

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

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 for GSA Advantage! is: <http://www.gsaadvantage.gov>

**General Services Administration
Federal Supply Service
Consolidated Products and Services Schedule
Mission-Oriented Business Integrated Services (MOBIS) &
Advertising and Integrated Marketing Services (AIMS)**

**CONTRACT NUMBER:
GS-00F-0078M**

**PERIOD COVERED BY CONTRACT:
July 1, 2006 through June 30, 2011**

**Gallup, Inc. d/b/a
The Gallup Organization
901 F Street NW
Washington, DC 20004-1417
Phone: 202.715.3030
Fax: 202.715.3042
www.gallup.com**

General Services Administration
Management Services Center Acquisition Division
Pricelist current through Modification **#PS-0019, dated 3/12/09**

**Business Size: LARGE
DUNS: 61-650-2050**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

TABLE OF CONTENTS

GSA AWARDED TERMS AND CONDITIONS3

OVERVIEW OF THE GALLUP ORGANIZATION’S SERVICES7

**ATTACHMENT A – THE GALLUP ORGANIZATION’S LABOR CATEGORY
DESCRIPTIONS FOR MISSION-ORIENTED BUSINESS INTEGRATED SERVICES
(MOBIS).....11**

**ATTACHMENT B – THE GALLUP ORGANIZATION’S LABOR CATEGORY
DESCRIPTIONS FOR ADVERTISING AND INTEGRATED MARKETING SERVICES
(AIMS)17**

**ATTACHMENT C – THE GALLUP ORGANIZATION’S GSA AWARDED HOURLY
SERVICES PRICING21**

**ATTACHMENT D – THE GALLUP ORGANIZATION’S GSA AWARDED
GALLUP PRESS PRICING23**

**GSA AWARDED TERMS AND CONDITIONS
THE GALLUP ORGANIZATION**

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

**SIN C R422: MARKET RESEARCH AND PUBLIC OPINION SERVICES
SIN C R499: OTHER PROFESSIONAL SERVICES (MOBIS)
SIN C R701: ADVERTISING SERVICES**

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

NOT APPLICABLE

- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate not applicable for this item.

Please refer to Attachments A, B and C – The Gallup Organization’s Labor Category Descriptions and Hourly Rates

2. MAXIMUM ORDER:

\$1,000,000.00

3. MINIMUM ORDER:

\$300.00

4. GEOGRAPHIC COVERAGE (DELIVERY AREA):

48 Contiguous States and the District of Columbia.

5. Point(s) of production (city, county, and State or foreign country).

**The Gallup Organization
901 F Street NW
Washington, DC 20004**

6. Discount from list prices or statement of net price.

GSA Net pricing as shown in pricing tables provided

7. QUANTITY DISCOUNTS.

0.25% for Single-Task orders over \$5 Million

8. PROMPT PAYMENT TERMS:

1% - 10 Days, Net 30 Days

- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.
YES
- 9b. Notification whether Government purchase cards are accepted above the micro-purchase threshold.
YES
10. FOREIGN ITEMS (LIST ITEMS BY COUNTRY OF ORIGIN):
NONE
- 11a. TIME OF DELIVERY:
TO BE NEGOTIATED BETWEEN CONTRACTOR AND ORDERING AGENCY
- 11b. EXPEDITED DELIVERY:
TO BE NEGOTIATED BETWEEN CONTRACTOR AND ORDERING AGENCY
- 11c. OVERNIGHT AND 2-DAY DELIVERY:
TO BE NEGOTIATED BETWEEN CONTRACTOR AND ORDERING AGENCY
- 11d. URGENT REQUIREMENTS:
TO BE NEGOTIATED BETWEEN CONTRACTOR AND ORDERING AGENCY
12. F.O.B. POINT(S):
DESTINATION
- 13a. ORDERING ADDRESS:
**The Gallup Organization
901 F Street NW
Washington, DC 20004-1417
Phone: 202.715.3030
Fax: 202.715.3042**
- 13b. Ordering procedures: 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 homepage fss.gsa.gov/schedules.
14. PAYMENT ADDRESS.
**The Gallup Organization
Attn: Accounts Payable
1001 Gallup Drive
P.O. Box 2277
Omaha, NE 68102
Phone: 402-951-2003**

15. WARRANTY PROVISION.
STANDARD COMMERCIAL WARRANTY
16. EXPORT PACKING CHARGES, IF APPLICABLE.
NOT APPLICABLE
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICRO-PURCHASE LEVEL).
CONTACT CONTRACT ADMINISTRATOR
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE).
NOT APPLICABLE
19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE).
NOT APPLICABLE
- 20a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE).
NOT APPLICABLE
- 20b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)
NOT APPLICABLE
21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE).
NOT APPLICABLE
22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE).
NONE
23. PREVENTIVE MAINTENANCE (IF APPLICABLE).
NOT APPLICABLE
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).
NOT APPLICABLE
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor s website or other location.) The EIT standards can be found at:
www.Section508.gov/.
NOT APPLICABLE
25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER.
61-650-2050

26. Notification regarding registration in Central Contractor Registration (CCR) database.
CAGE CODE # 1MRK1, REGISTRATION VALID THROUGH 10/15/09

OVERVIEW OF THE GALLUP ORGANIZATION'S SERVICES

The Gallup Organization – Corporate Capabilities

The Gallup Organization is known and respected worldwide for its leadership and excellence in collecting and interpreting information to support decision making at the work group, departmental, and policy levels. Gallup's core expertise is in measuring and understanding human attitudes and behavior.

The professional staff at Gallup have designed and conducted hundreds of measurement-based consulting engagements, ranging from large and complex customized projects to monthly omnibus tracking studies and polls. These efforts have involved the use of diverse survey research methodologies including in-person, mail, Web, and telephone; literature reviews and meta-analyses; integration of data from multiple databases; and analysis of primary and secondary sources.

Research Capabilities

Although best known for the *Gallup Poll*[™], Gallup also has extensive experience in the development and execution of custom survey measurement systems for other organizations in the public and private sectors. With more than 2,500 employees, Gallup maintains 14 city centers in the U.S. and 26 offices overseas. Gallup has broad and extensive experience in conducting cross-sectional, time series and longitudinal surveys of varying size and scope, both domestically and internationally, using a variety of methodologies and innovative and challenging technologies. Gallup currently supports 5 telephone interviewing centers in the U.S. with more than 1,000 interviewers. Recently, Gallup developed the *Gallup Panel*[™], the largest national probability panel of the U.S. population composed of nearly 40,000 households and 50,000 individuals that can be accessed for *rapid response* via mail, telephone, Web/Internet and IVR (interactive voice recognition), or through a combination of methodologies. Our expertise also extends to qualitative research, including focus groups (in-person, telephone, internet/web, dial-up, mixed-mode), in-depth and cognitive interviews. Gallup has been one of the leaders in developing innovative methodologies and adapting to and incorporating technology into virtually all aspects of the research process. Gallup has a talented research staff of masters-level and Ph.D.-level market researchers, evaluators, methodologists, statisticians, sociologists, and psychologists.

Gallup's new *World Poll*[™] is the only poll in the world to collect comparable data from 140 countries. These data are statistically representative of the entire adult population of each country, across urban and rural sectors. Data are collected on 8 indices: leadership, law and order, food and shelter, work, economics, health, well-being, and engaged citizenry.

Historically, Gallup has measured and tracked the public's attitudes concerning virtually every political, social, and economic issue of the day, including highly sensitive or controversial subjects. Although Gallup has usually conducted its polling activities in collaboration with various media organizations and, on occasion, with worldwide associations and academic institutions, these polls have always been carried out in a completely independent and objective fashion. This single, ethical principle, i.e., independence, has made the Gallup name famous, among the most trusted brand names on Earth, and synonymous with democracy and the democratic process around the world.

Gallup's work in communication research began with George Gallup, "the original market researcher" in the 1930s. At the time George Gallup was introducing the *Gallup Poll*, he was a vice-president of Young & Rubicam in New York City, and the first market research director of an advertising agency. At Young & Rubicam--in addition to his contributions to opinion polling--George Gallup originated many of the basic methodologies and technical procedures used today in marketing, advertising, and media and audience research. The Gallup & Robinson In-View Test, an approach to measuring ad recall, is one product of this early work. Gallup's founder is also credited with originating many advertising research methods now considered standard in the media and advertising industry such as advertising creative testing, brand and advertising tracking studies, pre-post campaign tests, media effectiveness research, advertising concept and message testing studies, reach and profile analysis, claims substantiation studies, and event sponsorship studies. Gallup has also contributed extensively to the development of audience segmentation methods.

As a full-service research firm, we possess the personnel, experience, and in-house capability to handle each and every aspect of a research study, including: designing the study and analysis plan; developing and selecting the sample; developing culturally and linguistically-sensitive questionnaires; translating questionnaires into foreign languages; bi-lingual interviewing; conducting pretests, pilot, and feasibility studies; conducting qualitative research including in-person, telephone, and on-line focus groups and in-depth cognitive interviews; programming and pre-testing questionnaires in various modes and languages; preparing OMB clearance packages; obtaining country-level authorizations to perform research; training local and foreign interviewers to handle respondents or their proxies and sensitive data; processing the data and developing (cross-cultural) automated coding schemes; locating hard-to-reach respondents; handling all mail-outs and follow-ups to respondents; merging, reconciling, cleaning, editing and imputing missing data; weighting samples to national estimates and post-stratifying samples; calculating variance estimates using various programs; constructing restricted and public use data files in a variety of software programs; constructing meta-databases; producing the CD-ROMs, electronic codebooks, and electronic data analysis systems; preparing statistical analysis with automated and customized reports; designing and conducting methodological and operational experiments; preparing technical and methodological documentation; executive presentations, conference and peer-reviewed journal articles.

Other Capabilities

Many people do not realize that Gallup also has publishing, training, media development, and clearinghouse capabilities. Gallup has produced more than a dozen best-selling management and research books in the past decade, as well as dozens of articles published in research journals. Our fully-integrated production system includes a large in-house staff of editors, writers, and graphics artists to develop print and web-based materials, and all the latest graphics and publishing software. We also have extensive in-house printing capabilities, including state-of-the art variable printing. Our warehouse has 70,000 square feet, and a team of 90 full-time staff members who fulfill an average of 600,000 orders per day. For one government client, Gallup once mailed 25 million pieces in three days. We typically fill orders within ½ day of receipt.

Our seminar leaders typically train more than 100,000 per year world-wide using science-based programs developed by Gallup's team of instructional designers and organizational development psychologists.

The Gallup News Network (GNN) broadcasts news clips daily summarizing results of the latest Gallup and World Polls. To support the GNN, we have an in-house film and video production crew as well as two fully-equipped studios where we produce the news.

Gallup Clients

Gallup's impressive list of clients includes large Federal agencies, state governments, well-known Fortune 500 companies, and non-profit organizations. A sampling of several of Gallup's most prominent clients appears below.

Government

Federal Deposit Insurance Corporation
State of California
State of Illinois
State of Maine
State of Maryland
U.S. Department of Agriculture
U.S. Department of Defense
U.S. Department of Education
U.S. Department of Health and Human Services
U.S. Department of Transportation
U.S. Fish and Wildlife Service
U.S. General Services Administration
U.S. Internal Revenue Service
U.S. Postal Service
U.S. Social Security Administration

Private Sector

Allied Van Lines
Ann Taylor
AT&T
Best Buy
Blockbuster
British Aero Space
Caterpillar
Disney
Fidelity Investments
International Paper
Nortel Networks
TGI Friday's
Toyota
Wal-Mart
3M

Selected Government Projects

Since 1998, Gallup has managed the *Safe Schools/Health Students* communications contract for the Center for Mental Health Services/Substance Abuse and Mental Health Services Administration/Department of Health and Human Services (CMHS/SAMHSA/DHHS). This initiative is designed to prevent school violence and foster healthy child development. The Gallup team has been responsible for providing communications training and technical assistance to two complementary grant programs: the Safe Schools Healthy Students Initiative (SS/HS) and the School Action Grant Program.

From 2002 – 2005, Gallup managed the *Elimination of Barriers Initiative* for CMHS/SAMHSA/DHHS. That project entailed the development and testing of communications messages intended to reduce the negative images associated with mental illness. The team developed messages targeting the general public, the business sector and schools, and provided communications technical assistance to teams from around the country to implement programs tailored to their communities. The Ad Council has launched a national campaign based partly on the results of that project.

For the Public Buildings Service, General Services Administration (PBS/GSA), Gallup has consulted on *Workplace Management* since 1999. The consulting engagement has included semi-annual administrations of the Gallup Q12, a powerful proprietary tool for measuring employee engagement and pinpointing places where managers can make immediate improvements. The engagement has also included leadership and management training, action planning seminars, and the dissemination of best practices.

Gallup has consulted to the U.S. Army Corps of Engineers (USACE) since 1998 on the *Assessment and Development of Leadership Talent*. Gallup worked with USACE to integrate into its promotional system an assessment process for identifying the candidates for SES, GS-15, and Supervisory GS-14 positions with the talent needed to lead. The consultation has included personnel assessments using Gallup's proprietary StrengthsFinder followed by leadership training seminars.

From 2003 – 2005, Gallup completed the *8th National Sample Survey of Registered Nurses* for the Bureau of Primary Health Professions/Health Resources Services Administration/Department of Health and Human Services (HRSA/DHHS). The study was designed to obtain data on the size and characteristics of the RN population in the United States by conducting a survey of RNs based on a sample of 56,000 licenses. The survey was conducted using a combination of mail and web questionnaires sent to a representative sample of RNs in the country.

**ATTACHMENT A
THE GALLUP ORGANIZATION'S
LABOR CATEGORY DESCRIPTIONS (MOBIS)
(SINS C R422 and C R499)**

Job Title: Administrative Services

Minimum/General Experience: 2 years of proof reading/editing experience. Must be familiar with general computer applications.

Functional Responsibilities: Prepare proposals, Word processing.

Minimum Education: High School Diploma or equivalent

Education/Experience Substitutions: None.

Job Title: Advanced Design & Analytics

Minimum/ General Experience: 4 years experience in statistical analysis and response analysis reporting.

Functional Responsibilities: Design data collection and perform statistical tests. Analysis of data for trends, weighting, and report preparation.

Minimum Education: Bachelors Degree

Education/Experience Substitutions: None

Job Title: Advanced Reporting

Minimum/General Experience: 2 years of selection interview experience. Must be familiar with general computer applications.

Functional Responsibilities: Prepare templates for automated reporting.

Minimum Education: Bachelors Degree

Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: Associate Partner
Minimum/General Experience: 8 years senior experience managing complex projects; management expertise
Functional Responsibilities: Provide technical and managerial oversight on major projects; principal investigator; responsible for quality control
Minimum Education: Masters Degree at minimum, Doctorate a plus
Education/Experience Substitutions: None

Job Title: Client Support Help Desk
Minimum/General Experience: 2 years experience with web applications, customer service
Functional Responsibilities: Provide online or telephone assistance to clients of government-funded or project web sites
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Code, Verbatims
Minimum/General Experience: 0-2 years experience in interview comment analysis.
Functional Responsibilities: Identify common themes in respondent comments.
Minimum Education: High School Diploma or equivalent.
Education/Experience Substitutions: None.

Job Title: Consulting Specialists
Minimum/General Experience: Five years experience in survey research.
Functional Responsibilities: Responsibility for quality of performance for entire project.
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Consumer Interviewer
Minimum/General Experience: 0-3 years experience in conducting telephone interviews.
Functional Responsibilities: Conduct interviews
Minimum Education: High School Diploma or equivalent.
Education/Experience Substitutions: None.

Job Title: Data Analysis
Minimum/General Experience: 0-2 years experience in interview response analysis reporting.
Functional Responsibilities: Analyze data and prepare tabulations.
Minimum Education: Bachelors Degree.
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: Document Services
Minimum/General Experience: 0-3 years experience in administration and use of scanning related technology.
Functional Responsibilities: Maintain electronic and hard copy databases of literature, publications, etc. in support of projects; process orders for materials; ship materials; ability to run scanner.
Minimum Education: High School Diploma at a minimum, Bachelors Degree a plus
Education/Experience Substitutions: None.

Job Title: Editing/Quality Assurance
Minimum/General Experience: 2 years experience, education in writing/editing
Functional Responsibilities: Proofread, copy edit text for reports and publications
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Engagement Manager
Minimum/General Experience: 6 years experience directing projects
Functional Responsibilities: Responsible for day-to-day management of projects; main point of contact with client; responsible for project deliverables
Minimum Education: Masters Degree
Education/Experience Substitutions: None

Job Title: Executive Interviewer
Minimum/General Experience: 0-3 years experience in conducting telephone interviews.
Functional Responsibilities: Conduct interviews.
Minimum Education: High School Diploma or equivalent.
Education/Experience Substitutions: None.

Job Title: In-Depth Interviewing
Minimum/General Experience: 0-3 years experience in conducting telephone interviews.
Functional Responsibilities: Conduct interviews.
Minimum Education: High School Diploma or equivalent.
Education/Experience Substitutions: None.

Job Title: Instrument Design
Minimum/General Experience: 0-4 years experience in survey environment. Must be familiar with Survent language. Must have interviewer experience.
Functional Responsibilities: Program CATI for interviewing, make sure that questionnaires conform to requirements.
Minimum Education: High School Diploma or Bachelors Degree
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree

Job Title: Instrument Specwriter
Minimum/General Experience: 1-3 years experience in telephone management systems or developing and posting website content.
Functional Responsibilities: Set up and manage inbound telephone calls or surveys on websites.
Minimum Education: High School Diploma or Bachelors Degree.
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: Managing Partner
Minimum/General Experience: 12+ years senior executive experience managing professional staff and strategic corporate direction, overseeing complex projects, and technical expertise.
Functional Responsibilities: Provide technical and managerial oversight on major projects; manage senior staff responsible for implementation of contracts; principal investigator; responsible for quality control.
Minimum Education: Masters Degree at a minimum, Doctorate is a plus.
Education/Experience Substitutions: None

Job Title: Master List Manager
Minimum/General Experience: 0-3 years experience in data conversion processes.
Functional Responsibilities: Translate agency personnel list into Excel file.
Minimum Education: High School Diploma or equivalent
Education/Experience Substitutions: None

Job Title: Partner
Minimum/General Experience: 10 years senior/executive experience managing professional staff, overseeing complex projects; technical expertise
Functional Responsibilities: Provide technical and managerial oversight on major projects; manage senior staff responsible for implementation of contracts; principal investigator; responsible for quality control
Minimum Education: Masters Degree at minimum, Doctorate a plus
Education/Experience Substitutions: None

Job Title: Project Administrator
Minimum/General Experience: 2-4 years experience in interview project management environment.
Functional Responsibilities: Manage all production details for projects.
Minimum Education: Bachelors Degree.
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: QA/End User Support
Minimum/General Experience: 4 years programming, software development, web design, applications support; specialized training
Functional Responsibilities: Conduct beta tests of new applications; conduct user studies of web sites, software tools
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Sample Management
Minimum/General Experience: 2 years experience in preparing and executing sampling plans for interview projects.
Functional Responsibilities: Prepare and execute sampling plans for projects.
Minimum Education: High School Diploma or equivalent
Education/Experience Substitutions: None

Job Title: Seminar Leaders
Minimum/General Experience: 0-2 years experience in interview development process
Functional Responsibilities: Support senior project personnel.
Minimum Education: Bachelors Degree.
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: Strategic Consultant
Minimum /General Experience: 9 years of experience in survey research, qualitative research, and subject matter expertise.
Functional Responsibilities: Performs qualitative research, and consults directly with the client for the overall project design, execution and analysis
Minimum Education: Masters Degree
Education/Experience Substitutions: None

Job Title: System Development & Design
Minimum/General Experience: 0-2 years experience developing and presenting interview data gathered or in design and maintenance of computer systems.
Functional Responsibilities: Develop applications for displaying data, design computer systems to meet client need.
Minimum Education: Bachelors Degree.
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree.

Job Title: Technical Project Engineer
Minimum/General Experience: 2-4 years experience is system design and development.
Functional Responsibilities: Oversee system design.
Minimum Education: Bachelors Degree
Education/Experience Substitutions: 4 years experience can be substituted for Bachelors Degree

Job Title: Transcription
Minimum/General Experience: 0-3 years experience in data conversion processes. Must have word processing skills.
Functional Responsibilities: Type verbatim comments.
Minimum Education: High School Diploma or equivalent
Education/Experience Substitutions: None

ATTACHMENT B
THE GALLUP ORGANIZATION'S
LABOR CATEGORY DESCRIPTIONS (AIMS)
(SIN C R701)

Job Title: Administrative Services
Minimum/General Experience: 2 years of proof reading/editing experience. Must be familiar with general computer applications.
Functional Responsibilities: Prepare proposals, Word processing.
Minimum Education: High School Diploma or equivalent
Education/Experience Substitutions: None.

Job Title: Associate Partner
Minimum/General Experience: 8 years senior experience managing complex projects; management expertise
Functional Responsibilities: Provide technical and managerial oversight on major projects; principal investigator; responsible for quality control
Minimum Education: Masters Degree at minimum, Doctorate a plus
Education/Experience Substitutions: None

Job Title: Client Support Help Desk
Minimum/General Experience: 2 years experience with web applications, customer service
Functional Responsibilities: Provide online or telephone assistance to clients of government-funded or project web sites
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Document Services
Minimum/General Experience: 0-3 years experience in administration and use of scanning related technology.
Functional Responsibilities: Maintain electronic and hard copy databases of literature, publications, etc. in support of projects; process orders for materials; ship materials; ability to run scanner.
Minimum Education: High School Diploma at a minimum, Bachelors Degree a plus
Education/Experience Substitutions: None.

Job Title: Editing/Quality Assurance
Minimum/General Experience: 2 years experience, education in writing/editing
Functional Responsibilities: Proofread, copy edit text for reports and publications
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Engagement Manager
Minimum/General Experience: 6 years experience directing projects
Functional Responsibilities: Responsible for day-to-day management of projects; main point of contact with client; responsible for project deliverables
Minimum Education: Masters Degree
Education/Experience Substitutions: None

Job Title: Graphics Administration
Minimum/General Experience: 1 year graphics experience, and training in graphics design
Functional Responsibilities: Prepare graphics for PowerPoint presentations; prepare artwork for publications; prepare charts, exhibits for documents
Minimum Education: Associates Degree at a minimum, Bachelors Degree a plus
Education/Experience Substitutions: None

Job Title: GT Tech Mgt Team
Minimum/General Experience: 5 years experience, and education/training in systems engineering
Functional Responsibilities: Responsible for programming and systems engineering for project portals
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

Job Title: Instructional Design
Minimum/General Experience: 5 years experience with curriculum development; education or training in instructional technology
Functional Responsibilities: Develop customized training programs, including definition of learning objectives, creation of learning hierarchies, selection of training methods, development of aids such as case studies, and coordination with labs and video-graphers on development of AV
Minimum Education: Masters Degree at minimum, Doctorate a plus
Education/Experience Substitutions: None

Job Title: Partner
Minimum/General Experience: 10 years senior/executive experience managing professional staff, overseeing complex projects; technical expertise
Functional Responsibilities: Provide technical and managerial oversight on major projects; manage senior staff responsible for implementation of contracts; principal investigator; responsible for quality control
Minimum Education: Masters Degree at minimum, Doctorate a plus
Education/Experience Substitutions: None

Job Title: QA/End User Support
Minimum/General Experience: 4 years programming, software development, web design, applications support; specialized training
Functional Responsibilities: Conduct beta tests of new applications; conduct user studies of web sites, software tools
Minimum Education: Bachelors Degree
Education/Experience Substitutions: None

ATTACHMENT C
THE GALLUP ORGANIZATION'S GSA AWARDED
HOURLY SERVICES PRICING

SINs	GSA Labor Category	GSA HOURLY RATE
C R422 and C R499	Administrative Services	\$123.75
C R422 and C R499	Advanced Design & Analytics	\$216.35
C R422 and C R499	Advanced Reporting	\$102.47
C R422 and C R499	Associate Partner	\$191.00
C R422 and C R499	Client Support Help Desk	\$123.75
C R422 and C R499	Code, Verbatims	\$102.47
C R422 and C R499	Consulting Specialists	\$184.89
C R422 and C R499	Consumer Interviewer*	\$69.99
<i>* Interviewer labor categories require use of Telephone and CPU/CATI. These direct costs are \$4.50 and \$.75 per hour and are included in the hourly rate.</i>		
C R422 and C R499	Data Analysis	\$102.47
C R422 and C R499	Document Services	\$106.72
C R422 and C R499	Editing / Quality Assurance	\$123.75
C R422 and C R499	Engagement Manager	\$302.56
C R422 and C R499	Executive Interviewer*	\$69.99
<i>* Interviewer labor categories require use of Telephone and CPU/CATI. These direct costs are \$4.50 and \$.75 per hour and are included in the hourly rate.</i>		
C R422 and C R499	In-Depth Interviewing*	\$211.20
<i>* Interviewer labor categories require use of Telephone and CPU/CATI. These direct costs are \$4.50 and \$.75 per hour and are included in the hourly rate.</i>		
C R422 and C R499	Instrument Design	\$102.47
C R422 and C R499	Instrument Specwriter	\$102.47
C R422 and C R499	Managing Partner	\$470.60
C R422 and C R499	Master List Manager	\$102.47
C R422 and C R499	Partner	\$315.35
C R422 and C R499	Project Administrator	\$265.25
C R422 and C R499	QA / End User Support	\$120.10
C R422 and C R499	Sample Management	\$102.47
C R422 and C R499	Seminar Leaders	\$216.12
C R422 and C R499	Strategic Consultants	\$404.03
C R422 and C R499	System Development & Design	\$120.10
C R422 and C R499	Technical Project Engineer	\$120.10
C R422 and C R499	Transcription	\$102.47

SIN	GSA Labor Category	GSA HOURLY RATE
C R701	Administrative Services	\$123.75
C R701	Associate Partner	\$191.00
C R701	Client Support Help Desk	\$123.75
C R701	Document Services	\$106.72
C R701	Editing / Quality Assurance	\$123.75
C R701	Engagement Manager	\$302.56
C R701	Graphics Administration	\$106.72
C R701	GT Tech Mgt Team	\$120.10
C R701	Instructional Design	\$127.92
C R701	Partner	\$315.35
C R701	QA / End User Support	\$120.10

ATTACHMENT D
THE GALLUP ORGANIZATION'S GSA
GALLUP PRESS AWARDED PRICING

SIN	Title / Author	Book Description	GSA Price (1-100 Copies)	GSA Price (101-500 Copies)	GSA Price (501+ Copies)	COO
C R499	StrengthsFinder 2.0 By Tom Rath (Hardcover, February 2007)	To help people uncover their talents, Gallup introduced the first version of its online assessment, StrengthsFinder, in the 2001 management book <i>Now, Discover Your Strengths</i> . The book spent more than five years on the bestseller lists and ignited a global conversation, while StrengthsFinder helped millions to discover their Top 5 talents. In StrengthsFinder 2.0, Gallup unveils the new and improved version of its popular assessment, language of 34 themes, and much more. Loaded with hundreds of strategies for applying your strengths, this new book and accompanying website will change the way you look at yourself – and the world around you – forever.	\$ 12.06	\$ 11.06	\$ 9.05	US
C R499	12: The Elements of Great Managing By Rodd Wagner & James K. Harter (Hardcover, December 2006)	12: The Elements of Great Managing is the long-awaited sequel to the 1999 runaway bestseller <i>First, Break All the Rules</i> . Grounded in Gallup's 10 million employee and manager interviews spanning 114 countries, 12 follows great managers as they harness employee engagement to turn around a failing call center, save a struggling hotel, improve patient care in a hospital, maintain production through power outages, and successfully face a host of other challenges in settings around the world. Authors Rodd Wagner and James K. Harter weave the latest Gallup insights with recent discoveries in the fields of neuroscience, game theory, psychology, sociology, and economics. Written for managers and employees of companies large and small, 12 explains what every company needs to know about creating and sustaining employee engagement.	\$ 15.69	\$ 14.38	\$ 11.77	US
C R499	VITAL FRIENDS: The People You Can't Afford To Live Without By Tom Rath (Hardcover, August 2006)	For years, employers have discouraged close friendships at work, when in fact they should do the exact opposite. From the author of the #1 New York Times bestseller <i>How Full Is Your Bucket?</i> and based on a new "Vital Friends Assessment," <i>Vital Friends</i> helps readers identify the friendships that make their work and home life more positive and productive.	\$ 13.87	\$ 12.72	\$ 10.41	US
C R499	MARRIED TO THE BRAND: Why Consumers Bond With Some Brands for Life By William J. McEwen (Hardcover, November 2005)	<i>Married to the Brand</i> tells the story of what makes profitable brand relationships work -- through the eyes of the consumer, not the marketer. Packed with stories and compelling discoveries from a worldwide consumer database, this book explores why people form deep emotional connections with some brands and not others.	\$ 15.08	\$ 13.83	\$ 11.31	US

SIN	Title / Author	Book Description	GSA Price (1-100 Copies)	GSA Price (101-500 Copies)	GSA Price (501+ Copies)	COO
C R499	HOW FULL IS YOUR BUCKET?: Positive Strategies for Work and Life By Tom Rath and Donald O. Clifton, Ph.D. <i>(Hardcover, fall 2004)</i>	Organized around a simple metaphor of a dipper and a bucket, How Full Is Your Bucket? shows how even the smallest interactions we have with others every day profoundly affect our relationships, productivity, health, and longevity.	\$ 12.06	\$ 11.06	\$ 9.05	US