and execution. Designs advertising; supervises campaign production; conducts department brainstorming/planning; interfaces with client services and media planning staff; reviews work of art directors, designers, copywriters and video team; presents creative work to client; attends and discusses content of focus groups with client service teams and clients.

Minimum Years of Experience: 18

Minimum Education: Bachelor's Degree

Required Certifications: None

3. Social Marketing Director

Functional Responsibility

Experienced resource regarding establishment of campaign strategy. A key continuity team member that leads the development and implementation of various campaign strategies.

Reviews plans and research, and plans/participates in client presentations. Mentors newer team members and ensures effective communication between cross-functional teams. Ensures that campaign components are multicultural. Reviews creative briefs and research; participates in team brainstorming sessions; participates in key client meetings and internal and team meetings, strategy, creative, media and policy sessions; steps in when needed for consultation with clients and agency team members.

Minimum Years of Experience: 15

Minimum Education: Bachelor's Degree

Required Certifications: None

4. Media Director

Functional Responsibility

Manages the Media Services Department. Possesses the required financial and project management skills to develop and/or oversee the preparation of all media plans. Ensures clients strategic objectives are met in a timely manner. Mentors and manages team members within the department. Oversees planning and purchasing of paid media campaigns, ensuring that department's recommendations are justified; involved in strategic planning and brainstorming; meets with/presents media plans to clients; participates in campaign brief kick-off meetings; maintains on-going relationships with media reps in order to get best rates and generate strong media opportunities for client.

Minimum Years of Experience: 15

Minimum Education: Bachelor's Degree

Required Certifications: None

5. Production Director

Functional Responsibility

Oversees production and trafficking of creative products. Manages creative staff and vendors. Provides strategic production leadership

for campaign development. Prepares cost estimates; develops creative/production budgets; attends internal meetings; coordinates production creative; hires and contracts with talent and agents of talent.

Minimum Years of Experience: 12

Minimum Education: Bachelor's Degree

Required Certifications: None

6. Associate Creative Director

Functional Responsibility

Collaborates with and assists Creative Director on development and execution of advertising and other creative products. Assists in management of Creative Department and ensures all creative work is on brand and on strategy. Designs advertising; supervises campaign production; writes/edits copy; interfaces with client services and media planning staff; reviews work of art directors and designers; presents creative work to client; attends and discusses focus groups with the client service team and clients.

Minimum Years of Experience: 12

Minimum Education: Bachelor's Degree

Required Certifications: None

7. Managing Supervisor

Functional Responsibility

Provides creative and strategic leadership either for specific client services team or for the entire office. Possess a level of expertise and experience that is recognized throughout the firm. Holds ultimate responsibility for the work completed, as well as sets objectives and performance standards. Develops and maintains strong client relationships, as well as manages large pieces of business. Attends/participate in brainstorming sessions and client meetings concerning project development; ensures all work is completed on strategy.

Minimum Years of Experience: 15

Minimum Education: Bachelor's Degree

Required Certifications: None

8. Account Supervisor

Functional Responsibility

Oversees the planning and execution of traditional and digital communications projects. Works with creative and media staff and oversees work of the client services team. Thinks strategically and creatively to develop concepts to meet the client objectives. Manages key accounts with little supervision and communicates with team members and clients daily. Develops and maintains strong client relationships, as well as manages client budgeting and billing. Attends/participates in brainstorming meetings, focus group sessions and client meetings concerning advertising and collateral campaign development; manages/implements specific projects; execution of media campaign; conducts internal and team meetings; participates in research review; manages client billing.

Minimum Years of Experience: 12

Minimum Education: Bachelor's Degree

Required Certifications: None

9. Digital Strategist

Functional Responsibility

Expert in digital advertising strategies and implementation including SEO, paid social, paid search and website development. Advises on/coordinates digital advertising, website analytics and social media campaigns. Works with various members of client services team to ensure quality and timeliness. Leads/designs, implements digital and social media projects, e.g., paid social media advertising campaigns; attends/participates in digital brainstorming sessions and overall advertising/PR program planning; monitors trends, prepares status reports and analyses.

Minimum Years of Experience: 15

Minimum Education: Bachelor's Degree

Required Certifications: None

10. Media Supervisor

Functional Responsibility

Heads development of strategic media planning. Lends support in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with client services teams to discuss performance, propose initiatives, and establish priorities. Evaluates opportunities and plans placements of media time and space, including rationales. Researches target audience media usage; develops media strategies, rationales and tactics; prepares and presents written plans and flowcharts; negotiates/purchases media; reviews multiple facets of client interactions in digital realm; provides digital campaign stewardship in conjunction with digital media planning/buying; reviews goals and objectives; makes recommendations for improved effectiveness.

Minimum Years of Experience: 15

Minimum Education: Bachelor's Degree

Required Certifications: None

11. Senior Art Director

Functional Responsibility

Works with creative and production directors to facilitate projects, as well as maintains consistency and standards of excellence for all campaign pieces. Assists design team lead in establishing conceptual and stylistic direction. Designs materials and approves the work of other designers. Meets with client as necessary. Collaborates on and creates campaign concepts; art directs various campaign pieces, e.g., print ads, outdoor, collateral, television and Web; leads/facilitates internal creative/brainstorming meetings; attends focus group sessions; presents concepts to clients with justification of approach.

Minimum Years of Experience: 6

Minimum Education: Bachelor's Degree

Required Certifications: None

12. Senior Designer

Functional Responsibility

Designs materials and approves the work of other designers to ensure brand consistency and standards of excellence for all campaign pieces. Assists in establishing conceptual and stylistic direction. Meets with client as necessary. Collaborates on and creates campaign concepts; oversight of layout design for creative work, such as print ads, outdoor, collateral, television and Web; participates in internal creative brainstorming meetings.

Minimum Years of Experience: 6

Minimum Education: Bachelor's Degree

Required Certifications: None

13. Senior Media Buyer/Planner

Functional Responsibility

Leads media focused communications. Develops strategy to build long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Provides recommendations and rationale for suggested media tactics. Evaluates opportunities/negotiates and purchases media time and space. Seeks best prices and places media space or time as specified in approved media plans; monitors media for placement and time discrepancies; negotiates credits or billing adjustments.

Minimum Years of Experience: 10

Minimum Education: Bachelor's Degree

Required Certifications: None

14. Senior Account Manager

Functional Responsibility

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. Works with creative and media staff to facilitate projects, as well as coordinate with agency departments/individuals to ensure project work is on time

and within budget. Participates in planning and strategy to develop concepts to meet the client objectives. Attends/participates in brainstorming sessions and client meetings regarding project development; manages/implements projects; prepares/disseminates conference reports and agendas; schedules meetings; follows through on client requests; works with Account Supervisor and media staff to coordinate media campaign; interfaces with clients regularly.

Minimum Years of Experience: 8

Minimum Education: Bachelor's Degree

Required Certifications: None

15. Producer/Writer

Functional Responsibility

Manages all video projects in their entirety. Responsible for budget and timeline management, as well as pre-production, all photo/video shoots, and post-production. Prepares for setups, does interviews, writes scripts, oversees editing process.

Minimum Years of Experience: 6

Minimum Education: Bachelor's Degree

Required Certifications: None

16. Media Buyer

Functional Responsibility

Evaluates opportunities, plans placements of broadcast, radio, digital, and out-of-home media. Has extensive knowledge of analytics and consumer research to ensure most effective and highest profitable advertising campaigns. Meets with client regularly to discuss performance, propose initiatives, and establish priorities. Researches target audience usage and analytics; develops strategies, rationales and tactics; prepares/presents written plans and flowcharts; negotiates/purchases media; provides campaign stewardship.

Minimum Years of Experience: 6

Minimum Education: Bachelor's Degree

Required Certifications: None

17. Account Manager

Functional Responsibility

Demonstrates high-level industry expertise in both traditional and digital communications and a good knowledge of more than one industry sector. Has strong project management and communication skills. Works with creative and media staff to facilitate projects, as well as coordinate with agency departments/individuals to ensure project work on time and within budget. Participates in planning and strategy to develop concepts to meet the client objectives. Meets with client regularly, if not daily, to ensure work meets/exceeds client objectives. Attends/participates in brainstorming sessions and client meetings regarding project development; manages/implements projects; prepares/disseminates conference reports and agendas; schedules meetings; follows through on client requests; works with Account Supervisor and media staff to coordinate media campaign; interfaces with subcontractors.

Minimum Years of Experience: 6

Minimum Education: Bachelor's Degree

Required Certifications: None

18. Art Director

Functional Responsibility

Maintains visual consistency and high standards of excellence of advertising campaign pieces. Responsible for design of projects from conception to completion. Collaborates on and creates campaign concepts; art directs various campaign pieces, i.e., print ads, outdoor, collateral, television, digital, and Web; attends internal creative/brainstorming meetings and focus groups; present concepts to clients.

Minimum Years of Experience: 4

Minimum Education: Bachelor's Degree

Required Certifications: None

19. Copywriter

Functional Responsibility

Writes, concepts, and produces advertising and other forms of communications. Performs document quality assurance and quality control reviews. Works with creative team members to improve writing flow and layout. Writes copy/scripts for print, radio, television, websites, videos and other media; collaborates on development of campaign concepts; gives justification of concepts, including overall approach; oversees radio production and other broadcast media.

Minimum Years of Experience: 2

Minimum Education: Bachelor's Degree

Required Certifications: None

20. Videographer/Editor

Functional Responsibility

Shoots, edits, and prepares video projects for production. Shoots and edits commercials and videos; does sound design, color corrections and graphics; finalizes videos for production, authors DVDs, embeds videos on websites and social media pages; shoots still photos.

Minimum Years of Experience: 4

Minimum Education: Bachelor's Degree

Required Certifications: None

21. Senior Account Coordinator

Functional Responsibility

Plays a primary role in client work by demonstrating a mastery of both traditional and digital media relations. Manages progress reports on client business. Aids in developing and implementing targeted information campaigns. Coordinates projects and supports various members of client team, internal team

and subcontractor staff to ensure quality work is done on time. Attends/participates in brainstorming sessions, facilitates logistics for qualitative research projects, added-value initiatives and awards programs; prepares/disseminates conference reports and agendas, schedules meetings; responds to client requests; supports social media projects.

Minimum Years of Experience: 2

Minimum Education: Bachelor's Degree

Required Certifications: None

22. Production Manager

Functional Responsibility

Assigns creative jobs to creative team and monitors overall department workflow. Prepares/disseminates media traffic instructions, monitors creative and interactive projects to ensure timelines are met. Traffics creative materials to media outlets, maintains creative job dockets and routes proofs for approval. Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion. Possesses specialized skills in web, multimedia, and video. Experienced in desktop layout, image manipulation, and some pre-press preparation. Creates job cost estimates and compares estimates to actuals; coordinates print-related photo shoots; participates in planning for production of print and broadcast.

Minimum Years of Experience: 2

Minimum Education: Bachelor's Degree

Required Certifications: None

23. Traffic Manager

Functional Responsibility

Assigns creative jobs to RSE creative team and monitors overall department workflow. Prepares/disseminates media traffic instructions, monitors creative and interactive projects to ensure timelines are met. Traffics creative materials to media outlets, maintains creative job dockets and routes proofs for approval. Creates job cost estimates and compares estimates to actuals; traffics creative projects to resource available; traffics media to outlets.

Minimum Years of Experience: 2

Minimum Education: Bachelor's Degree

Required Certifications: None

24. Account Coordinator

Functional Responsibility

Coordinates projects and supports various members of client team, client services team and subcontractor staff to ensure quality work is done on time. Have direct contact with clients, initiate ideas, work autonomously and with sound judgment on structured tasks. Have solid writing, traditional and social media, organizational, project management,

and production skills. Attends/participates in brainstorming sessions; facilitates logistics for qualitative research projects, added-value initiatives and awards programs; prepares/disseminates conference reports and agendas; schedules meetings; responds to client requests; supports social media projects.

Minimum Years of Experience: 0

Minimum Education: Bachelor's Degree

Required Certifications: None

Substitution Factors (for all Labor Categories)

- A High School Degree and 4 additional years of experience can substitute for a Bachelor's Degree.
- An Associate Degree and 2 additional years of experience can substitute for a Bachelor's Degree.
- A Master's Degree can substitute for 2 years of experience.
- A Ph.D. can substitute for 4 years of experience.

CUSTOMER INFORMATION

1a. Awarded Special Item Numbers (SINs):

SINs	Recovery	SIN Title
541910	541910RC	Marketing Research and Analysis
541820	541820RC	Public Relations Services
541810	541810RC	Advertising Services
541511	541511RC	Web Based Marketing Services
541613	541613RC	Marketing Consulting Services
512110	512110RC	Video/Film Production
541430	541430RC	Graphic Design Services
OLM	OLMRC	Order-Level Materials

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See pages 5-6 (Pricing).
- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibilities and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. See pages 8-16 (Position Descriptions).
2. **Maximum Order:** SINs 541910, 541820, 541810, 541511, 541613, 512110, 541430: \$1 million; SIN OLM: \$250,000. Note: There are no limits on the size of any task order under the contract. RSE may honor orders exceeding the amounts shown above in accordance with Clause 52.216-19.
3. **Minimum Order:** \$100
4. **Geographic Coverage:** Domestic.
5. **Points of Production:** Same as company address.
6. **Discount from List Prices or Statement of Net Price:** Government net prices (discounts already deducted). See "Prices" section, above.

7. **Quantity/Volume Discounts:** 1% off the approved GSA hourly rates (inclusive of IFF) for any individual GSA task order for labor billings on that task order that exceed \$500,000 per year.
8. **Prompt Payment Terms:** Net 30 days. **Information for Ordering Offices:** Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. **Foreign Items:** None.
- 10a. **Time of Delivery:** As specified in Task Orders.
- 10b. **Expedited Delivery:** Contact Contractor.
- 10c. **Overnight and 2-day Delivery:** Contact Contractor.
- 10d. **Urgent Requirements:** Contact Contractor.
11. **F.O.B. point(s):** Destination.
- 12a. **Ordering Address:**
Runyon Saltzman, Inc.
2020 L St., Suite 100
Sacramento, CA 95811
Contact for Contract Administration: Christopher Holben
Telephone: 916.446.9900
E-mail: cholben@rs-e.com
- 12b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. **Payment Address:** Same as company address.
14. **Warranty Provision:** Contractor's standard commercial warranty.
15. **Export Packing Charges (if applicable):** N/A
16. **Terms and Conditions of Rental, Maintenance, and Repair (if applicable):** N/A
17. **Terms and Conditions of Installation (if applicable):** N/A
- 18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 18b. **Terms and Conditions for Any Other Services (if applicable):** N/A
19. **List of Service and Distribution Points (if applicable):** N/A
20. **List of Participating Dealers (if applicable):** N/A
21. **Preventive Maintenance (if applicable):** N/A

- 22a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 22b. **Section 508 Compliance Information:** Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. Full details can be found in RSE's Section 508 policy document, which we maintain on an internal company server. We will make a copy available on request. The EIT standards can be found at: www.Section508.gov/.
23. **Unique Entity Identifier (UEI):** 081272809
24. **Notification Regarding Registration in System for Award Management:** Registered.

CONTACT US

How can we be of service? Please give us a call or drop us a line:

Runyon Saltzman, Inc.
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Sacramento, CA 95811

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