

**ORDER FOR SUPPLIES OR SERVICES**

PAGE OF PAGES

1 3

**IMPORTANT: Mark all packages and papers with contract and/or order numbers.**

BPA NO.

1. DATE OF ORDER 05-31-2007	2. CONTRACT NO. (If any) GS23F0079J	6. SHIP TO:	
3. ORDER NO. DR-38-07-370	MODIFICATION NO.	4. REQUISITION/REFERENCE NO. HR-07-370 dated	
5. ISSUING OFFICE (Address correspondence to) U.S. Nuclear Regulatory Commission Div. of Contracts Attn: Contract Management Branch No. 4 Mail Stop T-7-I-2 Washington, DC 20555		a. NAME OF CONSIGNEE U.S. Nuclear Regulatory Commission	
		b. STREET ADDRESS ATTN: Mr. Henry Rubin Mail Stop O-3E17A 11555 Rockville Pike	
		c. CITY Washington	d. STATE DC
		e. ZIP CODE 20555	

7. TO:		f. SHIP VIA	
a. NAME OF CONTRACTOR HODES, BERNARD ADVERTISING INC BERNARD HODES ADVERTISING		8. TYPE OF ORDER	
b. COMPANY NAME		<input type="checkbox"/> a. PURCHASE	<input checked="" type="checkbox"/> b. DELIVERY
c. STREET ADDRESS 8270 GREENSBORO DR STE 600		REFERENCE YOUR Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet, if any, including delivery as indicated.	
d. CITY MC LEAN		e. STATE VA	f. ZIP CODE 221023835
9. ACCOUNTING AND APPROPRIATION DATA See CONTINUATION Page 7-8415-5CE310 A8400 2440 31X0200		10. REQUISITIONING OFFICE HR Office of Human Resources	

11. BUSINESS CLASSIFICATION (Check appropriate box(es))			12. F.O.B. POINT N/A	
<input type="checkbox"/> a. SMALL	<input checked="" type="checkbox"/> b. OTHER THAN SMALL	<input type="checkbox"/> c. DISADVANTAGED	<input type="checkbox"/> g. SERVICE-DISABLED VETERAN-OWNED	
<input type="checkbox"/> d. WOMEN-OWNED	<input type="checkbox"/> e. HUBZone	<input type="checkbox"/> f. EMERGING SMALL BUSINESS		
13. PLACE OF		14. GOVERNMENT B/L NO.	15. DELIVER TO F.O.B. POINT ON OR BEFORE (Date) August 6, 2007	16. DISCOUNT TERMS Net 30 days
a. INSPECTION	b. ACCEPTANCE			

17. SCHEDULE (See reverse for Rejections)

ITEM NO. (a)	SUPPLIES OR SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	<p>The contractor shall provide the facilities, personnel, and management in order to provide a comprehensive and creative recruitment advertising campaign, incorporating NRC's new employer brand, which will cover at a minimum: (a) Newspapers, magazines, trade or professional journals and other media (including college newsletters, posters, etc.); (b) audiovisual and broadcast media; (c) photography, artwork, hardware, and the design for recruitment display units and other promotional materials (including memory sticks); and (d) other NRC-approved avenues for recruitment effort enhancement.</p> <p>The contractor shall perform these services in accordance with the attached Statement of Work (Attachment No. 1) at the prices listed in the attached Schedule of Items and Price (Attachment No. 2).</p>				See CONTINUATION Page	

SEE BILLING INSTRUCTIONS ON REVERSE	18. SHIPPING POINT		19. GROSS SHIPPING WEIGHT		20. INVOICE NO.		\$296,036.00	17(h) TOTAL (Cont. pages)  17(i) GRAND TOTAL
	21. MAIL INVOICE TO:							
	a. NAME U.S. Nuclear Regulatory Commission Division of Contracts, mail Stop T-7-I-2							
	b. STREET ADDRESS (or P.O. Box) Attn: DR-38-07-370							
c. CITY Washington		d. STATE DC	e. ZIP CODE 20555				\$296,036.00	

22. UNITED STATES OF AMERICA BY (Signature)	23. NAME (Typed) Carolyn A. Cooper Contracting Officer TITLE: CONTRACTING/ORDERING OFFICER
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**DELIVERY ORDER TERMS AND CONDITIONS NOT SPECIFIED IN THE CONTRACT**

**A.1 CONSIDERATION AND OBLIGATION--FIRM FIXED PRICE (JUN 1988)**

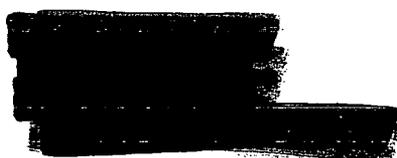
The firm fixed price of this contract is \$296,036.00.

**A.2 DURATION OF CONTRACT PERIOD (MAR 1987)**

This contract shall commence on June 1, 2007 and will expire September 30, 2007.

**A.3 2052.215-70 KEY PERSONNEL (JAN 1993)**

(a) The following individuals are considered to be essential to the successful performance of the work hereunder:



The contractor agrees that personnel may not be removed from the contract work or replaced without compliance with paragraphs (b) and (c) of this section.

(b) If one or more of the key personnel, for whatever reason, becomes, or is expected to become, unavailable for work under this contract for a continuous period exceeding 30 work days, or is expected to devote substantially less effort to the work than indicated in the proposal or initially anticipated, the contractor shall immediately notify the contracting officer and shall, subject to the concurrence of the contracting officer, promptly replace the personnel with personnel of at least substantially equal ability and qualifications.

(c) Each request for approval of substitutions must be in writing and contain a detailed explanation of the circumstances necessitating the proposed substitutions. The request must also contain a complete resume for the proposed substitute and other information requested or needed by the contracting officer to evaluate the proposed substitution. The contracting officer and the project officer shall evaluate the contractor's request and the contracting officer shall promptly notify the contractor of his or her decision in writing.

(d) If the contracting officer determines that suitable and timely replacement of key personnel who have been reassigned, terminated, or have otherwise become unavailable for the contract work is not reasonably forthcoming, or that the resultant reduction of productive effort would be so substantial as to impair the successful completion of the contract or the service order, the contract may be terminated by the contracting officer for default or for the convenience of the Government, as appropriate. If the contracting officer finds the

contractor at fault for the condition, the contract price or fixed fee may be equitably adjusted downward to compensate the Government for any resultant delay, loss, or damage.

#### **A.4 PROJECT OFFICER AUTHORITY (ALT 2) (FEB 2004)**

(a) The contracting officer's authorized representative hereinafter referred to as the project officer for this contract is:

Name: Henry Rubin

Address: U.S. Nuclear Regulatory Commission  
Office of Human Resources  
11555 Rockville Pike, O-3E17A  
Rockville, MD 20852

Telephone Number: (301)415-1374

(b) The project officer shall:

(1) Monitor contractor performance and recommend changes in requirements to the contracting officer.

(2) Inspect and accept products/services provided under the contract.

(3) Review all contractor invoices/vouchers requesting payment for products/services provided under the contract and make recommendations for approval, disapproval, or suspension.

(4) Immediately notify the Security Branch, Division of Facilities and Security (SB/DFS) (via e-mail) when a contractor employee no longer requires access authorization and return of any NRC issued badge to SB/DFS within three days after their termination.

(c) The project officer may not make changes to the express terms and conditions of this contract.

\*To be incorporated into any resultant contract

## STATEMENT OF WORK

### NEW RECRUITMENT ADVERTISING CAMPAIGN

#### BACKGROUND

The Nuclear Regulatory Commission (NRC) recruits for many hard-to-fill positions including Nuclear Criticality Engineers, Materials Engineers, Health Physicists, Fire Protection Engineers, Instrumentation and Control Engineers, and Reactor Inspectors. In addition, the NRC will continue to advertise for candidates for its Nuclear Safety Professional Development Program (NSPDP) and General Engineer/Physical Scientist vacancies. In order to obtain the best candidates for the Agency, the NRC requires the services of a full-service, multiple-media contractor with previous experience in recruiting candidates in high-technology and nuclear-related fields.

#### SCOPE OF WORK

The Contractor shall provide facilities, personnel, and management in order to provide a comprehensive, creative recruitment advertising campaign, incorporating NRC's new employer brand, which will cover at a minimum: (a) newspapers, magazines, trade or professional journals and other printed media (including college newsletters, posters, etc.); (b) audiovisual and broadcast media; (c) photography, artwork, hardware and design for recruitment display units and other promotional materials (including memory sticks); and (d) other NRC-approved avenues for recruitment effort enhancement.

#### DELINEATION OF TASKS

##### TASK 1 - Creative Design Development

Within one week of contract award, the contractor shall meet with the NRC Project Officer (PO) to discuss the creative design options. Within two weeks of contract award, the contractor shall present creative design options, which include the headline, introductory copy and graphics, to the NRC. The NRC PO will provide approval of selected creative concept within three weeks of contract award.

The contractor shall flesh out the creative concept, with draft graphic design completed, including photography session, writing and artwork needed for placement of advertisements in all printed materials, display design, recruitment campaign and videos. The contractor shall present the draft graphic design elements, including three brochures, display designs, advertisements, recruitment campaign and videos, to the NRC within six weeks of contract award. The NRC PO will provide comments on the draft graphic design to the contractor within seven weeks of contract award.

The contractor shall revise the draft graphic design elements incorporating the NRC's comments and submit to the NRC PO for approval within eight weeks of contract award. The NRC PO will provide approval of the final graphic design elements within nine weeks of contract award.

The contractor shall provide compact disks for the three brochures to the NRC PO for printing purposes, graphic elements to display vendor for manufacture of displays and new advertising designs to the NRC PO, within ten weeks of contract award.

The Contractor shall prepare and submit proof copies of all advertising designed to be placed in all media to the NRC Project Officer for approval. The NRC Project Officer will review and provide comments on the proofs within five working days after receipt of the proofs from the Contractor. The Contractor shall revise the advertising design incorporating the NRC's comments.

The Contractor shall be responsible for all creative work required under this contract. All creative work shall include, but not be limited to, creative conceptualization, design, writing, photography, and artwork production needed for the placement of advertisements in all printed and other approved media.

**DELIVERABLES**

The contractor shall be responsible for providing the following items by the following due dates:

<b>Deliverable</b>	<b>Creative Concept due date</b>	<b>Final Version Due date</b>
(1) One New Recruitment Campaign	6 weeks from award of contract	14 weeks from award of contract
(2) Three 5-minute recruitment videos	6 weeks from award of contract	14 weeks from award of contract
(3) 2,000 256MB Memory Sticks loaded with recruitment videos and/or information	6 weeks from award of contract	14 weeks from award of contract
(4) Three (3) New Recruitment Brochures	6 weeks from award of contract	14 weeks from award of contract
(5) One 20-foot Floor Display	6 weeks from award of contract	14 weeks from award of contract
(6) Two 10-foot Floor Displays	6 weeks from award of contract	14 weeks from award of contract
(7) Eleven (11) Table Top Displays	6 weeks from award of contract	14 weeks from award of contract
(8) Ten (10) two-sided pop up displays	6 weeks from award of contract	14 weeks from award of contract

### Description of Deliverables

1. New Recruitment Advertisement - This includes fleshing out the creative concept, with draft graphic design completed, including photography session, writing and artwork needed for placement of advertisements in all printed materials, display design, recruitment campaign and videos. In addition, it shall include the design and production of new employer brand campaign including advertisement development, stock photos, and proofs. Also, a generic one-page template that can be personalized for the specific event that NRC plans to attend, shall be included.
2. 5-minute recruitment videos - This shall include story boards, copying, filming, and editing. It is estimated that the 5-minute recruitment video will consist of five days of filming with two (2) days on location.
3. 256MB Memory Sticks loaded with recruitment videos and/or information - This shall include the design and production of 256MB Memory Sticks imprinted with NRC new logo in four colors.
4. New Recruitment Brochures - This shall include the design and production of new recruitment brochures which shall include a 12-page general recruitment brochure (six 8 ½" x 11" pages with staples in the middle), 8-page Nuclear Safety Professional Development Program brochure (two 8 ½" x 14" pages with four folds), and 6-page (two 8 ½" x 11" pages with two folds) NRCareers brochure.
5. 20-foot Floor Display - Nomadic Design Display Model DL3064 (20-foot display) **or comparable**, with the following specifications and features:
  - a) design is a combination of laminate panels, lightweight pop-up structure and aluminum extrusion;
  - b) accommodates up to 20" diagonal flat screen monitors;
  - c) laminate headers accept first-surface vinyl graphics;
  - d) locking storage and wire management at base of the 2 kiosks;
  - e) laminate sconces provide down-lighting for backwall;
  - f) two (2) DVD players;
  - g) two (2) 20-inch monitors; and
  - h) Computer Workstations, Area for Large Format Graphics, Lockable Storage, Max Height 8' 3"
6. 10-foot Floor Displays - Nomadic Design Display Model DL3064 (10-foot display) **or comparable** with the same specifications and features as the 20-foot floor displays:
7. Table-Top Displays - Nomadic SignLine **or comparable** two-Sided Pull-Up 7' height x 40" wide Banner Stands, with soft canvas carrying cases.
8. Two-sided Pop-up Displays - Sirius **or comparable** Tabletop Frame Systems with Case. Includes two (2) printed Main Panels, (2) Fabric End Caps, One (1) Halogen Light, and One (1) Electrostrut for each display.

### **CONTRACT ADMINISTRATION**

The Contractor shall not begin performance on any task until notified by the NRC PO. Verbal notification to proceed may be issued by the NRC Contracting Officer (CO) in order to meet time-sensitive deadlines.

### **QUALITY CONTROL**

The Contractor shall ensure that the quality of all advertising products fully satisfies the requirements of the Statement of Work. In performing this delivery order, the Contractor shall:

- (1) Be responsive to NRC needs for recruiting highly specialized personnel. This means that proposed advertising will be geared to appeal to a highly technical audience, primarily in nuclear-related areas;
- (2) Immediately correct any errors or other problems that may be determined through in-house quality control procedures or as determined by the NRC PO. Correction of any errors shall be at no cost to the NRC. The Contractor shall not make any changes involving additional cost to the Government unless authorized by the NRC CO.

### **TRAVEL**

- a. The Contractor shall be required to meet one time with the NRC PO and the NRC CO to discuss the technical and contract administration issues at the beginning of the contract period of performance at the Kick-off meeting. This travel shall be at no cost to the NRC.
- b. All domestic travel requires the prior approval of the NRC PO.

SCHEDULE OF ITEMS AND PRICES

CLIN	ITEM DESCRIPTION	QTY	UNIT	UNIT PRICE	TOTAL PRICE
1.	New Recruitment Campaign with Creative Concept Plan	[REDACTED]	each	[REDACTED]	\$ 14,628.00
2.	5-minute recruitment video	[REDACTED]	each	[REDACTED]	\$114,885.00
3.	256MB Memory Stick loaded with recruitment videos and/or information	[REDACTED]	each	\$ [REDACTED]	\$ 33,200.00
4.	Recruitment Brochure, including compact disks	[REDACTED]	each	\$ [REDACTED]	\$ 14,508.00
5.	20-foot Floor Display	[REDACTED]	each	[REDACTED]	\$ 39,132.00
6.	10-foot Floor Display	[REDACTED]	each	[REDACTED]	\$ 40,394.00
7.	Table Top Displays	[REDACTED]	each	\$ [REDACTED]	\$ 23,859.00
8.	Two-sided pop-up displays	[REDACTED]	each	\$ [REDACTED]	\$ 15,430.00
	TOTAL				\$296,036.00