

## CONTACT INFORMATION

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CACI Strategic Communications offers full-service marketing and communications services based on the integration of traditional and interactive media. CACI Strategic Communications combines years of proven success in traditional print and broadcast media with cutting-edge interactive media to raise public awareness, educate and build equity in your agency through both internal and external communications programs.

Information is imperative to every aspect of operational success. CACI Strategic Communications employs experienced research, communications and technology professionals who work together to help government and commercial clients achieve their information-based objectives.

In the information economy the rewards go to those who capitalize on the power of information. CACI Strategic Communications will:

- Help government and commercial clients use information to drive strategic objectives through the application of a unique mix of research, technical and communications services.
- Build the systems that organize and analyze your data.
- Design and execute the marketing and communications programs that deliver your information to the world.

**CACI Strategic Communications specializes in five core service areas to develop programs that motivate, educate and inform your internal and external stakeholders.**

- ◆ **Communications Services** – powerful, persuasive, effective communications programs that enable government agencies and commercial companies to achieve their missions and core business objectives

CACI Strategic Communications' strategy-driven programs span all media to inform, educate and persuade. By combining broadcast, digital and print communications vehicles, we help our clients reach their target audience at every communications touch point. No matter what your goal, CACI Strategic Communications offers the end-to-end skills it takes to conceptualize, build and execute programs that harness the power of information.

- ◆ **Recruitment Programs** – attract talented applicants, secure additional funding for recruitment initiatives and demonstrate quantifiable, measured results

CACI Strategic Communications conducts strategic market and media research to clearly identify the messages and the media that will most effectively reach the appropriate audience.

- ◆ **Interactive Training** – customized educational programs that help your employees improve their skills at any time, from any location, at a fraction of the cost of classroom training

Our marketing and design groups develop interactive communications that elicit maximum audience response rates. We develop Web sites, multimedia presentations, webcast events and direct e-mail campaigns that have produced click-through rates averaging above 20 percent, with some reaching as high as 80 percent.

- ◆ **Contact Centers** – professional, efficient call center support, one of the best ways to win customer loyalty or keep employees productive

CACI contact center services promote the effective exchange of information to answer callers' questions, resolve issues, maintain employee productivity and reduce overall costs.

◆ **Consulting** – our management, policy, planning and projection services

Operating in the government sector poses difficult communication challenges. A complex fabric of ever-changing policies and regulations must be understood, made known and followed to the letter. Daily activities are subject to public scrutiny. Services are often provided to millions across the nation.

For more than a decade CACI Strategic Communications specialists have provided government agencies with the strategic insight and direction they need to establish communication goals that help overcome these challenges.

**COMMERCIAL PRICE LIST**

<b>Labor Category</b>	<b>Effective 01/01/06</b>	<b>Effective 01/01/07</b>	<b>Effective 01/01/08</b>	<b>Effective 01/01/09</b>	<b>Effective 01/01/10</b>
Creative Director	\$158	\$166	\$174	\$183	\$192
Designer	\$95	\$100	\$105	\$110	\$116
Marketing Communications Specialist	\$158	\$166	\$174	\$183	\$192
Writer/Editor	\$95	\$100	\$105	\$110	\$116
Junior Writer	\$63	\$66	\$69	\$72	\$76
Proofreader	\$53	\$56	\$59	\$62	\$65
Information Manager	\$79	\$83	\$87	\$91	\$96
Technology Strategist	\$158	\$166	\$174	\$183	\$192
Programmer	\$105	\$110	\$116	\$122	\$128
Print Buyer/Production	\$79	\$83	\$87	\$91	\$96
Senior Project Manager/Account Mgr.	\$95	\$100	\$105	\$110	\$116
Project Manager	\$79	\$83	\$87	\$91	\$96
Account Coordinator	\$53	\$56	\$59	\$62	\$65
Media Director	\$100	\$105	\$110	\$116	\$122
Media Planner/Buyer	\$68	\$71	\$75	\$79	\$83
Media Billing Clerk	\$42	\$44	\$46	\$48	\$50
Quality Control	\$79	\$83	\$87	\$91	\$96
Administrative Assistant	\$36	\$38	\$40	\$42	\$44
Program Manager	\$184	\$193	\$203	\$213	\$224
Systems Engineer	\$116	\$122	\$128	\$134	\$141
Marketing Strategist	\$236	\$248	\$260	\$273	\$287
Senior Consultant	\$236	\$248	\$260	\$273	\$287
Senior Copywriter	\$95	\$100	\$105	\$110	\$116
Developer	\$158	\$166	\$174	\$183	\$192
Senior Programmer	\$158	\$166	\$174	\$183	\$192
Data Entry/Quality Control Clerk	\$53	\$56	\$59	\$62	\$65
Programmer Analyst	\$158	\$166	\$174	\$183	\$192
Senior Database Analyst	\$158	\$166	\$174	\$183	\$192
Account Executive	\$95	\$100	\$105	\$110	\$116
Production Manager	\$79	\$83	\$87	\$91	\$96