

AMENDMENT TO SOLICITATION INFORMATION OF CONTRACT

BPA NO.

1. CONTRACT ID CODE

PAGE 1

OF PAGE: 4

2. AMENDMENT/MODIFICATION NO.

M004

3. EFFECTIVE DATE

See Block 15c.

4. REQUISITION/PURCHASE REQ. NO.

DR-38-06-373-003

Partial

5. PROJECT NO. (if applicable)

6. ISSUED BY

CODE

3100

U.S. Nuclear Regulatory Commission
Div. of Contracts
Attn: Jennifer A. DeFino, 301-415-6714
Mail Stop T-7-I-2
Washington, DC 20555

7. ADMINISTERED BY (if other than Item 6)

CODE

3100

U.S. Nuclear Regulatory Commission
Div. of Contracts
Mail Stop T-7-I-2
Washington, DC 20555

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)

HODES, BERNARD ADVERTISING INC
BERNARD HODES ADVERTISING

8270 GREENSBORO DR STE 600

MC LEAN VA 221023835

CODE 620701748

FACILITY CODE

(X)

9A. AMENDMENT OF SOLICITATION NO.

9B. DATED (SEE ITEM 11)

10A. MODIFICATION OF CONTRACT/ORDER NO.
GS23F0079J DR-38-06-373

10B. DATED (SEE ITEM 13)

03-17-2006

X

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended, is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (if required)

B&R No.: 7-8415-5C1310
Appro. No.: 31X0200

Job Code: A8402 BOC: 2440
Obligate: \$84,238.87

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(X)	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
X	D. OTHER (Specify type of modification and authority) FAR 52.217-6, Option for Increased Quantity

E. IMPORTANT: Contractor is not, is required to sign this document and return 2 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

THE PURPOSE OF THIS MODIFICATION IS TO INCREASE THE LEVEL OF EFFORT, MATERIAL COSTS, ADVERTISING COSTS, AND MEDIA COSTS WITHIN SCOPE AND TO INCREMENTALLY FUND THE DELIVERY ORDER.

SEE PAGE TWO FOR DESCRIPTION OF MODIFICATION.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) JOHN SWIRCHAK, Ex. VP		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Donald A. King Contracting Officer	
15B. CONTRACTOR/OFFEROR <i>(Signature)</i> (Signature of person authorized to sign)	15C. DATE SIGNED 7/10/07	16B. UNITED STATES OF AMERICA BY <i>(Signature)</i> (Signature of Contracting Officer)	16C. DATE SIGNED 7/3/07

NSN 7540-01-152-8070

STANDARD FORM 330 (REV. 10-83)
Prescribed by GSA - FAR (48 CFR) 53.243

TEMPLATE - ADM001

SUNSI REVIEW COMPLETE

JUL 12 2007

ADM002

The purpose of this modification is to: (1) incorporate Federal Acquisition Regulation clause 52.217-6, Option for increased Quantity into the delivery order; (2) increase the level of effort, material costs, advertising costs and media costs per the below breakdown; and (3) increase the ceiling and obligated amount by \$84,238.87 of the subject delivery order, thereby increasing the ceiling and obligated amount from \$605,871.12 to \$690,109.99.

Breakdown of Within Scope Level of Effort Increase for Option Year 1

Direct Labor

Labor Category	Hourly Rate	Total Hours	Total Costs
Mgmt. Supervisor	[REDACTED]	[REDACTED]	\$1,551.62
Creative Dir.	[REDACTED]	[REDACTED]	\$826.20
Acct. Mgr.	[REDACTED]	[REDACTED]	\$5,682.00
Acct. Coor.	[REDACTED]	[REDACTED]	\$2,115.60
Sr. Art Dir.	[REDACTED]	[REDACTED]	\$3,062.80
Copywriter	[REDACTED]	[REDACTED]	\$1,168.80
Res/Media	[REDACTED]	[REDACTED]	\$1,753.00
AR Mgr.	[REDACTED]	[REDACTED]	\$1,051.80
Bill Clerk	[REDACTED]	[REDACTED]	\$1,402.56
Clip Clerk	[REDACTED]	[REDACTED]	\$141.04
Proof Clerk	[REDACTED]	[REDACTED]	\$116.88
TOTAL DIRECT LABOR COSTS			\$18,872.30

Material Costs

Item	Cost Per Unit	Number of Units	Total Costs
Stats	[REDACTED]	[REDACTED]	\$201.52
Long-Dist. Phone	[REDACTED]	[REDACTED]	\$241.92
Fed X	[REDACTED]	[REDACTED]	\$120.88
TOTAL MATERIAL COSTS			\$564.32

Advertising Costs

Item	Total Costs
Color Film (One Ad)	\$302.25
TOTAL ADVERTISING COSTS	\$302.25

Media Costs

Item	Proposed Unit Cost	Number of Units	Total Proposed Costs
Newspaper Ad- 1/4 Page Ad or less; BW	[REDACTED]	[REDACTED]	\$27,000.00
Trade Journal Ad- 1/2 Page Ad Color	[REDACTED]	[REDACTED]	\$9,000.00
Trade Journal Ad- 1/2 Page Color	[REDACTED]	[REDACTED]	\$16,800.00
Trade Journal Ad- 1/3 Page; BW	[REDACTED]	[REDACTED]	\$7,200.00
RESputin- 1 Posting	[REDACTED]	[REDACTED]	\$4,500.00
TOTAL MEDIA COST			\$64,500.00

GRAND TOTAL: \$84,238.87

Accordingly, the delivery order is hereby modified as follows:

1. Revise Section A.6, Other Applicable Clauses to include the following:

“Option for Increased Quantity (Mar 1989)

The Government may increase the quantity of supplies called for in the Schedule at the unit price specified. The Contracting Officer may exercise the option by written notice to the Contractor within 60 days. Delivery of the added items shall continue at the same rate as the like items called for under the contract, unless the parties otherwise agree. “

2. Revise Table 2 “Price Schedule for DR-38-06-373 BERNARD HODES GROUP OPTION YEAR 1 (Year 2) to the following:

Employee Type	(1) X Cost/Hour	(2) = Unit/No. of Hours	(3) Labor Cost
Management Supervisor	[REDACTED]	[REDACTED]	\$11,415.49
Account Manager	[REDACTED]	[REDACTED]	\$18,987.35
Creative Director	[REDACTED]	[REDACTED]	\$2,643.84
Account Coordinator	[REDACTED]	[REDACTED]	\$8,744.48
Sr. Art Director	[REDACTED]	[REDACTED]	\$11,026.08
Copywriter	[REDACTED]	[REDACTED]	\$3,798.60
Res./Media	[REDACTED]	[REDACTED]	\$4,733.10
AR Manager	[REDACTED]	[REDACTED]	\$8,326.75
Bill Clerk	[REDACTED]	[REDACTED]	\$6,253.08
Clip Clerk	[REDACTED]	[REDACTED]	\$1,128.32
Proof Clerk	[REDACTED]	[REDACTED]	\$935.04
Senior Acct. Manager	[REDACTED]	[REDACTED]	\$624.70
MEDIA ESTIMATE (160 ADS)	[REDACTED]	1 (Lot)	\$240,752.20
MATERIALS: Stats/Typography/Long-Dist, Fed X	\$5,189.30	1 (Lot)	\$5,189.30
Film (color and B&W)	[REDACTED]	1 (Lot)	\$755.63
Stats (unit = a computer generated ad reference prior to printing)	[REDACTED]	[REDACTED]	\$201.52
Long-Distance Phone (unit = one telephone call)	[REDACTED]	[REDACTED]	\$241.92
Fed-X (unit = one package sent using this overnight carrier)	[REDACTED]	[REDACTED]	\$120.88
Color Film	[REDACTED]	[REDACTED]	\$302.25
Newspaper Ad- ¼ Page Ad or less; BW	[REDACTED]	[REDACTED]	\$27,000.00
Trade Journal Ad- ½ Page Ad Color	[REDACTED]	[REDACTED]	\$9,000.00
Trade Journal Ad- ½ Page Color	[REDACTED]	[REDACTED]	\$16,800.00
Trade Journal Ad- 1/3	[REDACTED]	[REDACTED]	\$7,200.00

Page: BW			
RESputin- 1 Posting			\$4,500.00
		TOTAL	\$390,680.53

3. Section A.1 CONSIDERATION AND OBLIGATION – DELIVERY ORDERS (JUN 1988) is hereby modified as follows:

“(a) The total estimated amount of this contract (ceiling) for the products/services ordered, delivered, and accepted under this contract is \$690,109.99.

(b) The amount presently obligated with respect to this contract is \$690,109.99.”

All other terms and conditions of the subject delivery order remain the same.

A summary of obligations, from award date through the date of this action, is given below:

Total FY06 Obligations	\$522,510.46
Total FY07 Obligations	\$167,599.53
 Total NRC Obligations	 \$690,109.99

This modification obligates FY07 funds in the amount of \$84,238.87.