



**Westat**<sup>®</sup>

## Advertising and Integrated Marketing Solutions | **AIMS**

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule

FCXA-M2-030001-B

Industrial Group 541

SINs 541-4A

541-5

541-1000

Contract Period: March 22, 2000,  
through March 21, 2015

Contract No.: GS-23F-0155K

Westat

1600 Research Boulevard

Rockville, MD 20850

301-251-1500

Fax: 301-738-3500

[www.westat-AIMS.com](http://www.westat-AIMS.com)

[www.westat.com](http://www.westat.com)

Business Size: Large

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through *GSA Advantage!™*, a menu-driven database system. The Internet address for *GSA Advantage!™* is [www.gsaadvantage.gov](http://www.gsaadvantage.gov). For more information on ordering from Federal Supply Schedules, click on GSA Schedules at <http://fss.gsa.gov>.

# Catalog and Price List





Westat's research, technical, and administrative staff of more than 2,000 is located at our headquarters in Rockville, Maryland. Depending on the number of active projects at any time, up to several thousand data collection and processing staff work at Westat's survey processing facilities, at our Telephone Research Center facilities, and at data collection sites throughout the nation. Westat also maintains research offices near our clients in Bethesda, Maryland; Durham, North Carolina; Atlanta, Georgia; Philadelphia, Pennsylvania; and Houston, Texas. Westat also has staff in Brazil, Costa Rica, Ethiopia, South Africa, China, and Thailand.



# Customer Information

Advertising and Integrated Marketing Solutions | AIMS

*Our customers can expect the utmost commitment to quality performance and efficient service.*

**1a. Awarded Special Item**

**Numbers (SINs):**

541-4A – Market Research  
and Analysis Services  
541-5 – Integrated Marketing  
Services  
541-1000 – Other Direct Costs

**1b.** Prices shown in Table 1 (page 13) are for Federal clients only. Prices are net of a 2% discount to Federal clients on labor rates and include a .75% Industrial Funding Fee. Prices are for the current year and escalators on out years are negotiated by individual tasks.

**1c.** Descriptions of labor categories and education and experience requirements for each (page 15).

**2. Maximum Order Threshold:**

\$1 million.

**3. Minimum Order:** \$2,500.

**4. Geographic Coverage:** Worldwide.

**5. Points of Production:** Rockville, Montgomery County, Maryland.

**6. Discount from List Prices:**

As negotiated per task order over \$1,000,000.

**7. Quantity Discounts:** None.

**8. Prompt Payment Terms:**

Net 30 days.

**9a. Government Purchase Cards:**

Accepted at or below the micro-purchase level.

**9b. Government Purchase Cards:**

Not accepted above the micro-purchase level.

**10. Foreign Items:** Not applicable.

**11a. Time of Delivery:** As required for all deliverables in a task order.

**11b. Expedited Delivery:** Items are available for expedited delivery as negotiated for each task order.

**11c. Overnight and 2-Day Delivery:**

Overnight and 2-day delivery are available for support products and other deliverables as required

**11d. Urgent Requirements:** Under

I-FSS-140-B, the Agency may contact Westat for the purpose of obtaining accelerated delivery.

**12. F.O.B. Points:** Destination.

**13a. Ordering Address:**

Westat  
1600 Research Blvd.  
Rockville, MD 20850-3195

**13b.** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS schedule home page (<http://fss.gsa.gov/schedules>).

**14. Payment Address:**

Westat  
P.O. Box 1004  
Rockville, MD 20850-3195

**15. Warranty Provision:** Westat warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

**16. Export Packing Charges:** Not applicable.

**17. Terms and Conditions of Government Purchase Card Acceptance:**  
Not applicable.

**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, Etc.:** Not applicable.

**21. List of Service and Distribution Points:** Not applicable.

**22. List of Participating Dealers:**  
Not applicable.

**23. Preventive Maintenance:**

Not applicable.

**24a. Environmental and Other Special Attributes:** Not applicable.

**24b. Electronic and Information**

**Technology (EIT):** EIT supplies and services are customized to agency-specific requirements that include posting the Accessibility Policy on site pages, providing hot links to the Accessibility Coordinator if reading problems are encountered, and providing an accessibility feedback form to identify issues encountered for the Accessibility Coordinator. The EIT standards are found at: [www.Section508.gov](http://www.Section508.gov).

**25. Data Universal Number System (DUNS) Number:** 049508120

**26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:**  
Registered.

**27. Uncompensated Overtime:**  
Uncompensated overtime is compressed to regular compensated hours. Regular compensated hours are used for client billings.

**28. Non-labor Items:** Non-labor items are priced at actual costs plus associated indirect costs in accordance with Westat's approved Disclosure Statement dated April 4, 2001, and the current Provisional Indirect Rate Agreement negotiated with the National Institutes of Health. The fully burdened costs of specific non-labor items are listed on page 14.

# Services Ordering Process

Advertising and Integrated Marketing Solutions | **AIMS**

AIMS is a competitively awarded contract. Each client agency has specific contract procedures that it will follow when using this simplified procurement process. Orders flow directly from the client agency to Westat. There is no middleman, no bureaucracy to deal with, no need to advertise, and no need to deal with anyone outside your own agency. The following are general rules that GSA has proposed.

**A.** If a customer solicits proposals from firms on the Schedule, these are the steps that can be followed:

**Step 1:** The Customer sends a Task Request to Westat's AIMS Coordinator or Contractual Representative via fax or email. The request should include Westat's AIMS Contract Number (GS-23F-0155K).

Ms. Alison Soffer, AIMS Coordinator  
301-610-8706  
Fax: 301-738-3500  
alisonsoffer@westat.com

Ms. Kerry Unsworth,  
Contractual Representative  
301-251-8243  
Fax: 301-738-3500  
kerryunsworth@westat.com

**Step 2:** Westat reviews the request and develops a proposal consisting of two parts: Technical and Price.

**Step 3:** Westat submits the proposal to the Customer (as either a letter proposal or an oral presentation).

**Step 4:** The Customer reviews the proposal and makes a best-value determination.

**Step 5:** If Westat is selected, the Customer issues a delivery order/task order to Westat.

**B.** When the Customer selects Westat based on a best-value determination, these are the steps that can be followed:

**Step 1:** Westat meets with the Customer to define and document the requirements.

**Step 2:** The Customer reviews the project definition and modifies it as necessary.

**Step 3:** Westat advises the Customer of the labor mix and the cost to meet the identified project requirements.

**Step 4:** The Customer provides the project definition and funding documents to its internal Contracting Officer.

**Step 5:** The Customer's Contracting Office executes the purchase order and issues it directly to Westat. The purchase order should include Westat's AIMS Contract Number (GS-23F-0155K).

**Step 6:** Westat begins the work.

# Awarded Services

Market Research and Analysis Services | SIN 541-4A

Westat is a leading provider of data, information, and knowledge to help focus and support Federal agency programs. Our concentration in Federal programs allows us to extend our services, ranging from strategic short- and long-term goal and plan development to all types of support for increasing public awareness of the products, services, and issues of our clients. The following paragraphs describe some of our key services related to advertising and integrated marketing solutions.

*Westat is a leading provider of data, information, and knowledge to help focus and support Federal agency programs.*

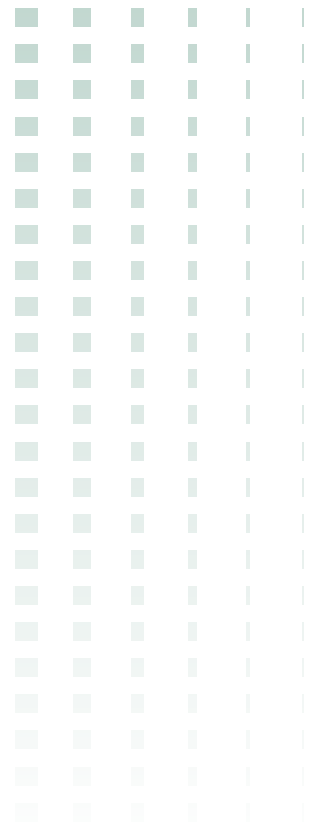
We work closely with our clients to conduct formative research to guide the development of marketing plans. Our staff can develop theories, models, and frameworks of relevance for the creation of marketing plans. These activities might involve collecting or summarizing information or doing comprehensive literature reviews or other research to inform the process. Westat helps its clients to establish marketing objectives, define and identify target audiences, and develop and test materials associated with marketing efforts. We can also establish baseline levels for the premarketing time period.

Westat works with clients to establish strategies, tactics, and materials that are both consistent with the image they want to portray and sensitive to racial and cultural issues in our diverse society.

Our marketing research can help clients specify the broad approach to achieving goals and the specific tactics required to

carry out the strategy. We work closely with the client to identify a distinct mix of product, price, place, and promotion for each audience segment. This involves efforts to define and test alternative message concepts and then determine which should be pursued. Test messages and materials are evaluated to determine message appeal (e.g., logical vs. emotional) and style (e.g., testimonials, demonstration, slice of life, animation, humor). Some efforts might include usability testing.

Westat is a recognized leader in all phases of survey design and development, data collection, and data analysis. We have extensive experience in program evaluation and provide the tools to help clients assess how well the objectives of a marketing program are being met after program implementation. We can assess, for example, target audience knowledge or awareness after a marketing effort has been initiated or when it is finished.



We can help clients select appropriate marketing channels (e.g., the media, one-on-one interaction), taking into consideration client knowledge and preferences. The selection will depend on the habits of the target audience, the complexity of the message, and resource restrictions.

Westat also offers experience and expertise in data analysis and evaluation. We can help our clients to interpret and apply the complex data available from focus groups, surveys, and other sources of information about target audiences, market penetration, and the content and acceptability of materials.

*The following sections briefly describe some of the tools*

*Westat offers to support market research and related activities required by our clients.*

**Focus Groups** | Our staff are thoroughly experienced in conducting and analyzing in-person, telephone, and online focus groups. These groups can be used to develop marketing plans, evaluate the content of survey materials, test strategies for reaching target audiences, and study audience knowledge, attitudes, and opinions. We have conducted focus groups in English, Spanish, and many Asian languages.

Our on-site facilities offer state-of-the-art capabilities for observing and recording sessions (with the informed consent of participants), enabling clients to choose the level at which they want to participate in the process. Westat can also arrange focus groups at other facilities, in many situations and locations across the country. Regardless of the setting, we provide analysis and documentation containing the detail required by our clients.

**Surveys** | Westat's full range of survey capabilities enables us to deliver high-quality, cost-effective research and media analysis for large- and small-scale marketing efforts on a wide variety of topics. We have the sampling, field, and analytic experience and staff required to develop, conduct, and analyze surveys. We have used in-person, telephone, mail, and online surveys to gather baseline information and to assess market trends and program performance.



One example of Westat's ability to develop effective marketing solutions to communications challenges is a series of culturally relevant children's books developed for a health education campaign about diabetes prevention. The books, which were written and illustrated by Native Americans, won a first place Blue Pencil Award from the National Association of Government Communicators.

Our research professionals tailor survey activities to the client's requirements. If the client needs the full array of survey instruments and materials, we have that capability. We can also provide a range of survey support services, from multimedia presentations to descriptive pamphlets and posters.

Survey results are delivered to our clients in a wide variety of user-friendly formats, from public-use data files to published reports.

**Media Analysis** | We have experience in assessing media content and the exposure of target populations to specific messages. Our staff have helped to identify the type, accuracy, and frequency of messages targeted to the general public and to subgroups. We also have the capability to obtain process measurements related to our client's areas of interest.

**Usability Testing** | Westat usually applies usability testing techniques in conjunction with focus groups, using film, audiotape recordings, and user messages to analyze how well products are understood and navigated and how they can be improved. The products tested include web site designs, questionnaires, and computer software.

**Cognitive Laboratory Research** | Cognitive laboratory testing is used to increase the reliability and validity of questionnaires by determining which methods minimize comprehension, recall, and editing errors. Cognitive testing gives us and the client a detailed picture of the response process used by participants.

**Graphics** | Westat can provide our clients with a complete package of materials to support all of the activities described in this brochure. Our Graphics Department offers

award-winning design, graphics, illustration, and multimedia support for projects aimed at a wide variety of target audiences.

In addition to the more traditional design and document layout services required for print projects, our Graphics staff are fully equipped for and highly experienced in the design, development, and delivery of research publications, communication materials, training programs, and data dissemination in such diverse media as video, desktop, CD-ROM, and web-based multimedia forums. With these in-house resources, Westat is able to offer expert-level guidance from the development of a concept through to the production of the final deliverable.



Westat works with our clients to develop and implement multifaceted national public awareness and education campaigns. Working with the National Eye Institute (NEI), Westat designed and fabricated two identical exhibits and developed a multimedia touchscreen program. We manage the nationwide tour and work with the media to promote the exhibit, which has visited 109 malls in 39 states and the District of Columbia, giving more than 42 million people the opportunity to learn about an important health issue. THE EYE SITE has received numerous awards, including a National Institutes of Health Plain Language award and a National Association of Government Communicators Gold Screen Award.

## Awarded Services

Integrated Marketing Services | **SIN 541-5**

Westat offers quality and value in the purchase of comprehensive communications and marketing services, including advertising; public relations; web-based marketing; market research and analysis; video production; exhibit design and implementation; and conference, event, and tradeshow services. We are specialists in applying creative message development, design, and production services to research and science-based content.

Westat combines research and data analysis with the full variety of communication and graphics services necessary to disseminate knowledge learned to our clients, special audiences, and the public. We create campaigns and deliver messages in any medium to local, national, and international audiences. Our customers get the best value on every project through Westat's combination of experience, technical qualifications, flexibility, and organizational efficiencies. We know how to use plain language in advertising and marketing to communicate important scientific, technical, and other complex messages to any audience.

Westat has more than 80 full-time communication and graphics professional staff based in our corporate offices. The majority are housed in 5,000 square feet of specialized media facilities. We also maintain separate 1,100-square-foot focus group and usability testing facilities in our Rockville Conference Center. Our full-service advertising and integrated marketing capabilities include the following.

*Westat offers quality and value in the purchase of comprehensive communications and marketing services.*

**Advertising** | Our broad-based skills range from developing the objective and message to producing customized direct mail, outdoor marketing, and/or broadcasting and include evaluation, media placement, and related services. Our past projects include advertising to recruit survey respondents, customized direct mail to share selected findings with special populations, and public service announcement (PSA) templates for local use in social marketing initiatives.

**Public Relations** | We work with our clients to develop a goal-based strategy and messages, prepare media materials, provide support for media events, and assist with crisis communication message development and media support services.

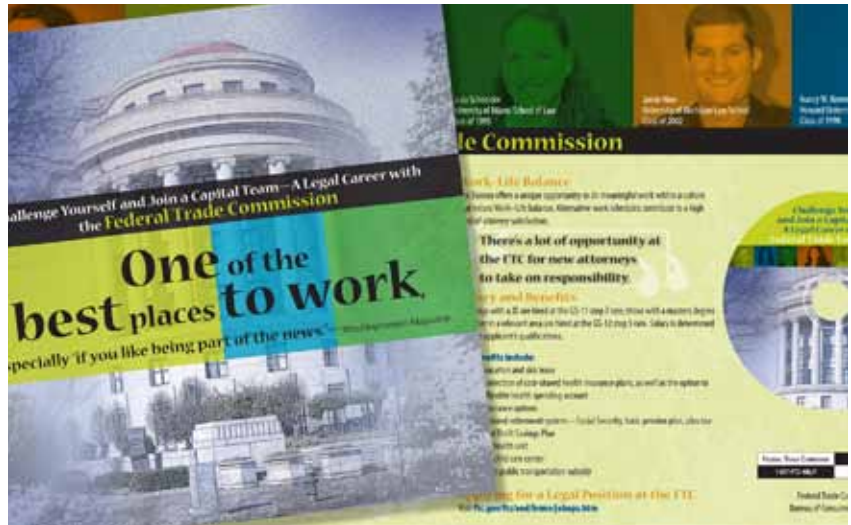
**Web-Based Marketing** | Our expertise encompasses creative web site design and technical support for web site maintenance; databases, content management, and search engines; e-commerce; web-casting, video conferencing, and e-learning; captioning; and other accessibility requirements. One recent project required Westat's web team to create a full-service web site that houses registration, program information, and e-learning courses in support of the client's initiative. Another project required Westat's web and database development teams to add an e-commerce module that enabled a client to recover shipping costs for bulk publication orders. These cost recovery funds enabled the client to develop additional information resources for the public. We offer the creativity and fast-response design, development, and deployment capabilities of a small agency backed by the expertise and extensive resources of a large established firm.

**Market Research and Analysis** |

We provide a solid foundation for other advertising and marketing activities, with services that include focus groups, individual interviews, intercept interviews, concept and message testing, literature review, survey administration and analysis, and call center operations. The findings we develop inform branding initiatives, market identification, strategic planning, message development, and media campaigns.

**Video, Film, and Multimedia Production** |

We offer a full range of services—from creative video content development and preproduction to production and post-production—needed to deliver content in any standard or new media format. For one project, Westat created an interactive, multimedia touchscreen program as part of a national traveling exhibit. The program provides health information to shopping mall visitors through a series of interactive



Westat provides communication and marketing support to a number of government agencies. One recent project involved the development of an attorney recruitment package, which included a brochure with CD-ROM insert; filming, editing, and compilation of video interviews; and development and programming of an attorney recruitment microsite featuring interviews. The brochure, CD-ROM, and web site received a Blue Pencil Award from the National Association of Government Communicators.

screens and 10 videos. The program has been recognized by numerous awards for communications excellence. One recent video documentary won nine national awards for production and communication excellence.

**Exhibit Design and Implementation** |

We provide exhibit design and production services needed to create, store, and ship as well as set up and dismantle exhibits and related materials in venues ranging from tradeshows to malls. Westat designed and fabricated two identical traveling exhibits for a client and manages all logistics for a national tour of both exhibits to shopping malls and other venues across the country. From 2001 through 2006, the exhibits traveled to 109 malls and other venues in 39 states and the District of Columbia, giving more than 42 million people the opportunity to learn about a health condition affecting millions of Americans.



Westat developed a variety of award-winning materials in support of research findings from a broad-based initiative to end chronic homelessness using cross-system collaboration. These materials included informative brochures that describe the Partnership Model, packaging for resource kits, and a documentary-style video series about innovative and effective community partnerships in Seattle and Philadelphia. The video series won a 2006 Aegis Award.

**Conference, Event, and Tradeshow Planning and Support** | We specialize in cost-effective, high-impact design and production ideas developed in accordance with Government standards for production and clearance. Travel support and conference management is one of Westat’s core business areas. We have extensive experience in planning and managing both large- and small-scale conferences and panel meetings and are very familiar with the Federal requirements placed on those conferences. We develop agendas, make travel arrangements, create meeting materials, and provide honoraria for meeting participants. We also make arrangements for and staff client exhibits at conferences and professional meetings.

**Commercial Photography** | We provide both studio and location commercial photography services. Our photography assets also include an extensive library of more than 750,000 royalty-free professional images.

**Commercial Art and Graphic Design** |

We offer a seamless partnership of creative and research staff to develop distinctive, market-driven product branding and materials design. Our award-winning, high-impact, cost-effective products are developed in accordance with Government standards for production of print or audio-visual materials and clearance.

**Plain Language Communication** |

We provide significant expertise in the development of plain language publications and web sites. Since 2000, Westat-developed materials have won more than 25 National Institutes of Health Plain Language awards.

**Public Inquiry Response** |

We respond to thousands of public inquiries on behalf of clients. Westat information specialists answer telephones, conduct research, and respond to telephone, email, fax, and mail inquiries.

**Distribution and Fulfillment** |

We distribute millions of publications in response to public requests for information on behalf of clients. Westat has a modern warehouse facility in Frederick, Maryland, and offers a secure, proprietary web-enabled database—the Inquiry Tracking and Inventory Management System (ITIMS)—that allows clients and Westat information specialists to enter and track publication orders in real time.

Westat’s commitment to communications excellence is reflected by its participation in the Center for Plain Language (charter member), Plain Language Association International, Society for Technical Communication, National Association of Government Communicators, American Institute of Graphic Artists, and League of American Communications Professionals.

**Table 1** | Hourly Prices by Labor Categories for SIN 541-4A and 541-5 for Current Contract Year

Labor Category	Per Hour	Per Day*
Senior Officer	279.57	2,236.56
Officer	231.87	1,854.96
Senior Manager - Level 1	202.62	1,620.96
Senior Manager - Level 2	168.58	1,348.64
Manager	135.11	1,080.88
Researcher - Level 1	114.87	918.96
Researcher - Level 2	95.86	766.88
Junior Researcher	80.87	646.96
Senior Support Staff	68.75	550.00
Support Staff - Level 1	57.72	461.75
Support Staff - Level 2	49.55	396.40
Support Staff - Level 3	44.99	359.92
Administrative Staff	72.46	579.68
Telephone Center Supervisor	39.32	314.56
Telephone Center Interviewer	28.18	225.44
Coder/Editor	29.85	238.80
Field Supervisor	38.93	311.44
Field Interviewer	23.87	190.96

\*Per Day rates = 8 hours

**Table 2 | Other Direct Costs (ODCs) for SIN 541-1000 for Current Contract Year**

Component	
Copying (per page)	0.07
Computing - PC (per month)	275.83
Telephone Charge (per interviewer hour)	22.44
Field Expense (of interviewer labor dollars)	18.41%

Specific awarded ODCs are described above and are directly applicable to the services provided. Agency orders may alter the type, quality, and timing of each of these ODCs and, thus, result in a lower or higher price for specific requirements. Other non-labor items are billed at actual costs plus associated indirect costs in accordance with Westat's approved Disclosure Statement dated April 4, 2001, and the current Provisional Indirect Rate Agreement negotiated with the National

Institutes of Health. The contractor has been advised that, based on the specific task identified at the task order level, Clause 552.238-76 Price Reductions, may be used to provide a proposed fixed price to the client to more accurately reflect the actual work required. Orders may not exceed the awarded ODC prices specified above without a modification to this contract.

# AIMS | Labor Categories

Labor Category	Description <sup>1</sup>	Experience and Education
Senior Officer	Responsible for staff assignments and overall performance review, assuring adequate resources, and oversight of quality work across a broad range of projects. Typically, a Director of a Westat Study Area or Department.	20 years of successful management and leadership of large and complex projects. College degree is a minimum requirement, but advanced degrees are common.
Officer	Typically an Associate Director of a Westat Study Area or Department. Also includes very senior technical staff.	15 years of successful management and leadership or technical direction of large and complex projects. College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 1	Senior-level manager or technical staff with technical or managerial oversight responsibilities for multiple projects.	15 years of successful management and leadership or technical direction of large and complex projects. College degree is a minimum requirement, but advanced degrees are common.
Senior Manager – Level 2	Senior-level manager or analyst with major responsibilities on a project. Skills may fall into survey design, operations analysis, information processing, research reports, etc.	10 years of successful management and leadership or technical direction of large and complex projects. College degree is a minimum requirement, but advanced degrees are common.
Manager	Manager of a project or a major component of a larger project. Often uses a range of technical skills.	8 years of successful management and leadership or technical direction of large and complex projects. College degree is a minimum requirement, but advanced degrees are common.
Researcher – Level 1 Researcher – Level 2	Usually a research analyst, survey developer, or systems staff member at Level 1 or Level 2. May provide senior editorial or graphics support. Frequently plays a major technical role.	5 years experience for Level 1 and 3 years experience for Level 2 in a technical role on projects of varying size and complexity. College degree is a minimum requirement, but advanced degrees are common. Master's is equivalent to 2 years of experience and doctorate is equivalent to 5 years of experience.
Junior Researcher	Provides skills similar to the Researcher Level 2 but less often in a major role. May provide editorial or graphics support.	2 years of experience in a project research role. College degree is a minimum requirement. Master's is equivalent to 2 years of experience.

CONTINUED

## AIMS | Labor Categories (CONTINUED)

Labor Category	Description <sup>1</sup>	Experience and Education
Senior Support Staff	Sometimes referred to as a Research Assistant. Provides technical skills in support of project development and operations.	College degree and 3 years of project support using relevant technical skills are required.
Support Staff – Level 1	Three levels of Support Staff are frequently involved in survey operations and in supervising and conducting data preparation and editing.	High school degree required.
Support Staff – Level 2		Level 1 – 2 years of experience.
Support Staff – Level 3		Level 2 – 1 year of experience. Level 3 – No prior experience required.
Secretarial Administrative Staff	Administrative and secretarial staff skilled in a wide range of word processing and other skills, such as Excel, PowerPoint, Word, scheduling, as well as administration.	High school degree required.
Field Supervisor	Staff involved in the supervision and conduct of data collection activities.	Field Supervisor position requires some prior supervisory experience. High school degree required, but 2 years of successful interviewer or related experience may substitute for the high school degree.
Field Interviewer		Field Interviewer does not require prior experience. The ability to successfully perform the tasks required according to specifications after training is the only requirement; no educational achievement is required.
Telephone Center Supervisor	Provides quality control and support for the telephone interviewing staff.	High school degree required, but college degrees are common.
Telephone Center Interviewer	Conducts interviews by telephone with participants in research studies.	High school degree required, but college degrees are common.  For both positions, the ability to successfully perform the required tasks after training is the only experience requirement.

<sup>1</sup> These are typical descriptions for each category; some variation exists by skill and specialty. The level of each category is not simply tied to degree and skill but also reflects the amount and type of relevant experience, levels of responsibility, and demonstrated achievement for which there is no simple metric. For each proposal, as required by the Request for Quote, staff resumes are provided.

## AIMS

## Contacts

If you have questions or need assistance concerning the AIMS program, the following contacts should be able to help you.

### **General Services Administration**

Margaret A. Lynch, Contracting Officer  
817-574-2321  
margaret.lynch@gsa.gov

### **Westat**

Ms. Alison Soffer, AIMS Coordinator  
301-610-8706 / Fax: 301-738-3500  
alisonsoffer@westat.com

Ms. Kerry Unsworth, Contractual Representative  
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