

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

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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 of GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

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**Schedule Title:** Advertising & Integrated Marketing Solutions (AIMS)

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**Contract Number:** GS-23F-0232N

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For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

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**Contract Period:** May 7, 2008–May 7, 2013

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**Woodward Communications Inc.**

1420 N Street, NW

Suite 102

Washington, DC 20005

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



**Woodward Communications**

**Business Size: Small Business**

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**CUSTOMER INFORMATION**

All terms and conditions agreed upon between the General Services Administration and Woodward Communications Inc. are as follows:

**1a. Table of Special Awarded Item Numbers:**

**SIN 541-3** › Web Site Design and Maintenance Services

**SIN 541-4D** › Trade Shows / Exhibits and Conference and Events Planning Services

**SIN 541-4F** › Commercial Art and Graphic Design Services

**SIN 541-1000**

The Labor / Task Categories listed below are accepted for the identified SINs under the contract award:

**For SINs 541-3, 541-4D, 541-4F:**

**GSA Pricing Table**

Labor Category	Government Rate (US Dollars)				
	Year 6	Year 7	Year 8	Year 9	Year 10
Project Director "A"	99.75	103.24	106.86	110.60	114.47
Project Director "B"	83.38	86.30	89.32	92.44	95.68
Project Director "C"	79.29	82.07	84.94	87.91	90.99
Project Manager "A"	76.97	79.67	82.46	85.34	88.33
Project Manager "B"	73.51	76.08	78.74	81.50	84.35
Project Manager "C"	70.04	72.49	75.03	77.65	80.37
Communications Director	58.80	60.86	62.99	65.19	67.47
Communications Manager	56.98	58.97	61.03	63.17	65.38
Sr. Writer/editor	49.68	51.42	53.22	55.08	57.01
Jr. Writer/editor	46.51	48.14	49.83	51.57	53.37
Webmaster "A"	50.59	52.36	54.19	56.09	58.05
Webmaster "B"	35.70	36.95	38.24	39.58	40.96
Web Graphics designer "A"	75.59	78.23	80.97	83.80	86.74
Web Graphics designer "B"	56.98	58.97	61.03	63.17	65.38
Events Coordinator "A"	47.97	49.65	51.39	53.19	55.05
Events Coordinator "B"	41.86	43.32	44.84	46.41	48.03
Graphics "A"	95.32	98.66	102.11	105.69	109.39
Graphics "B"	74.47	77.07	79.77	82.56	85.45
Administrative Assistant "A"	40.32	41.73	43.20	44.71	46.27
Administrative Assistant "B"	24.19	25.03	25.91	26.82	27.76
Bookkeeper	74.69	77.30	80.01	82.81	85.70
Accountant	112.03	115.95	120.01	124.21	128.56

**Other Direct Costs For All SIC**

Print publications	Proposed Rate to GSA
Print 8½ x 11 fact sheet, 2 colors, 2 sides	\$551 per 1,000

<b>Print publications</b>	<b>Proposed Rate to GSA</b>
Print 4-color, 2-sided, 6 x 9 publicity card	\$1,225 per 2,500
Print full-color 6 x 11, 28 pp., saddle-stitched publicity brochure	\$7,412 per 2,000
Print 8½ x 11, 16-page, 2-color, saddle-stitched book	\$3,552 per 2,500
Stock photo image rights	\$873 each
Print four-color pocket folders	\$2,659 per 1,000
Copying	0.13 per page
<b>Other House of Printing, Harris Litho, Todd Allan printing invoices</b>	
Output color proof, 8½ x 11	\$15 each

<b>CD Publications</b>	<b>Proposed Rate to GSA</b>
Duplicate CD w/jewel case and 2-panel insert	\$1,004 per 108
Replicate CD w/4-panel color sleeve and shrinkwrap	\$5,194 per 1,500
Replicate 2-CD set, 4-panel, 2-pocket sleeve/shrinkwrap AGS invoice	\$6,301 per 1,600
CD clam shells	0.22 each
Delivery	\$58 each

<b>Exhibit Services</b>	<b>Proposed Rate to GSA</b>
Rent 10 x10 exhibit booth at national conference	\$1,995
Graphic output and mount 30 x30 full-color poster	\$170
Color test strip	\$75
Table-top exhibit hardware and case	\$710
Table-top exhibit graphic panel output (24 x 47 panel)	\$344
Table-top exhibit graphic end-caps	\$224
High resolution drum scans for large output	\$135
Full-size (9 x 9 ) exhibit hardware and case	\$2,236
Full-size (for 9 x 9 display) graphic panel output, one panel	\$678
Lights, set of 2, with electrostrut in case	\$387
Full-size (for 9 x 9 display) fabric end cap	\$158
Fabric panel for full-size exhibit	\$189
Rolluxe case for exhibit	\$341
Replacement panels, struts, frames, studs, panels	\$189

<b>Exhibit Services</b>	<b>Proposed Rate to GSA</b>
Bulk delivery, large exhibit components	\$50
Rent computer and peripherals for booth	\$450
Rent furnishings/services for booth	\$735
Internet hookup for booth	\$399
Electricity for booth	\$120
Exhibitor insurance	\$121
Photography, Jon Covello invoice, \$195/hour	\$195
Design Graphics Labor Art Hours / Compositing Time, \$100/hour	\$100/hour

<b>Conference Services</b>	<b>Proposed Rate to GSA</b>
Speaker Fees	\$4,239 per day
Conference rooms	\$ 18,598 per day

**1b. Identification of Lowest Priced Model Number and Unit Price: N/A**

**1c.**

<b>SIN 541-3 Web Site Design and Maintenance Services SIN 541-4D Trade Shows / Exhibits and Conference and Events Planning Services SIN 541-4F Commercial Art and Graphic Design Services</b>			
<b>Title</b>	<b>Minimum Experience/Skill Level</b>	<b>Functional Responsibility</b>	<b>Education</b>
Project Director "A"	20+ years of varied experience in communications, journalism, public relations, public policy, and project management including design and implementation of public relations campaigns for corporate, government, and trade association clients.	President and Chief Executive Officer. Sets the company's strategic direction, goals, quality standards, and core values. Provides leadership and oversight in all aspects of company development, financial performance, client relations, and staffing.	M.S./M.A.
Project Director "B"	10+ years of publications management and supervisory experience, including managing the editorial and layout production of multiple technical and scientific journals; timeline and content coordination with external editors, authors, vendors, and in-house and freelance staff; writing, editing, indexing, and abstracting.	Director of Operations. Manages and tracks budgets, deadlines, workflow, and progress of all tasks. Maintains liaison with client from project start to finish and manages staff assignments and performance. Coordinates editorial and production workflow and provides quality control checks for all projects. Prepares proposals and tracking reports.	B.S./B.A.

**SIN 541-3 Web Site Design and Maintenance Services**  
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Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Project Director "C"	6+ years of publications management, including managing the editorial and layout production of multiple technical and scientific journals; timeline and content coordination with external editors, authors, vendors, and in-house and freelance staff; writing and editing.	Project Manager. Manages and tracks budgets, deadlines, workflow, and progress of tasks. Maintains liaison with client from project start to finish and manages staff assignments and performance. Coordinates editorial and production workflow and provides quality control checks for all projects. Writes reports.	B.S./B.A.
Project Manager "A"	10+ years of publications management experience, including managing the production of multiple technical and scientific journals; writing, indexing, editing, and abstracting. Broad experience with publication styles (GPO, Chicago, AP, APA, and others). Skilled in MS Office applications.	Leads and performs multiple initiatives, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Provides quality control and schedule management.	B.S./B.A.
Project Manager "B"	8+ years of experience in managing development of print and electronic media; editing technical and general purpose publications; teaching technical and business writing; grant and proposal writing. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Leads and performs tasks, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Checks proofs of print and Web projects.	B.A./B.S.
Project Manager "C"	6+ years of experience in managing development of print and electronic media; editing technical and general purpose publications; teaching technical and business writing; grant and proposal writing. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Leads and performs tasks, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Checks proofs of print and Web projects.	B.A./B.S.
Communications Director	10+ years of public relations, publishing, or broadcast media work in developing public awareness programs, including creation and production of print, electronic, and other methods of public outreach.	Works with clients to develop, refine, and implement targeted campaigns to highlight programs, initiatives, products, services, and positions. Prepares, analyzes, and evaluates communications solutions, including a broad array of approaches: Internet, print, broadcast, oral presentations, training materials, exhibits, press kits, community outreach, surveys, and the like.	B.S./B.A. or equivalent

**SIN 541-3 Web Site Design and Maintenance Services**  
**SIN 541-4D Trade Shows / Exhibits and Conference and Events Planning Services**  
**SIN 541-4F Commercial Art and Graphic Design Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Communications Manager	5+ years of managing print and electronic media production and product delivery. Skilled in MS Office applications.	Coordinates with designers, writers, technical staff, and external vendors to implement public awareness programs through production and distribution or scheduling of campaign components.	B.S./B.A. or equivalent
Sr. Writer/Editor	10+ years of researching, writing, editing, and proofreading professional, technical, and lay publications, including brochures, reports, speeches, newsletters, magazine articles, press releases, fact sheets, books, and CD and Web content. Knowledge of publication styles (GPO, Chicago, AP, Blue Book, and others). Skilled in MS Office applications and Adobe Acrobat.	Researches, writes, and manages the production of a national, monthly newsletter. Interfaces with high-level client program staff to plan and execute content. Writes reports, magazine articles, press releases, brochures, and fact sheets. Edits technical reports, annual reports, training materials, and Web content. Checks proofs of print and Web projects.	B.A./B.S. or equivalent
Jr. Writer/Editor	5+ years, researching, writing, fact-checking, copyediting, and proofreading a variety of print and Web publications. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Researches, writes, fact-checks, and edits articles, brochures, fact sheets, and other materials for print and Web. Checks proofs of print and Web projects.	B.A./B.S. or equivalent
Webmaster "A"	5+ years of creating and maintaining Web content, including Web design and coding (HTML, CSS, CGI, PHP, JavaScript) and implementing XML and XSL; Section 508 compliance; audio and video capture and editing; information presentation and layout; general familiarity with Internet technologies and standards. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages. Maintains Web site links, site current and relevant to ongoing and potential traffic. Provides general technical support for electronic products.	B.A./B.S. or equivalent
Webmaster "B"	3+ years of creating and maintaining Web content, including Web design and coding (HTML, CSS, CGI, PHP, JavaScript) and implementing XML and XSL; Section 508 compliance; audio and video capture and editing; information presentation and layout; general familiarity with Internet technologies and standards. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages. Maintains Web site links, site current and relevant to ongoing and potential traffic. Provides general technical support for electronic products.	B.A./B.S. or equivalent

**SIN 541-3 Web Site Design and Maintenance Services**  
**SIN 541-4D Trade Shows / Exhibits and Conference and Events Planning Services**  
**SIN 541-4F Commercial Art and Graphic Design Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Web Graphics Designer "A"	7+ years of general Web graphic design and coding; Section 508 compliant content; logo design, photography, photo editing, content copywriting, and proofreading. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides a range of graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages; general graphics support. Creates fully linked CD content, CD labels and covers, and flash screens.	B.A./B.S. or equivalent
Web Graphics Designer "B"	4+ years of general Web graphic design and coding; Section 508 compliant content; logo design, content copywriting, and proofreading. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides a range of graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing posters, newsletters, reports, and Web pages; general graphics support. Creates fully linked CD content, and CD labels and covers.	B.A./B.S. or equivalent
Events Coordinator "A"	10+ years in all aspects of meeting management: site selection, hotel contract negotiation, audiovisual setup, program/speaker management, on-line and on-site registration processing, cost management, transportation, preparation of conference materials and post-conference reports. Proficient in MS Office applications.	Manages 10+ federal government meetings per year. Manages budget, planning, site selection, contract negotiations, client and supplier relations, program and catering logistics, and registration (on-line and on-site). Oversees audio/visual and note-taking services, hotel relations, travel arrangements, traveler reimbursement, exhibit management, and on-site support. Prepares the full range of conference materials, including registration packets, travel communications, programs, badges, and signs. Provides post-meeting attendance, financial, and content reports.	B.A., Certified Meeting Professional

**SIN 541-3 Web Site Design and Maintenance Services**  
**SIN 541-4D Trade Shows / Exhibits and Conference and Events Planning Services**  
**SIN 541-4F Commercial Art and Graphic Design Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Events Coordinator "B"	5+ years in all aspects of meeting planning: site selection, hotel contract management, audiovisual setup, program/speaker management, on-line and on-site registration processing, cost management, transportation, preparation of conference materials and post-conference reports. Proficient in MS Office applications.	Manages more than six federal government meetings per year. Manages budget, planning, site selection, client and supplier relations, program and catering logistics, and registration (on-line and on-site). Oversees audio/visual and note-taking services, hotel relations, travel arrangements, traveler reimbursement, exhibit management, and on-site support. Prepares the full range of conference materials, including registration packets, travel communications, programs, badges, and signs. Provides post-meeting attendance, financial, and content reports.	B.A./B.S.
Graphics "A"	15+ years of commercial graphic design experience including desktop publishing and production of a variety of media: promotional materials, books and book covers, catalogs, training materials, corporate identity, annual reports, newsletters, Web sites, CDs, press kits, exhibits, and other print and electronic communications. Proficient in Adobe Photoshop, Illustrator, InDesign, QuarkXPress, and Acrobat and other graphical software, and cross-platform applications as well the technical aspects of print production.	Develops strategic design solutions for print and Web within the client's cultural and cost parameters, marrying aesthetics with function. Manages multiple design and desktop publishing projects from concept through production. Designs book layouts and covers, brochures, fact sheets, presentation layouts, logos, branded series, advertisements, newsletters, and announcements. Provides original design, layout, photo editing and custom or stock artwork, technical illustrations, and electronic and hard copy proofs. Prepares documents for and supervises print production for the Government Printing Office and other vendors.	B.A./B.S. in fine arts or graphic design
Graphics "B"	10+ years of graphic design work in print and electronic media; varied projects including branding, newsletters, catalogs, book jackets, and web graphics. Proficient in Adobe Photoshop, Illustrator, InDesign, and Acrobat and other graphical software, as well as Microsoft Office.	Creates design and layout for print and electronic products (newsletters, reports, posters, books, brochures, book covers, technical and lay publications). Creates, selects, and edits images, tables, and technical illustrations. Develops identities, logos, and presentations. Prepares documents for print production (including the Government Printing Office) and Web posting.	B.A./B.S. or equivalent experience with graphic design specialty

<b>SIN 541-3 Web Site Design and Maintenance Services</b> <b>SIN 541-4D Trade Shows / Exhibits and Conference and Events Planning Services</b> <b>SIN 541-4F Commercial Art and Graphic Design Services</b>			
<b>Title</b>	<b>Minimum Experience/Skill Level</b>	<b>Functional Responsibility</b>	<b>Education</b>
Administrative Assistant "A"	5+ years in editing, writing, production, database management, and general administrative support. Proficiency in MS office applications.	Uses advanced word processing features in document development; proofreads/edits; maintains databases; assists the meeting planner and leads the administrative planning for all aspects of events; prepares complex, personalized mailings.	B.A./B.S. or equivalent experience
Administrative Assistant "B"	3+ years editing, writing, production, database management, and general administrative support. Proficiency in MS office applications.	Uses word processing features in document development; proofreads/edits; maintains databases; assists the meeting planner and leads the administrative planning for all aspects of events; prepares personalized mailings.	B.A./B.S. or equivalent experience
Bookkeeper	10+ years of corporate bookkeeping and accounting, including payroll, accounts receivable and payable, general ledger, government contract recordkeeping, and federal, state, and payroll taxes. Skilled in MS Office and other accounting and payroll software.	Manages payroll, payroll taxes and reporting, leave records, contract invoicing, insurance records, and disbursements; produces monthly and annual financial statements; maintains client and vendor records and mailing lists and their archives; reconciles accounts; prepares cost estimates and proposals.	B.A./B.S. or equivalent experience
Accountant	20+ years in corporate accounting, government contracting, government auditing, tax accounting, risk assessment, productivity evaluation, and financial planning for a diversified client base.	Chief Financial Officer. Manages the company's accounting and finance functions and provides administrative oversight. Provides financial reporting and analysis of overall company performance.	C.P.A., M.B.A.

2. **Maximum order:** Woodward Communications Inc. understands that the maximum order level under this contract will be set at \$1,000,000. Once an order exceeds \$1,000,000 (one million dollars), the ordering activity is required according to **Clause I-FSS-125 (Sep 1999)** to seek a price reduction.
3. **Minimum order:** \$100
4. **Geographic coverage (delivery area):** United States
5. **Point of production:** Washington, DC
6. **Discount from list prices:** None
7. **Quantity discount:** None.
8. **Prompt payment terms:** Net 30.

**9a and 9b.** Government purchase card: Woodward Communications Inc. will accept the Government Purchase Card at levels both above and below the micro-purchase threshold.

**10. Foreign items:** N/A

**11a. Time of delivery:** 60 days

**11b. Expedited delivery:** N/A

**11c. Overnight and 2-day delivery:** Overnight and 2-day delivery are available, and the customer may contact Woodward Communications for rates for overnight and 2-day delivery.

**12. FOB point:** Destination.

**13a. Ordering address:** Woodward Communications, Inc., 1420 N Street, NW, Suite 102, Washington, DC 20005.

**13b. Ordering procedures:** See below, from Federal Acquisition Regulation (FAR) 8.405-3:

8.405-3 Blanket purchase agreements (BPAs).

- (a) (1) Establishment. Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider—
- (i) The scope and complexity of the requirement(s);
  - (ii) The need to periodically compare multiple technical approaches or prices;
  - (iii) The administrative costs of BPAs; and
  - (iv) The technical qualifications of the schedule contractor(s).
- (2) Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.
- (3) When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.
- (4) Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.
- (b) Ordering from BPAs—
- (1) Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.
  - (2) Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall—

- (i) Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
  - (ii) Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.
- (3) BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.
- (c) Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.
- (d) Review of BPAs.
- (1) The ordering activity that established the BPA shall review it at least once a year to determine whether—
    - (i) The schedule contract, upon which the BPA was established, is still in effect;
    - (ii) The BPA still represents the best value (see 8.404(d)); and
    - (iii) Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.
  - (2) The ordering activity shall document the results of its review.
- 14. Payment address:** Woodward Communications, Inc., 1420 N Street, NW, Suite 102, Washington, DC 20005.
- 15. Warranty provision:** N/A
- 16. Export packing charges:** N/A
- 17. Terms of conditions of government purchase card acceptance above the micro-purchase level:** N/A
- 18. Terms and conditions of rental, maintenance, and repair:** N/A
- 19. Terms and conditions of installation:** N/A
- 20a. Terms and conditions of repair parts:** N/A
- 20b. Terms and conditions for any other services:** N/A
- 21. List of service and distribution points:** N/A
- 22. List of participating dealers:** N/A
- 23. Preventive maintenance:** N/A
- 24a. Special attributes such as environmental attributes:** N/A
- 24b. Section 508 compliance:** Available for Electronic and Information Technology (EIT) supplies

and services. Full details can be found at [www.section508.gov](http://www.section508.gov).

**25. Data Universal Number System (DUNS):** 93-962-4649.

**26. Woodward Communications is registered in the Central Contractor Registration (CCR) Database.**

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Woodward Communications Inc. understands that this contract shall only be used for the services listed (see Section C, Scope of Work). We understand that inappropriate use of the contract for other than Marketing, Media, and Public Information Services may subject this firm / customer agency to penalties provided by statute and regulation.

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

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**Schedule Title:** Advertising & Integrated Marketing Solutions (AIMS)

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**Contract Number:** GS-23F-0233N

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For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

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**Contract Period:** May 7, 2008–May 7, 2013

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**Woodward Communications Inc.**

1420 N Street, NW

Suite 102

Washington, DC 20005

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



**Woodward Communications**

**Business Size: Small Business**

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**CUSTOMER INFORMATION**

All terms and conditions agreed upon between the General Services Administration and Woodward Communications Inc. are as follows:

**1a. Table of Special Awarded Item Numbers:**

**SIN 541-2** › Press and Public Relations Services

**SIN 541-5** › Full Service Marketing, Media, and Public Information Services

**SIN 541-1000**

The Labor / Task Categories listed below are accepted for the identified SINs under the contract award:

**For SINs 541-2, 541-5:**

**GSA Pricing Table**

Labor Category	Government Rate (US Dollars)				
	Year 6	Year 7	Year 8	Year 9	Year 10
Project Director "A"	99.75	103.24	106.86	110.60	114.47
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Project Manager "C"	70.04	72.49	75.03	77.65	80.37
Communications Director	58.80	60.86	62.99	65.19	67.47
Communications Manager	56.98	58.97	61.03	63.17	65.38
Sr. Writer/editor	49.68	51.42	53.22	55.08	57.01
Jr. Writer/editor	46.51	48.14	49.83	51.57	53.37
Webmaster "A"	50.59	52.36	54.19	56.09	58.05
Webmaster "B"	35.70	36.95	38.24	39.58	40.96
Web Graphics designer "A"	75.59	78.23	80.97	83.80	86.74
Web Graphics designer "B"	56.98	58.97	61.03	63.17	65.38
Events Coordinator "A"	47.97	49.65	51.39	53.19	55.05
Events Coordinator "B"	41.86	43.32	44.84	46.41	48.03
Graphics "A"	95.32	98.66	102.11	105.69	109.39
Graphics "B"	74.47	77.07	79.77	82.56	85.45
Administrative Assistant "A"	40.32	41.73	43.20	44.71	46.27
Administrative Assistant "B"	24.19	25.03	25.91	26.82	27.76
Bookkeeper	74.69	77.30	80.01	82.81	85.70
Accountant	112.03	115.95	120.01	124.21	128.56

**Other Direct Costs For All SIC**

Print publications	Proposed Rate to GSA
Print 8½ x 11 fact sheet, 2 colors, 2 sides	\$551 per 1,000

<b>Print publications</b>	<b>Proposed Rate to GSA</b>
Print 4-color, 2-sided, 6 x 9 publicity card	\$1,225 per 2,500
Print full-color 6 x 11, 28 pp., saddle-stitched publicity brochure	\$7,412 per 2,000
Print 8½ x 11, 16-page, 2-color, saddle-stitched book	\$3,552 per 2,500
Stock photo image rights	\$873 each
Print four-color pocket folders	\$2,659 per 1,000
Copying	0.13 per page
<b>Other House of Printing, Harris Litho, Todd Allan printing invoices</b>	
Output color proof, 8½ x 11	\$15 each

<b>CD Publications</b>	<b>Proposed Rate to GSA</b>
Duplicate CD w/jewel case and 2-panel insert	\$1,004 per 108
Replicate CD w/4-panel color sleeve and shrinkwrap	\$5,194 per 1,500
Replicate 2-CD set, 4-panel, 2-pocket sleeve/shrinkwrap AGS invoice	\$6,301 per 1,600
CD clam shells	0.22 each
Delivery	\$58 each

<b>Exhibit Services</b>	<b>Proposed Rate to GSA</b>
Rent 10 x10 exhibit booth at national conference	\$1,995
Graphic output and mount 30 x30 full-color poster	\$170
Color test strip	\$75
Table-top exhibit hardware and case	\$710
Table-top exhibit graphic panel output (24 x 47 panel)	\$344
Table-top exhibit graphic end-caps	\$224
High resolution drum scans for large output	\$135
Full-size (9 x 9 ) exhibit hardware and case	\$2,236
Full-size (for 9 x 9 display) graphic panel output, one panel	\$678
Lights, set of 2, with electrostrut in case	\$387
Full-size (for 9 x 9 display) fabric end cap	\$158
Fabric panel for full-size exhibit	\$189
Rolluxe case for exhibit	\$341
Replacement panels, struts, frames, studs, panels	\$189

<b>Exhibit Services</b>	<b>Proposed Rate to GSA</b>
Bulk delivery, large exhibit components	\$50
Rent computer and peripherals for booth	\$450
Rent furnishings/services for booth	\$735
Internet hookup for booth	\$399
Electricity for booth	\$120
Exhibitor insurance	\$121
Photography, Jon Covello invoice, \$195/hour	\$195
Design Graphics Labor Art Hours / Compositing Time, \$100/hour	\$100/hour

<b>Conference Services</b>	<b>Proposed Rate to GSA</b>
Speaker Fees	\$4,239 per day
Conference rooms	\$ 18,598 per day

**1b. Identification of Lowest Priced Model Number and Unit Price: N/A**

**1c.**

<b>SIN 541-2 Press and Public Relations Services SIN 541-5 Full Service Marketing, Media, and Public Information Services</b>			
<b>Title</b>	<b>Minimum Experience/Skill Level</b>	<b>Functional Responsibility</b>	<b>Education</b>
Project Director "A"	20+ years of varied experience in communications, journalism, public relations, public policy, and project management including design and implementation of public relations campaigns for corporate, government, and trade association clients.	President and Chief Executive Officer. Sets the company's strategic direction, goals, quality standards, and core values. Provides leadership and oversight in all aspects of company development, financial performance, client relations, and staffing.	M.S./M.A.
Project Director "B"	10+ years of publications management and supervisory experience, including managing the editorial and layout production of multiple technical and scientific journals; timeline and content coordination with external editors, authors, vendors, and in-house and freelance staff; writing, editing, indexing, and abstracting.	Director of Operations. Manages and tracks budgets, deadlines, workflow, and progress of all tasks. Maintains liaison with client from project start to finish and manages staff assignments and performance. Coordinates editorial and production workflow and provides quality control checks for all projects. Prepares proposals and tracking reports.	B.S./B.A.

**SIN 541-2 Press and Public Relations Services**  
**SIN 541-5 Full Service Marketing, Media, and Public Information Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Project Director "C"	6+ years of publications management, including managing the editorial and layout production of multiple technical and scientific journals; timeline and content coordination with external editors, authors, vendors, and in-house and freelance staff; writing and editing.	Project Manager. Manages and tracks budgets, deadlines, workflow, and progress of tasks. Maintains liaison with client from project start to finish and manages staff assignments and performance. Coordinates editorial and production workflow and provides quality control checks for all projects. Writes reports.	B.S./B.A.
Project Manager "A"	10+ years of publications management experience, including managing the production of multiple technical and scientific journals; writing, indexing, editing, and abstracting. Broad experience with publication styles (GPO, Chicago, AP, APA, and others). Skilled in MS Office applications.	Leads and performs multiple initiatives, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Provides quality control and schedule management.	B.S./B.A.
Project Manager "B"	8+ years of experience in managing development of print and electronic media; editing technical and general purpose publications; teaching technical and business writing; grant and proposal writing. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Leads and performs tasks, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Checks proofs of print and Web projects.	B.A./B.S.
Project Manager "C"	6+ years of experience in managing development of print and electronic media; editing technical and general purpose publications; teaching technical and business writing; grant and proposal writing. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Leads and performs tasks, develops project plans and directs and coordinates component activities to accomplish project goals on time and within budget. Writes and edits content for print and electronic media. Checks proofs of print and Web projects.	B.A./B.S.
Communications Director	10+ years of public relations, publishing, or broadcast media work in developing public awareness programs, including creation and production of print, electronic, and other methods of public outreach.	Works with clients to develop, refine, and implement targeted campaigns to highlight programs, initiatives, products, services, and positions. Prepares, analyzes, and evaluates communications solutions, including a broad array of approaches: Internet, print, broadcast, oral presentations, training materials, exhibits, press kits, community outreach, surveys, and the like.	B.S./B.A. or equivalent

**SIN 541-2 Press and Public Relations Services**  
**SIN 541-5 Full Service Marketing, Media, and Public Information Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Communications Manager	5+ years of managing print and electronic media production and product delivery. Skilled in MS Office applications.	Coordinates with designers, writers, technical staff, and external vendors to implement public awareness programs through production and distribution or scheduling of campaign components.	B.S./B.A. or equivalent
Sr. Writer/Editor	10+ years of researching, writing, editing, and proofreading professional, technical, and lay publications, including brochures, reports, speeches, newsletters, magazine articles, press releases, fact sheets, books, and CD and Web content. Knowledge of publication styles (GPO, Chicago, AP, Blue Book, and others). Skilled in MS Office applications and Adobe Acrobat.	Researches, writes, and manages the production of a national, monthly newsletter. Interfaces with high-level client program staff to plan and execute content. Writes reports, magazine articles, press releases, brochures, and fact sheets. Edits technical reports, annual reports, training materials, and Web content. Checks proofs of print and Web projects.	B.A./B.S. or equivalent
Jr. Writer/Editor	5+ years, researching, writing, fact-checking, copyediting, and proofreading a variety of print and Web publications. Knowledge of publication styles (GPO, Chicago, AP, and others). Skilled in MS Office applications.	Researches, writes, fact-checks, and edits articles, brochures, fact sheets, and other materials for print and Web. Checks proofs of print and Web projects.	B.A./B.S. or equivalent
Webmaster "A"	5+ years of creating and maintaining Web content, including Web design and coding (HTML, CSS, CGI, PHP, JavaScript) and implementing XML and XSL; Section 508 compliance; audio and video capture and editing; information presentation and layout; general familiarity with Internet technologies and standards. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages. Maintains Web site links, site current and relevant to ongoing and potential traffic. Provides general technical support for electronic products.	B.A./B.S. or equivalent
Webmaster "B"	3+ years of creating and maintaining Web content, including Web design and coding (HTML, CSS, CGI, PHP, JavaScript) and implementing XML and XSL; Section 508 compliance; audio and video capture and editing; information presentation and layout; general familiarity with Internet technologies and standards. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages. Maintains Web site links, site current and relevant to ongoing and potential traffic. Provides general technical support for electronic products.	B.A./B.S. or equivalent

**SIN 541-2 Press and Public Relations Services**  
**SIN 541-5 Full Service Marketing, Media, and Public Information Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Web Graphics Designer "A"	7+ years of general Web graphic design and coding; Section 508 compliant content; logo design, photography, photo editing, content copywriting, and proofreading. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides a range of graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing logos, identities, posters, newsletters, reports, and Web pages; general graphics support. Creates fully linked CD content, CD labels and covers, and flash screens.	B.A./B.S. or equivalent
Web Graphics Designer "B"	4+ years of general Web graphic design and coding; Section 508 compliant content; logo design, content copywriting, and proofreading. Proficient in Adobe Photoshop, Illustrator, Acrobat, and Dreamweaver.	Provides a range of graphics and Internet support to staff and clients, including re-purposing the contents of print publications for use in other media (HTML and PDF, among others); designing posters, newsletters, reports, and Web pages; general graphics support. Creates fully linked CD content, and CD labels and covers.	B.A./B.S. or equivalent
Events Coordinator "A"	10+ years in all aspects of meeting management: site selection, hotel contract negotiation, audiovisual setup, program/speaker management, on-line and on-site registration processing, cost management, transportation, preparation of conference materials and post-conference reports. Proficient in MS Office applications.	Manages 10+ federal government meetings per year. Manages budget, planning, site selection, contract negotiations, client and supplier relations, program and catering logistics, and registration (on-line and on-site). Oversees audio/visual and note-taking services, hotel relations, travel arrangements, traveler reimbursement, exhibit management, and on-site support. Prepares the full range of conference materials, including registration packets, travel communications, programs, badges, and signs. Provides post-meeting attendance, financial, and content reports.	B.A., Certified Meeting Professional

**SIN 541-2 Press and Public Relations Services**  
**SIN 541-5 Full Service Marketing, Media, and Public Information Services**

Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Events Coordinator "B"	5+ years in all aspects of meeting planning: site selection, hotel contract management, audiovisual setup, program/speaker management, on-line and on-site registration processing, cost management, transportation, preparation of conference materials and post-conference reports. Proficient in MS Office applications.	Manages more than six federal government meetings per year. Manages budget, planning, site selection, client and supplier relations, program and catering logistics, and registration (on-line and on-site). Oversees audio/visual and note-taking services, hotel relations, travel arrangements, traveler reimbursement, exhibit management, and on-site support. Prepares the full range of conference materials, including registration packets, travel communications, programs, badges, and signs. Provides post-meeting attendance, financial, and content reports.	B.A./B.S.
Graphics "A"	15+ years of commercial graphic design experience including desktop publishing and production of a variety of media: promotional materials, books and book covers, catalogs, training materials, corporate identity, annual reports, newsletters, Web sites, CDs, press kits, exhibits, and other print and electronic communications. Proficient in Adobe Photoshop, Illustrator, InDesign, QuarkXPress, and Acrobat and other graphical software, and cross-platform applications as well the technical aspects of print production.	Develops strategic design solutions for print and Web within the client's cultural and cost parameters, marrying aesthetics with function. Manages multiple design and desktop publishing projects from concept through production. Designs book layouts and covers, brochures, fact sheets, presentation layouts, logos, branded series, advertisements, newsletters, and announcements. Provides original design, layout, photo editing and custom or stock artwork, technical illustrations, and electronic and hard copy proofs. Prepares documents for and supervises print production for the Government Printing Office and other vendors.	B.A./B.S. in fine arts or graphic design
Graphics "B"	10+ years of graphic design work in print and electronic media; varied projects including branding, newsletters, catalogs, book jackets, and web graphics. Proficient in Adobe Photoshop, Illustrator, InDesign, and Acrobat and other graphical software, as well as Microsoft Office.	Creates design and layout for print and electronic products (newsletters, reports, posters, books, brochures, book covers, technical and lay publications). Creates, selects, and edits images, tables, and technical illustrations. Develops identities, logos, and presentations. Prepares documents for print production (including the Government Printing Office) and Web posting.	B.A./B.S. or equivalent experience with graphic design specialty

SIN 541-2 Press and Public Relations Services SIN 541-5 Full Service Marketing, Media, and Public Information Services			
Title	Minimum Experience/Skill Level	Functional Responsibility	Education
Administrative Assistant "A"	5+ years in editing, writing, production, database management, and general administrative support. Proficiency in MS office applications.	Uses advanced word processing features in document development; proofreads/edits; maintains databases; assists the meeting planner and leads the administrative planning for all aspects of events; prepares complex, personalized mailings.	B.A./B.S. or equivalent experience
Administrative Assistant "B"	3+ years editing, writing, production, database management, and general administrative support. Proficiency in MS office applications.	Uses word processing features in document development; proofreads/edits; maintains databases; assists the meeting planner and leads the administrative planning for all aspects of events; prepares personalized mailings.	B.A./B.S. or equivalent experience
Bookkeeper	10+ years of corporate bookkeeping and accounting, including payroll, accounts receivable and payable, general ledger, government contract recordkeeping, and federal, state, and payroll taxes. Skilled in MS Office and other accounting and payroll software.	Manages payroll, payroll taxes and reporting, leave records, contract invoicing, insurance records, and disbursements; produces monthly and annual financial statements; maintains client and vendor records and mailing lists and their archives; reconciles accounts; prepares cost estimates and proposals.	B.A./B.S. or equivalent experience
Accountant	20+ years in corporate accounting, government contracting, government auditing, tax accounting, risk assessment, productivity evaluation, and financial planning for a diversified client base.	Chief Financial Officer. Manages the company's accounting and finance functions and provides administrative oversight. Provides financial reporting and analysis of overall company performance.	C.P.A., M.B.A.

2. **Maximum order:** Woodward Communications Inc. understands that the maximum order level under this contract will be set at \$1,000,000. Once an order exceeds \$1,000,000 (one million dollars), the ordering activity is required according to **Clause I-FSS-125 (Sep 1999)** to seek a price reduction.
  3. **Minimum order:** \$100
  4. **Geographic coverage (delivery area):** United States
  5. **Point of production:** Washington, DC
  6. **Discount from list prices:** None
  7. **Quantity discount:** None.
  8. **Prompt payment terms:** Net 30.
- 9a and 9b.** Government purchase card: Woodward Communications Inc. will accept the Government Purchase Card at levels both above and below the micro-purchase threshold.

**10. Foreign items:** N/A

**11a. Time of delivery:** 60 days

**11b. Expedited delivery:** N/A

**11c. Overnight and 2-day delivery:** Overnight and 2-day delivery are available, and the customer may contact Woodward Communications for rates for overnight and 2-day delivery.

**12. FOB point:** Destination.

**13a. Ordering address:** Woodward Communications, Inc., 1420 N Street, NW, Suite 102, Washington, DC 20005.

**13b. Ordering procedures:** See below, from Federal Acquisition Regulation (FAR) 8.405-3:

8.405-3 Blanket purchase agreements (BPAs).

- (a) (1) Establishment. Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider—
- (i) The scope and complexity of the requirement(s);
  - (ii) The need to periodically compare multiple technical approaches or prices;
  - (iii) The administrative costs of BPAs; and
  - (iv) The technical qualifications of the schedule contractor(s).
- (2) Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.
- (3) When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.
- (4) Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.
- (b) Ordering from BPAs—
- (1) Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.
  - (2) Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall—
    - (i) Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and

(ii) Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

(3) BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

(c) Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

(d) Review of BPAs.

(1) The ordering activity that established the BPA shall review it at least once a year to determine whether—

(i) The schedule contract, upon which the BPA was established, is still in effect;

(ii) The BPA still represents the best value (see 8.404(d)); and

(iii) Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

(2) The ordering activity shall document the results of its review.

**14. Payment address:** Woodward Communications, Inc., 1420 N Street, NW, Suite 102, Washington, DC 20005.

**15. Warranty provision:** N/A

**16. Export packing charges:** N/A

**17. Terms of conditions of government purchase card acceptance above the micro-purchase level:** N/A

**18. Terms and conditions of rental, maintenance, and repair:** N/A

**19. Terms and conditions of installation:** N/A

**20a. Terms and conditions of repair parts:** N/A

**20b. Terms and conditions for any other services:** N/A

**21. List of service and distribution points:** N/A

**22. List of participating dealers:** N/A

**23. Preventive maintenance:** N/A

**24a. Special attributes such as environmental attributes:** N/A

**24b. Section 508 compliance:** Available for Electronic and Information Technology (EIT) supplies and services. Full details can be found at [www.section508.gov](http://www.section508.gov).

**25. Data Universal Number System (DUNS):** 93-962-4649.

**26. Woodward Communications is registered in the Central Contractor Registration (CCR) Database.**

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Woodward Communications Inc. understands that this contract shall only be used for the services listed (see Section C, Scope of Work). We understand that inappropriate use of the contract for other than Marketing, Media, and Public Information Services may subject this firm / customer agency to penalties provided by statute and regulation.



## **About Us**

Woodward Communications is a full-service firm offering a broad array of talent and tools to meet any client's communications objectives.

We analyze the audience a client needs to reach, help develop the client's message, and design a marketing or public relations campaign to have the maximum impact on the audience each client must influence. Our work utilizes every print and electronic medium.

Woodward Communications is a team of writers, editors, graphic designers, researchers, and meeting and event planners. Our team works closely with each client to choose the most effective ways to deliver a client's message, while remaining sensitive to each client's budget.

We turn dreams and ideas into tangible results. The result may be a single brochure, or it may be a broad campaign combining print and electronic products with meetings and conferences to reinforce an important theme.

Our relationships with all clients are driven by our strong commitment to high standards of quality and integrity.

## **Mission**

Woodward Communications is dedicated to delivering editorial, marketing, and conference services of the highest quality and for the best value to help our clients achieve their communications objectives.

## **Editorial & Marketing Services**

We specialize in turning complex subjects into easily understood prose. We can polish your writing or do all the research and writing for you. We can design your next brochure, book, directory, newsletter, or Web site, or lay out a publication by using your existing template.

We can help you develop a marketing communications plan. We can help you target your audience, craft your message, and deliver it in the most effective, efficient format. We worry about everything so that you don't have to. We painstakingly edit, proof, fact check, and preflight documents.

We'll use whichever stylebook you prefer (Chicago, AP, GPO, etc.) or, if you have no preference, we'll use our favorite (Chicago).

### ***Here's a sampling of our services:***

- ▶ Researching and writing newsletters, magazine articles, speeches, and reports.
- ▶ Editing technical reports, books, and manuals.

- ▶ Designing and producing Web sites, brochures, books, newsletters, and exhibits.
- ▶ Writing scripts and producing slide presentations and videotapes.
- ▶ Developing and maintaining mailing lists and other databases.
- ▶ Writing press releases.
- ▶ Managing the entire publication process, from editorial through printing and distribution.

We're experienced in working in both print and electronic media, and we understand—and appreciate—the nuances of each.

## **Web Services**

Our staff has years of experience in creating Internet identities, designing and coding Web sites, and getting Web sites online for government, nonprofit, and corporate clients. We also regularly monitor and maintain client Web sites.

Our expertise includes a thorough background in Web design and graphic techniques, coupled with the wisdom of knowing what to use to best convey the client's message. We don't use sloppy automatic coding software—we write our HTML code and check it for proper performance against a range of Web browsers and platforms.

We specialize in designing Web pages for compliance with Section 508 of the Americans With Disabilities Act, a standard demanded by all U.S. government agencies and considered essential by organizations that want to guarantee that their sites can be accessed by individuals with disabilities.

### ***Examples of our Web site work:***

- ▶ The FHWA Manual on Uniform Traffic Control Devices.
- ▶ FHWA Research and Technology.
- ▶ Concrete Pavement Technology Program.
- ▶ 2002 Status of the Nation's Highways, Bridges, and Transit: Conditions & Performance.
- ▶ Regional Transportation Operations Collaboration and Coordination.
- ▶ Adoption Navigators.
- ▶ Boffa and Associates, Inc.
- ▶ Safety Analyst.
- ▶ A Quarter Century of Geotechnical Research.
- ▶ Context Sensitive Design.

## **Web Consulting Services**

Woodward Communication's Web team is available to make presentations to professional organizations, companies and government agencies on designing and writing better Web sites.

Our experienced staff is equipped with a PowerPoint presentation, which makes for an enlightening session on better Web writing and design.

Our presentation includes the latest information in compliance with Section 508 of the Americans with Disabilities Act, a new section of the law that affects all government agencies and is expected to be adopted widely by the private sector in the coming years.

Consider us for your next conference, organization meeting, or luncheon presentation. We have tested our presentation before Web content creators who found it very helpful in improving the quality of their work. To learn more about our Web consulting services and fees, contact us at **email@woodwardcom.com**, or call **(202) 347-6944**.

## **Conference Services**

Woodward Communication's Meeting and Conference Service Division is equipped to manage meetings and conferences of all sizes in all parts of the country. The Meeting and Conference Service Division oversees the many steps involved in planning and managing events. We take on the many tasks that make an event a success, relieving clients of all the tedious details.

We monitor all aspects of meetings and conferences, from hotel selection and contract negotiations to post-conference feedback. In all that we do we have one overriding goal: to make your meeting or conference as effortless as possible.

Count on our experienced team for reliability, professionalism, and sound advice every step of the way.

### ***Our services include the following:***

- ▶ Pre-event cost analysis and budgeting.
- ▶ Site selection and hotel, supplier, food, and beverage negotiations.
- ▶ Housing coordination.
- ▶ Registration (pre, onsite, and online).
- ▶ Onsite logistics, staffing, and management.
- ▶ Audio-visual requirements and room set-up.
- ▶ Pre-conference meetings with hotel/convention center and vendors.
- ▶ Billing procedures and account reconciliation.
- ▶ Program and speaker coordination.
- ▶ Materials design and publication.
- ▶ Social event planning.
- ▶ Press and promotional materials and onsite media relations.
- ▶ Notetaking and preparation of proceedings and CD-ROM publication.

- ▶ Per diem / subsistence arrangement and payment.
- ▶ Ground transportation.
- ▶ Hospitality desk during course of meeting.
- ▶ Attendance at planning committee and board meetings.
- ▶ Support services, including invitations, announcements, welcome kits, meeting kits, registration badges, meeting schedules (agendas), banners and signs, printing, gifts, and more.