



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

Rational PR d.b.a Rational 360

1828 L St. NW, Suite 640

Washington, DC 20036

Phone: 202-470-5331

<http://Rational360.com>

Contract Administrator: Nat Wood, federal@rational360.com

Contract Number: **47QRAA20D0005**

Period Covered by Contract: **October 3, 2019 through October 2, 2024**

Business Size: **Small Business**

Schedule Title: Multiple Award Schedule

Federal Supply Group: Professional Services

On-line 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 GSA Advantage!® is: GSAAdvantage.gov

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

Pricelist current through Modification **#PS-0005**, effective **February 07, 2022**.

CUSTOMER INFORMATION:

1. Awarded Special Item Number(s):

SIN	Recovery	SIN Description
512110	512110RC	Video/Film Production
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541613	541613RC	Marketing Consulting Services
541810	541810RC	Advertising Services
541820	541820RC	Public Relations Services
541910	541910RC	Marketing Research and Analysis
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
OLM	OLMRC	Order Level Materials

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: See pricing beginning on page 4.
- 1c. Descriptions of all corresponding commercial job titles with experience, functional responsibility and education are provided beginning on page 5.
- 2. **Maximum Order:** SINs 512110, 541430, 541511, 541613, 541810, 541820, 541910 & 561920: \$1,000,000; SIN OLM: \$250,000
- 3. **Minimum Order:** \$100
- 4. **Geographic Coverage:** Domestic
- 5. **Point of Production:** Not applicable
- 6. **Prices Shown Herein are Net (discount deducted)**
- 7. **Quantity Discount:** None
- 8. **Prompt Payment Terms:** Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9. **Foreign Items:** None
- 10. **Time of Delivery:** 30 Days ARO
- 10b. **Expedited Delivery:** Negotiated at Task Order Level
- 10c. **Overnight/2-Day Delivery:** Contact Contractor
- 10d. **Urgent Requirements:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **FOB Point:** Destination
12. **a. Ordering Address:** Same as Contractor Address

b. Ordering Procedures For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. **Payment Address:** Same as Contractor Address
14. **Warranty Provisions:** Contractor's Standard Warranty
15. **Export Packing charges:** Not applicable
16. **Terms and conditions of rental, maintenance, and repair:** Not applicable
17. **Terms and conditions of installation:** Not applicable
- 18a. **Terms and conditions of repair parts:** Not applicable
- 18b. **Terms and conditions for any other services:** Not applicable
19. **List of service and distribution points:** Not applicable
20. **List of participating dealers:** Not applicable
21. **Preventive maintenance:** Not applicable
- 22a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** Not applicable
- 22b. **Contact Rational 360 for Section 508 compliance information. The EIT standards can be found at:** <http://www.section508.gov>. Not applicable
23. **Unique Entity Identifier (UEI) Number:** LWHURKJLE2C4
24. **Rational 360 is registered in the System for Award Management (SAM) database**



GSA Hourly Pricing for SINs 512110, 541430, 541511, 541613, 541810, 541820, 541910 & 561920 (w/ IFF)

Labor Category	Location	10/3/2019	10/3/2020	10/3/2021	10/3/2022	10/3/2023
		– 10/2/2020	– 10/2/2021	– 10/2/2022	– 10/2/2023	– 10/2/2024
Managing Partner	Both	\$251.89	\$257.43	\$263.09	\$268.88	\$274.80
Partner	Both	\$226.70	\$231.69	\$236.78	\$241.99	\$247.32
Vice President	Both	\$201.51	\$205.94	\$210.48	\$215.11	\$219.84
Senior Director	Both	\$176.32	\$180.20	\$184.17	\$188.22	\$192.36
Director	Both	\$151.13	\$154.46	\$157.86	\$161.33	\$164.88
Junior Director	Both	N/A	N/A	\$218.31	\$223.12	\$228.03
Project Manager	Both	N/A	N/A	\$167.93	\$171.63	\$175.40
Senior Associate	Both	\$125.94	\$128.72	\$131.55	\$134.44	\$137.40
Associate	Both	\$100.76	\$102.97	\$105.24	\$107.55	\$109.92
Junior Associate	Both	N/A	N/A	\$83.97	\$85.81	\$87.70
Fellow	Both	N/A	N/A	\$67.17	\$68.65	\$70.16
Intern	Both	N/A	N/A	\$50.38	\$51.49	\$52.62



Labor Category Descriptions

Managing Partner

Functional Responsibilities: Advises senior personnel; ultimate responsibility for firm responsiveness and financial management. Provides high-level strategic guidance to clients. Supervises senior staff.

Minimum Education: Bachelor's

Minimum Experience: 20 years

Partner

Functional Responsibilities: Leads teams. Senior liaison with clients. Manages work flows. Provides high-level strategic guidance to clients. Manages project budgets and schedules. Develops strategies across communications disciplines. Creates written work. Trains clients in communications techniques. Develops and implements media strategy. Supervises subcontractor performance. Supervises mid-level staff.

Minimum Education: Bachelor's

Minimum Experience: 15 years

Vice President

Functional Responsibilities: Leads teams. Senior liaison with clients. Manages workflows. Provides high-level strategic guidance to clients. Manages project budgets and schedules. Develops strategies across communications disciplines. Creates written work. Trains clients in communications techniques. Develops and implements media strategy. Supervises subcontractor performance. Supervises mid-level staff.

Minimum Education: Bachelor's

Minimum Experience: 10 years

Senior Director

Functional Responsibilities: Manages task budgets and schedules. Supervises junior staff. Develops strategies. Creates written work. Trains clients in communications techniques. Develops and implements media strategy. Conducts research.

Minimum Education: Bachelor's

Minimum Experience: 5 years

Director

Functional Responsibilities: Manages task budgets and schedules. Supervises junior staff. Develops strategies. Creates written work. Trains clients in communications techniques. Develops and implements media strategy. Conducts research.

Minimum Education: Bachelor's

Minimum Experience: 3 years

Junior Director

Functional Responsibilities: Manages task budgets and schedules. Supervises junior staff. Develops strategies. Creates written work. Trains clients in communications techniques. Develops and implements media strategy. Conducts research. Works under the direction of a Director or Senior Director.

Minimum Education: Bachelor's

Minimum Experience: 3 years

Project Manager

Functional Responsibilities: Leads projects. Acts as liaison with clients. Manages and coordinates workflows. Implements strategic work for clients. Manages project budgets and schedules. Creates written work. Develops and implements media strategy.

Minimum Education: Bachelor's

Minimum Experience: 2 years

Senior Associate

Functional Responsibilities: Creates written work. Implements media strategy. Conducts research. Develops presentations and formats materials.

Minimum Education: Bachelor's

Minimum Experience: 3 years

Associate

Functional Responsibilities: Creates written work. Implements media strategy. Conducts research. Develops presentations and formats materials.

Minimum Education: Bachelor's

Minimum Experience: 1 year

Junior Associate

Functional Responsibilities: Creates written work. Implements media strategy. Conducts research. Develops presentations and formats materials. Works under the direction of an Associate or Senior Associate.

Minimum Education: Bachelor's

Minimum Experience: 1 year

Fellow

Functional Responsibilities: Supports senior members with day-to-day work. Develops media lists and pitches to media. Develops knowledge of client industry. Conducts research. Schedules social media.

Minimum Education: Associate's

Minimum Experience: 1 year

Intern

Functional Responsibilities: Supports account team members. Prepares media lists, conducts online research, and monitors media. Provides administrative support as needed.

Minimum Education: Associate's

Minimum Experience: 1 year



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We take pride in being strategic thought partners for each client and bring a 360 degree point of view to challenging and complex business, policy, and public affairs issues. Our creative and relentless approach turns data into action, opens markets, and drives impactful outcomes that win.

The Rational Way: All-In Partners for Our Clients.

Organizational Reputation Management and Strategic Communications

Rational 360 has extensive experience in helping organizations tell their story and improve overall reputation.

Crisis and Rapid Response Communications

With expertise backed by more than two decades of experience, Rational 360 serves as the lead crisis communications consultant for a variety of organizations.

Digital and Social Media Communications

Rational 360 helps clients navigate the digital landscape by leveraging the full gamut of social media and online channels and tools to amplify their messages, engage new audiences and shape opinion.

Stakeholder Education

Rational 360 is skilled at driving awareness and behavior change among individuals and organizations.

Paid Media and Advertising

Rational 360 develops comprehensive, omnichannel paid media and advertising campaigns to reach audiences ranging from broad consumer segments to narrow groups of influencers, which can be leveraged as standalone strategies or complementary tactics alongside traditional communications and other digital campaigns.

Stakeholder Engagement & Activation

Rational 360 activates trusted relationships with civic-minded leaders, advocates, and influencers across every U.S. community through grassstops and digital grassroots campaign tactics to help clients impact and influence conversations happening among thought leaders, national and local media, social media influencers and all communities across the country.

Executive Level Communications

Rational 360 designs and executes custom communications strategies for senior leaders to establish and enhance their thought leadership and allow them to influence conversations and communicate with other key stakeholders.

Subject Matter Expertise

- Aerospace & Defense
- Banking & Financial Services
- Cybersecurity & Data Privacy
- Cities & Urban Affairs
- Economic & Fiscal Policy
- Education
- Energy
- Environmental Protection & Sustainability
- Healthcare & Public Health
- Homeland Security
- Infrastructure
- International Affairs
- Manufacturing
- Military & Veteran's Affairs
- Native American Affairs
- Technology & Innovation
- Trade
- Transportation

Capabilities

- Strategic Communications
- Internal Communications
- Consumer Education Campaigns
- Crisis & Rapid Response
- Digital & Social Media
- Email Marketing
- Stakeholder Engagement
- Coalition Building & Activation
- Executive Thought Leadership
- Reputation Management
- Website Development
- Search Engine Optimization
- Paid Media & Advertising
- Grassroots Advocacy
- Media Training
- Earned Media Specialists
- Graphic & Visual Design