

**GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List**

ADVERTISING & INTEGRATED MARKETING SERVICES

Contract Information:

Schedule Title: Advertising & Integrated Marketing Solutions
FSC Group: 541
Contract Number: GS-23F-0031R
Contract Period: November 9, 2004 through November 8, 2009

Contractor Name, Address and Contact Information:

The Borenstein Group
11320 Random Hills Road, Suite 540
Fairfax, VA 22030
Phone: (703) 385-8178
Fax: (703) 385-6454
Website: www.borensteingroup.com

Main Point of Contact: Mr. Gal S. Borenstein, President
gal@borensteingroup.com

Business Size:

Small Business

Supplement Info:

Prices Shown Herein are Net (discount deducted)
Date: November 17, 2004

TERMS AND CONDITIONS

1a. Awarded Special Item Numbers	541-1	Advertising Services
	541-1000	Other Direct Costs
	541-2	Public Relation Services
	541-4A	Market Research and Analysis Services
	541-4B	Video/Film Production Services
	541-5	Integrated Marketing Services

2.	Maximum Order	\$1,000,000.00
3.	Minimum Order	\$100.00
4.	Geographic Coverage (Deliver Area)	Domestic and Overseas
5.	Points of Production	The Borenstein Group 11320 Random Hills Road, Suite 540 Fairfax, Virginia 22030 County of Fairfax
6.	Discount From List Prices or Statement of Net Prices	Not applicable
7.	Quantity Discounts	Not applicable
8.	Prompt Payment Terms	1% 10 Days, Net 30 Days
9a.	Government Purchase Cards Accepted At or Below the Micro-Purchase Threshold	Yes
9b.	Government Purchase Cards Accepted Above the Micro-Purchase Threshold	Yes
10.	Foreign Items	Not Applicable
11a.	Time of Delivery	Specified on the Task Order
11b.	Expedited Delivery	Items available for expedited delivery are noted in this price list.
11c.	Overnight and 2-day Delivery	Contact Contractor
11d.	Urgent Requirements	Contact Contractor
12.	FOB Point(s)	Destination
13a.	Ordering Address	The Borenstein Group 11320 Random Hills Road, Suite 540 Fairfax, Virginia 22030
13b.	Ordering Procedures	For Supplies and services, the order procedure, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule home page (fss.gsa.gov/schedules)
14.	Payment Address	The Borenstein Group 11320 Random Hills Road, Suite 540 Fairfax, Virginia 22030
15.	Warranty Provision	Not Applicable
16.	Not Applicable	Not Applicable
17.	Terms and Conditions of Government Purchase Card Acceptance	Contact Contractor
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	Not Applicable
20a. Terms and Conditions of Any Other Services	Not Applicable
21. List of Service and Distribution Points	Not Applicable
22. List of Participating Dealers	Not Applicable
23. Preventative Maintenance	Not Applicable
24a. Special Attributes	Not Applicable
24.b Section 508 Compliance	If applicable, Section 508 compliance information of Electronic and Information Technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at www.section508.gov
25. Data Universal Numbering System (DUNS) Number	11-2296582
26. Central Contractor Registration (CCR) Database	Registered, valid until 07/30/2005

ADVERTISING & INTEGRATED MARKETING SERVICES APPROACH

When contracting with The Borenstein Group, Inc., our clients gain more than another vendor: they gain a partner. Being a small business, we are keenly aware that our continued success is dependent on a persistent commitment to excellence in our work. As detailed below, our quality control procedures are primarily based on two fundamental concepts; a) gain an intimate, in-depth understanding of what the client is seeking to accomplish, achieving absolute consensus with the client's project team as to the goals and objective of the project; and b) provide frequent progress and status reports to the client. We leave no room for surprise in our engagements.

The Borenstein Group, Inc. uses a structured approach with our management, organizational, and business improvement engagements to ensure overall contract and task quality. This approach provides Best Practices and templates for each step of a project, clearly defines roles and responsibilities, and considers critical success factors while measuring risk. We therefore are able to provide our clients with a framework for a collaborative partnership, ensuring the project's success. The fundamental elements of the approach include:

- Establishing a shared understanding and vision before engaging in development work.
- Creating a concrete project plan, with clear deliverables, milestones, and expectations.
- Ensure successful implementation and continuous improvement.

Our six-phase approach has clearly defined deliverables and all team members have specific roles and responsibilities. The roles of each team member are established in the Project Kickoff Meeting, and deliverables and schedules for each role are identified in the Project Plan. A description of each phase is as follows:

The Six Phases of a Successful Engagement

Project Definition	Determines the scope of the project, and identifies short- and long-term goals. Initial Project Plan is developed.
Analysis	Information gathering, interviews, brainstorming, market research, and benchmarks. Project Plan is revised to reflect additional knowledge of requirements and tasks necessary for implementation.
Design	Tasks to bring the vision created in the analysis phase to reality. Initial products including strategy development, architecture development, layout, look and feel, storyboards, graphics creation, and prototypes are presented for review. Revisions reflect add initial feedback gathered from proposed solutions.
Development	Creating, refining, and testing products based on the knowledge gathered from the design phase. Done in an iterative fashion to assure that the products are satisfying established requirements.
Implementation	Rollout of the product. Performance, monitoring, reporting, and feedback mechanisms are agreed upon and established to assure quality control.
Monitoring and Forward Planning	Takes the "lessons learned" from the implementation phase to foster new management, business, or organizational improvements.

By employing a structured approach to our engagements, The Borenstein Group, Inc., assures that projects are on-time and on-budget as well as exceed the expectations of our clients.

The next step is the preparation of a Management and Work Plan. The Project or Program Manager examines the tasks closely, breaks the major tasks into small components and develops an internal time schedule aimed at completing the tasks and subtasks in an orderly manner. The workload is distributed among the appropriate Borenstein Group, Inc., professionals whose talents and expertise most closely match the skill required to conduct the requested work.

The Management and Work Plan govern the execution of the requested services. This plan includes a detailed allocation of personnel and other resources by task. Each month of the performance period provides a time schedule for completion of all tasks. This includes start dates, completion dates and other major milestones for each task and subtask. Also included in this plan is the expected flow of project activity and how each task will be accomplished. This information is distributed to each team member.

The Borenstein Group, Inc., performs the required tasks and provides the required deliverables (reports, analysis, recommendations, surveys, etc.). Each person deployed

under a statement of work is required to submit activity reports to the Project or Program Manager to ensure that timelines and expectations are being met.

ADVERTISING & INTEGRATED MARKETING SERVICES PRICING

Below is the pricing rates for following Advertising & Integrated Marketing Services: Advertising Services (541-1), Public Relation Services (541-2), Market Research and Analysis Services (541-4A), Video/Film Production Services (541-4B), Integrated Marketing Services (SIN 541-5) and Other Direct Costs (SIN 541-1000).

Labor Hour Pricing

Labor Category	Govt Rate
Executive Marketing Strategist	\$211.43
Graphic Specialist	\$59.20
IT Associate	\$95.15
Marketing Associate	\$95.15
Marketing Consultant	\$63.43
Marketing Strategist	\$126.86
Marketing Support Staff	\$48.63
Public Relations Associate	\$95.15
Senior Copywriting Specialist	\$87.74
Senior Graphic Specialist	\$87.74
Senior IT Associate	\$112.06
Senior IT Consultant	\$76.11
Senior Marketing Associate	\$112.06
Senior Marketing Consultant	\$76.11
Senior Marketing Strategist	\$158.57
Senior Public Relations Associate	\$112.06

Other Direct Costs	Price*	Unit/Issue
TV Advertising- Commercial shoot	\$ 7,375.00	30 Second Spot
TV Air Time (up to 60 seconds)	\$ 285.00	60 Second Spot
Print Advertising	\$ 5,113.00	Space
Press Clipping	\$ 16.25	Monthly
Promotional Items	\$ 2.92	Each
Courier (movement from Point A to Point B)	\$ 18.00	Trip
Printing	\$ 10.83	Each
Trade Show Display (up to 20' x 20')	\$66,706.86	Each
Exhibit Booth Space	\$ 6,000.00	Space
Photography	\$ 559.96	Task

Newspaper Advertising	\$ 1,050.00	Monthly
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*Prices are exclusive of the Industrial Funding Fee of .75%. These are the maximum rates that can be charged. Lower rates may be quoted.

Pricing Effective November 9, 2004 through November 8, 2009