

(b)(6)

SOLICITATION/CONTRACTOR OR COMMERCIAL ITEMS		REGISTRATION NUMBER	PAGE OF
OFFEROR TO COMPLETE BY: JUN 12, 17, 22, 26, & 30		VER-08-0066	2 4
1 CONTRACT NO. NBSCCC-08-C-00007	2 ISSUED EFFECTIVE DATE 07/31/2008	3 ORDER NUMBER	4 SOLICITATION NUMBER
7. FOR SOLICITATION INFORMATION CALL:	8 NAME Stephen Hill	9 TELEPHONE NUMBER 802	10 OFFER DATE/LOCAL TIME
11 ISSUED BY USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington VT 05403	12 DISCOUNT TERMS Net 30	13 THE ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> RESTRICTED TO <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBBAND SMALL BUSINESS <input type="checkbox"/> DISADVANTAGED SMALL BUSINESS <input type="checkbox"/> 8(a) FIRM	14 ACQUISITION OF SOLICITATION <input type="checkbox"/> FIRM <input type="checkbox"/> FIRM <input type="checkbox"/> FIRM
15 DELIVERY FOR FOR DESTINATION THE PER BLOCK IS <input type="checkbox"/> SCHEDULE <input type="checkbox"/> DELAY TO	16 DISCOUNT CODE HQCIS	17 THIS CONTRACT IS A <input type="checkbox"/> ORDER UNDER OF THE OFR FOR	18 RATING CIS
19 CONTRACTOR ADDRESS MAYA ADVERTISING AND COMMUNICATIONS INC 1028 33RD STREET NW SUITE 200 WASHINGTON DC 200073619	20 FACILITY CODE	21 ADMINISTERED BY USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington VT 05403	22 PAYMENT WILL BE MADE BY HQCIS
23 TELEPHONE NO.	24 CHECK IF ASSISTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	25 NUMBER INVOICED TO ADDRESS SHOWN IN BLOCK 19 OR 24 PER BLOCK BELOW IS CHECKED	26 SEE ADDENDUM

(b)(6)

19 ITEM NO.	20 SCHEDULE OF SUPPLIES/SERVICES	21 QUANTITY	22 UNIT	23 UNIT PRICE	24 AMOUNT
	DUNS Number: 9261166170000 CONTINUUM PERFORMANCE OF MARKETING & ADVERTISING CAMPAIGN SERVICES FOR THE USCIS VERIFICATION DIVISION IN SUPPORT OF THE E-VERIFY PROGRAM.  Please reference the attached Performance Work Statement.  USCIS Point of Contact: Alexandra Grammer, 202				
28 ACCOUNTING AND APPROXIMATION DATA See schedule					
29. TOTAL AWARD AMOUNT (Per Govt Use Only) \$3,000,000.00					
30. SOLICITATION INCORPORATES BY REFERENCE FAR 81.211-1, 81.211-4, FAR 81.212-3 AND 81.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED					
31. CONTRACT INCORPORATES BY REFERENCE FAR 81.211-4, FAR 81.212-3 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED					
32. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.			33. APPROVAL OF CONTRACT BY OFFER DATED _____ YOUR OFFER ON SOLICITATION (IN BLOCK 4) INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN IS ACCEPTED AS TO TERMS.		
34. SIGNATURE OF OFFEROR/CONTRACTOR 			35. UNITED STATES OF AMERICA SIGNATURE OF CONTRACTING OFFICER		
36. NAME AND TITLE OF SIGNER (Type name) Rikki George VP			37. DATE SIGNED 7-25-08		38. NAME OF CONTRACTING OFFICER (Type name) Laura B. Zuchowski
39. DATE SIGNED			40. DATE SIGNED		

STANDARD FORM 1449 (REV. 3/2004)  
Prescribed by GSA - FPMR (41 CFR) 101-11.2

21 ITEM NO	23 SERIAL OR SUPPLEMENT NO	22 QUANTITY	22 UNIT	24 UNIT PRICE	24 AMOUNT
Accounting Info: VER0006 000 OB 70 01-00-000 07-25-0200-00-00-00-00 OB-25-37-00 000000 Period of Performance: 08/01/2008 to 03/31/2009					
0001	LABOR (ESTIMATED, NOT-TO-EXCEED) ... RATES:				(b)(4)
(b)(4)					
0002	MEDIA BUYS (ESTIMATED, NOT-TO-EXCEED) Obligated Amount: [ ]				
0003	TRAVEL (ESTIMATED, NOT-TO-EXCEED) Obligated Amount: [ ]				
0004	OTHER DIRECT COSTS (ESTIMATED, NOT-TO-EXCEED) INCLUDING PRINTING, TRADESHOWS, DISPLAYS, ETC. Continued ...				

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32a QUANTITY IN COLUMN 21 HAS BEEN ACCEPTED, AND CONFORMS TO THE CONTRACT, CHECK AS

RECEIVED     INSPECTED     NOTED

32b SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE    32c DATE    32d PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32e MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE    32f TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32g E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33 SHIP NUMBER    34 VOUCHER NUMBER    35 AMOUNT SHIPPED CORRECT FOR    36 PAYMENT    37 CHECK NUMBER

PARTIAL     FINAL     COMPLETE     PARTIAL     FINAL

38 BAR ACCOUNT NUMBER    39 SER VOUCHER NUMBER    40 PAID BY

41a I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT    42a RECEIVED BY (Print)

41b SIGNATURE AND TITLE OF CERTIFYING OFFICER    41c DATE    42b RECEIVED AT (Location)

42c DATE HELD (Y/M/D)    42d TOTAL CONTAINERS

STANDARD FORM 140 (REV. 08/99) 5400

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SOLICITATION/CONTRACT/CF		COMMERCIAL ITEMS		REGULATION NUMBER		PAGE OF	
OFFEROR TO COMPLETE		12, 17, 22, 24, & 29		VER-08-0066		1 4	
1 CONTACT NO. HSSCCC-08-C-00007		3 AWARD EFFECTIVE DATE 07/31/2008		4 ORDER NUMBER		5 SOLICITATION NUMBER	
7 FOR SOLICITATION INFORMATION CALL		8 NAME Stephen Hill		6 TELEPHONE NUMBER 802-		9 OFFER DUE DATE/LOCAL TIME	
9 ISSUED BY USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington VT 05403		10 CODE CIS		11 THIS SOLICITATION IS: <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> RESTRICTED TO: 11021 - A SET <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HAWAIIAN SMALL BUSINESS <input type="checkbox"/> SERVICE-ORIENTED SMALL BUSINESS 11022 - B SET <input type="checkbox"/> HAWAIIAN SMALL BUSINESS <input type="checkbox"/> SERVICE-ORIENTED SMALL BUSINESS		12 PRICE 541633 13 UNIT PRICE \$6.5	
14 DELIVERY FOR FOB DESTINATION (THIS BLOCK IS MANDATORY) <input type="checkbox"/> TIME SCHEDULE		15 PAYMENT TERM Net 30		16 THIS CONTRACT IS A: <input type="checkbox"/> TIME CONTRACT OR A <input type="checkbox"/> RATED ORDER UNDER 16045 (1) CFR THIS		17 METHOD OF SOLICITATION <input type="checkbox"/> IFB <input type="checkbox"/> RFQ	
18 DELIVER TO Department of Homeland Security Citizenship & Immigration Services Verifications Division 470 L'Enfant Plaza East, SW 7th Floor, Suite 7112 Washington DC 20024-2135		19 COOP HQCIS		20 ADMINISTERED BY USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington VT 05403		21 CODE CIS	
22 CONTRACTOR OFFICER MAYA ADVERTISING AND COMMUNICATIONS INC 1026 33RD STREET NW SUITE 200 WASHINGTON DC 200073519		23 CODE 9261166170000		24 FACILITY CODE		25 PAYMENT WILL BE MADE BY HQCIS	
26 TELEPHONE NO.		27		28		29	
17b CHECK IF RESTRICTIONS ARE DIFFERENT AND PUT SUCH ADDRESS IN OFFER		17c CHECK IF RESTRICTIONS TO ADDRESS SHOWN IN BLOCK 180 APPLY IN BLOCK 182000		17d CHECK IF ADDENDUM			
20 ITEM NO.	21 QUANTITY	22 UNIT PRICE	23 AMOUNT				
DUNS Number: 9261166170000 CONTINUED PERFORMANCE OF MARKETING & ADVERTISING CAMPAIGN SERVICES FOR THE USCIS VERIFICATION DIVISION IN SUPPORT OF THE E-VERIFY PROGRAM. Please reference the attached Performance Work Statement. USCIS Point of Contact: Alexandra Grammer, 202- (Use Reverse and/or Attach Additional Sheets as Necessary)							
25 ACCOUNTING AND APPROPRIATION DATA			26 TOTAL AWARD AMOUNT (For Dev Use Only) \$3,000,000.00				
6ce schedule				27 ARE <input type="checkbox"/> ARE NOT ATTACHED			
27a SOLICITATION INCORPORATES BY REFERENCE FAR 27.101-1, 27.101-4, FAR 27.101-9 AND 27.101-10 ARE ATTACHED				27b ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
27c CONTRACT PURCHASE ORDER INCORPORATES BY REFERENCE FAR 27.101-4, FAR 27.101-9 IS ATTACHED				27d ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
28 CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.				29 AWARD OF CONTRACT BY DATE YOUR OFFER ON SOLICITATION (IN OCR A) INCLUDING ANY ADDITIONS OR CHANGES SPECIFIED ARE SET FORTH HEREIN IS ACCEPTED AS TO ITEMS:			
30 SIGNATURE OF OFFERING CONTRACTOR <i>Keith George</i>				31 UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)			
32 NAME AND TITLE OF OFFEROR (Type of Firm) <i>Keith George</i>		33 DATE SIGNED 7-25-08		34 NAME OF CONTRACTING OFFICER (Typed Name) Laura D. Zuchowski		35 DATE SIGNED	
AUTHORIZED FOR LOCAL REPRODUCTION PREVIOUS EDITION IS NOT USABLE				STANDARD FORM 1489 (REV. 3/2005) Prescribed by GSA - FPMR (41 CFR) 101-11.6			

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15 ITEM NO	23 SCHEDULE OF SUPPLIES/SERVICES	21 QUANTITY	22 UNIT	UNIT PRICE	24 AMOUNT
	Accounting Info: VER0006 000 08 70 01-09-000 07-20-0200-00-00-09-00 GE-25-37-00 000000 Period of Performance: 08/01/2008 to 01/31/2009				
0001	LABOR (ESTIMATED, NOT-TO-EXCEED)  RATES: <div style="border: 1px solid black; width: 200px; height: 100px; margin: 5px 0;"></div>				(b)(4)
0002	MEDIA BUYS (ESTIMATED, NOT-TO-EXCEED) Obligated Amount: <div style="border: 1px solid black; width: 100px; height: 15px; display: inline-block;"></div>				
0003	TRAVEL (ESTIMATED, NOT-TO-EXCEED) Obligated Amount: <div style="border: 1px solid black; width: 100px; height: 15px; display: inline-block;"></div>				
0004	OTHER DIRECT COSTS (ESTIMATED, NOT-TO-EXCEED) INCLUDING PRINTING, TRADESHOWS, DISPLAYS, ETC. Continued ...				

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30a QUANTITY SHOWN MUST HAVE BEEN ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

RECEIVED     INSPECTED     NOTED

32a SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32b DATE	32c PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	
32d MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE			32e TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE	
			32f EMAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

35 SHIP NUMBER	36 VOUCHER NUMBER	37 ABSOLUTE VOUCHER CORRECTOR	38 PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	39 CHECK NUMBER
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	39a SER ACCOUNT NUMBER	39b SER VOUCHER NUMBER	40 PAID BY	

41a I CERTIFY THIS ACCOUNT IS CORRECT AND WORTHY FOR PAYMENT		42a RECEIVED BY (Print)	
41b SIGNATURE AND TITLE OF CERTIFYING OFFICER		42b RECEIVED AT (Location)	
41c DATE		42c DATE REC'D (Y/M/D)	42d TOTAL CONTAINERS

STANDARD FORM 1413 REV. 10/99 5010-108

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ITEM NO (A)	SUPPLY DESCRIPTION (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	<p>Obligated Amount [REDACTED]</p> <p>THIS CONTRACT SUPERCEDES HRSCCG-07-C-00005. PLEASE USE THE NEW CONTRACT NUMBER INDICATED IN BLOCK #2 ON ALL INVOICES FOR SERVICES UNDER THIS NEW CONTRACT.</p> <p>The Government will reimburse the vendor monthly, in arrears based on a properly submitted invoice for services rendered.</p> <p>FAR 52.252-2 Clauses Incorporated By Reference (Feb 1998)            This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address: <a href="http://www.acmat.gov/far">http://www.acmat.gov/far</a>.</p> <p>FAR CLAUSES 52.212-4, Contract Terms and Conditions-Commercial Items (Feb 2007) is hereby incorporated by reference.</p> <p>FAR CLAUSE 52.212-5, Contract Terms and Conditions Required to Implement Statutes or Executive Orders-Commercial Items (Dec 2007) is attached in full text with selected clauses incorporated therein by reference.</p> <p>The contractor shall not accept any instruction that would result in any change to the supplies/ services herein by any entity other than the issuing office's contracting officer.</p> <p>All vendor warranties, explicit or implicit, pertaining to the items or services identified on this order are incorporated as a part of this order.</p> <p>Order inquiries: [REDACTED]            Direct payment inquiries to the individual in block #21 of this order, then to <a href="mailto:USCIS-FWD-Support@dhs.gov">USCIS-FWD-Support@dhs.gov</a></p> <p>Vendor: Your Taxpayer Identification Number            Continued ...</p>				

(b)(6)

NAME OF OFFICER OR CONTRACTOR  
**MAYA ADVERTISING AND COMMUNICATIONS INC**

ITEM NO (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	<p>(TAN) is required on all invoice documents submitted to DHS/CIS for payment to be processed.</p> <p>The total amount of award: \$3,000,000.00. The obligation for this award is shown in box 26.</p>				

FORM 7500-01-100 0007

OPTIONAL FORM 330 (4-68)  
 Approved by GSA  
 Feb. 1967 by 570

**52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders—Commercial Items.**  
 As prescribed in 12.301(b)(4), insert the following clause:  
**CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS—COMMERCIAL ITEMS (JUNE 2008)**

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

- (1) 52.213-3, Protest After Award (AUG 1996) (15 U.S.C. 3553).
- (2) 52.213-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Pub. L. 108-77, 188-78)

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

[Contracting Officer check as appropriate.]

- (1) 52.201-6, Restrictions on Subcontractor Sales to the Government (SEPT 2006), with Alternate I (OCT 1995) (15 U.S.C. 232g and 10 U.S.C. 2302).
- (2) 52.219-3, Notice of Total HUBZone Set-Aside (JAN 1999) (15 U.S.C. 657g).

(3) 52.219-4, Notice of Price Evaluation Preference for HUBZone Small Business Concerns (JULY 2005) (if the offeror elects to waive the preference, it shall so indicate in its offer) (15 U.S.C. 657g).

(4) [Reserved]

(5)(i) 52.219-6, Notice of Total Small Business Set-Aside (JUNE 2003) (15 U.S.C. 644).

(ii) Alternate I (OCT 1995) of 52.219-6.

(iii) Alternate II (MAR 2004) of 52.219-6.

(6)(i) 52.219-7, Notice of Partial Small Business Set-Aside (JUNE 2003) (15 U.S.C. 644).

(ii) Alternate I (OCT 1995) of 52.219-7.

(iii) Alternate II (MAR 2004) of 52.219-7.

(7) 52.219-8, Utilization of Small Business Concerns (MAY 2004) (15 U.S.C. 637(d)(2) and (7)).

(8)(i) 52.219-9, Small Business Subcontracting Plan (APR 2008) (15 U.S.C. 637(d)(3)).

(ii) Alternate I (OCT 2001) of 52.219-9.

(iii) Alternate II (OCT 2001) of 52.219-9.

(9) 52.219-11, Limitations on Subcontracting (DEC 1996) (15 U.S.C. 637(a)(1)).

(10) 52.219-16, Liquidated Damages—Subcontracting Plan (JAN 1999) (15 U.S.C. 637(d)(3)(F)(i)).

(11)(i) 52.219-23, Notice of Price Evaluation Adjustment for Small Disadvantaged Business Concerns (SEPT 2005) (10 U.S.C. 2322) (if the offeror elects to waive the adjustment, it shall so indicate in its offer).

(ii) Alternate I (JUNE 2003) of 52.219-23.

(12) 52.219-24, Small Disadvantaged Business Participation Program—Disadvantaged Status and Reporting (APR 2008) (Pub. L. 103-355, section 7102, and 10 U.S.C. 2323).

(13) 52.219-26, Small Disadvantaged Business Participation Program Incentive Subcontracting (OCT 2000) (Pub. L. 103-355, section 7102, and 10 U.S.C. 2323).

(14) 52.219-27, Notice of Total Service-Disabled Veteran-Owned Small Business Set-Aside (MAY 2004) (15 U.S.C. 657 f).

(15) 52.219-28, Post Award Small Business Program Representation (JUNE 2007) (15 U.S.C. 632(a)(2)).

(16) 52.222-3, Convict Labor (JUNE 2003) (E.O. 11735).

(17) 52.222-19, Child Labor—Cooperation with Authorities and Remedies (FEB 2008) (E.O. 13126).

(18) 52.222-21, Prohibition of Segregated Facilities (FEB 1999).

(19) 52.222-26, Equal Opportunity (MAR 2007) (E.O. 11246).

(20) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEPT 2006) (15 U.S.C. 4212).

- (21) 52.222-36, Affirmative Action for Workers with Disabilities (AUG 1998) (29 U.S.C. 793).
  - (22) 52.222-37, Employment Reports on Special Needs Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEPT 2006) (38 U.S.C. 3212).
  - (23) 52.222-39, Notification of Employee Rights Concerning Payment of Union Dues or Fees (DEC 2004) (E.O. 13201).
  - (24)(i) 52.222-50, Combating Trafficking in Persons (AUG 2007) (Applies to all contracts).
  - (ii) Alternate I (AUG 2007) of 52.222-50.
  - (25)(i) 52.223-9, Estimate of Percentage of Recovered Material Content for EPA-Designated Items (MAY 2008) (42 U.S.C. 6962(c)(3)(A)(ii)).
  - (ii) Alternate I (MAY 2008) of 52.223-9 (42 U.S.C. 6962(c)(3)(A)(ii)).
  - (26) 52.223-15, Energy Efficiency in Energy-Consuming Products (DEC 2007) (42 U.S.C. 6704b).
  - (27)(i) 52.223-16, IEEE 1680 Standard for the Environmental Assessment of Personal Computer Products (DEC 2007) (E.O. 13423).
  - (ii) Alternate I (Dec 2007) of 52.223-16.
  - (28) 52.225-1, Buy American Act—Supplies (JUNE 2003) (41 U.S.C. 101-16d).
  - (29)(i) 52.225-3, Buy American Act—Free Trade Agreements—Israeli Trade Act (AUG 2007) (41 U.S.C. 101-106, 191, 51, 3181 note, 19 U.S.C. 2112 note, Pub. L. 101-77, 108-78, 108-206, 109-53 and 109-169).
  - (ii) Alternate I (JAN 2004) of 52.225-3.
  - (iii) Alternate II (JAN 2004) of 52.225-3.
  - (30) 52.225-1, Trade Agreements (NOV 2007) (19 U.S.C. 2501, et seq., 19 U.S.C. 3301 note).
  - (31) 52.225-13, Restrictions on Certain Foreign Purchases (JUNE 2008) (E.O.'s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury).
  - (32) 52.226-4, Notice of Disaster or Emergency Area Set-Aside (NOV 2007) (42 U.S.C. 5158).
  - (33) 52.226-5, Restrictions on Subcontracting Outside Disaster or Emergency Area (NOV 2007) (42 U.S.C. 5159).
  - (34) 52.232-29, Terms for Financing of Purchases of Commercial Items (FEB 2002) (41 U.S.C. 253(f), 10 U.S.C. 2507(f)).
  - (35) 52.232-30, Installment Payments for Commercial Items (OCT 1995) (41 U.S.C. 253(f), 10 U.S.C. 2507(f)).
  - (36) 52.232-33, Payment by Electronic Funds Transfer—Central Contractor Registration (OCT 2003) (31 U.S.C. 3332).
  - (37) 52.232-34, Payment by Electronic Funds Transfer—Other than Central Contractor Registration (MAY 1999) (31 U.S.C. 3332).
  - (38) 52.232-36, Payment by Third Party (MAY 1999) (31 U.S.C. 3332).
  - (39) 52.230-1, Privacy or Security Safeguards (AUG 1996) (5 U.S.C. 552a).
  - (40)(i) 52.247-61, Preference for Privately Owned U.S.-Flag Commercial Vessels (FEB 2006) (46 U.S.C. App. 1241(b) and 10 U.S.C. 2611).
  - (ii) Alternate I (Apr 2005) of 52.247-61.
- (c) The Contractor shall comply with the FAR clauses in this paragraph (c), applicable to commercial services, that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items: [Contracting Officer check as appropriate.]
- (1) 52.222-21, Service Contract Act of 1965 (NOV 2007) (41 U.S.C. 351, et seq.).
  - (2) 52.222-42, Statement of Equivalent Rates for Federal Hires (MAY 1989) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).
  - (3) 52.222-41, Fair Labor Standards Act and Service Contract Act—Price Adjustment (Multiple Year and Option Contracts) (NOV 2006) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).
  - (4) 52.222-44, Fair Labor Standards Act and Service Contract Act—Price Adjustment (FEB 2007) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).
  - (5) 52.222-51, Exception from Application of the Service Contract Act to Contracts for Maintenance, Calibration, or Repair of Certain Equipment—Requirements (NOV 2007) (41 U.S.C. 351, et seq.).
  - (6) 52.222-53, Exemption from Application of the Service Contract Act to Contracts for Certain Services—Requirements (NOV 2007) (41 U.S.C. 351, et seq.).
  - (7) 52.232-11, Accepting and Dispensing of \$1 Coin (AUG 2007) (31 U.S.C. 5112(p)(1)).
- (d) Comptroller General Examination of Record. The Contractor shall comply with the provisions of this paragraph (d) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause at 52.215-2, Audit and Records—Negotiation.
- (1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor's directly pertinent records involving transactions related to this contract.
  - (2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any shorter period specified in FAR Subpart 4.7, Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to



appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

(4)(1) Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c), and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in paragraphs (i) through (vii) of this paragraph in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause—

(i) 52.219-8, Utilization of Small Business Concerns (MAY 2004) (15 U.S.C. 637(d)(2) and (3)), in all subcontracts that offer further subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds \$530,000 (\$1,000,000 for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(ii) 52.222-26, Equal Opportunity (MAR 2007) (E.O. 11246).

(iii) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEP 2006) (38 U.S.C. 4212).

(iv) 52.222-36, Affirmative Action for Workers with Disabilities (JUNE 1996) (29 U.S.C. 793).

(v) 52.222-39, Notification of Employee Rights Concerning Payment of Union Dues or Fees (DEC 2004) (E.O. 13201).

(vi) 52.222-41, Service Contract Act of 1963 (NOV 2007) (41 U.S.C. 351, et seq.).

(vii) 52.222-50, Combating Trafficking in Persons (AUG 2007) (22 U.S.C. 7104(g)). Flow down required in accordance with paragraph (f) of FAR clause 52.222-50.

(viii) 52.222-51, Exemption from Application of the Service Contract Act to Contracts for Maintenance, Calibration, or Repair of Certain Equipment-Requirements (NOV 2007) (41 U.S.C. 351, et seq.).

(ix) 52.222-53, Exemption from Application of the Service Contract Act to Contracts for Certain Services-Requirements (NOV 2007) (41 U.S.C. 351, et seq.).

(x) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (FEB 2006) (46 U.S.C. App. 1241(b) and 10 U.S.C. 2631). Flow down required in accordance with paragraph (d) of FAR clause 52.247-64.

(2) While not required, the contractor may include in its subcontracts for commercial items a minimal number of additional clauses necessary to satisfy its contractual obligations.

(End of clause)

*Alternate 1 (Feb 2000).* As prescribed in 12.301(b)(4), delete paragraph (b) from the basic clause, redesignate paragraph (c) as paragraph (d), and revise the reference to "paragraphs (a), (b), (c), or (d) of this clause" in the redesignated paragraph (d) to read "paragraphs (a), (b), and (c) of this clause."

### **8(a) Partnership Agreement**

This contract is entered into between the U.S. Small Business Administration (SBA) (Prime Contractor) and the 8(a) Participant (Subcontractor) and the Department of Homeland Security (DHS), U.S. Citizenship & Immigration Services (USCIS).

The 8(a) Partnership Agreement (PA), dated January 31, 2007, issued between the SBA and DHS delegates the authority to make direct award of the contract to the 8(a) participant once the requirement has been offered and accepted by the SBA. The DHS USCIS Contracting Officer will retain contract administration.

#### **52.219-71 Section 8(a) Direct Awards (Deviation) (November 2005)**

(a) This contract is issued as a direct award between the contracting activity and the 8(a) contractor pursuant to a Partnership Agreement between the Small Business Administration (SBA) and the Department of Homeland Security (DHS). SBA retains responsibility for 8(a) certification, 8(a) eligibility determinations and related issues, and providing counseling and assistance to the 8(a) contractor under the 8(a) program. The cognizant SBA district office is:

Small Business Administration  
Washington Metropolitan Area District Office  
740 15th Street NW, Suite 300  
Washington, D.C. 20005-3544  
Phone: (202) 272-0345

(b) The contracting activity is responsible for administering the contract and taking any action on behalf of the Government under the terms and conditions of the contract. However, the contracting activity shall give advance notice to the SBA before it issues a final notice terminating performance, either in whole or in part, under the contract. The contracting activity shall also coordinate with SBA prior to processing any novation agreement. The contracting activity may assign contract administration functions to a contract administration office.

(c) The contractor agrees:

(1) to notify the Contracting Officer, simultaneously with its notification to SBA (as required by SBA's 8(a) regulations), when the owner or owners upon whom 8(a) eligibility is based plan to relinquish ownership or control of the concern. Consistent with 15 U.S.C. 637(a)(21), transfer of ownership or control shall result in termination of the contract for convenience, unless SBA waives the requirement for termination prior to the actual relinquishing of ownership or control.

(2) to adhere to the requirements of FAR 52.219-14, Limitations on Subcontracting.

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The following Federal Acquisition Regulation (FAR) clauses and provisions are hereby incorporated by reference:

52.204-9	Personal Identity Verification of Contractor Personnel	Sept 2007
52.212-4	Contract Terms and Conditions - Commercial Items	Feb 2007

FAR 52.216-31, Time-and-Materials/Labor-Hour Proposal Requirements - Commercial Item Acquisition (Feb 2007)

- (a) The Government contemplates award of a Time-and-Materials or Labor-Hour type of contract resulting from this solicitation.
- (b) The offeror must specify fixed hourly rates in its offer that include wages, overhead, general and administrative expenses, and profit. The offeror must specify whether the fixed hourly rate for each labor category applies to labor performed by—
  - (1) The offeror;
  - (2) Subcontractor; and/or
  - (3) Divisions, subsidiaries, or affiliates of the offeror under a common control.

52.219-11 Special 8(a) Contract Conditions

As prescribed in 19.811-3(a), insert the following clause:

SPECIAL 8(A) CONTRACT CONDITIONS (FEB 1990)

The Small Business Administration (SBA) agrees to the following:

- (a) To furnish the supplies or services set forth in this contract according to the specifications and the terms and conditions hereof by subcontracting with an eligible concern pursuant to the provisions of section 8(a) of the Small Business Act, as amended (15 U.S.C. 637(a)).
- (b) That in the event SBA does not award a subcontract for all or a part of the work hereunder, this contract may be terminated either in whole or in part without cost to either party.
- (c) Except for novation agreements and advance payments, delegate to the USCIS [insert name of contracting agency] the responsibility for administering the subcontract to be awarded hereunder with complete authority to take any action on behalf of the Government under the terms and conditions of the subcontract; provided, however, that the USCIS [insert name of contracting agency] shall give advance notice to the SBA before it issues a final notice terminating the right of a subcontractor to proceed with further performance, either in whole or in part, under the subcontract for default or for the convenience of the Government.
- (d) That payments to be made under any subcontract awarded under this contract will be made directly to the subcontractor by the USCIS [insert name of contracting agency].
- (e) That the subcontractor awarded a subcontract hereunder shall have the right of appeal from decisions of the Contracting Officer cognizable under the "Disputes" clause of said subcontract.
- (f) To notify the USCIS [insert name of contracting agency] Contracting Officer immediately upon notification by the subcontractor that the owner or owners upon whom 8(a) eligibility was based plan to relinquish ownership or control of the concern.

(End of clause)

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**52.219-12 Special 8(a) Subcontract Conditions.**

As prescribed in 19.811-3(b), insert the following clause:

**SPECIAL 8(A) SUBCONTRACT CONDITIONS (FEB 1990)**

(a) The Small Business Administration (SBA) has entered into Contract No. \_\_\_\_\_ [insert number of contract] with the USCIS [insert name of contracting agency] to furnish the supplies or services as described therein. A copy of the contract is attached hereto and made a part hereof.

(b) The \_\_\_\_\_ [insert name of subcontractor], hereafter referred to as the subcontractor, agrees and acknowledges as follows:

(1) That it will, for and on behalf of the SBA, fulfill and perform all of the requirements of Contract No. \_\_\_\_\_ [insert number of contract] for the consideration stated therein and that it has read and is familiar with each and every part of the contract.

(2) That the SBA has delegated responsibility, except for novation agreements and advance payments, for the administration of this subcontract to the USCIS [insert name of contracting agency] with complete authority to take any action on behalf of the Government under the terms and conditions of this subcontract.

(3) That it will not subcontract the performance of any of the requirements of this subcontract to any lower tier subcontractor without the prior written approval of the SBA and the designated Contracting Officer of the USCIS [insert name of contracting agency].

(4) That it will notify the USCIS [insert name of contracting agency] Contracting Officer in writing immediately upon entering an agreement (either oral or written) to transfer all or part of its stock or other ownership interest to any other party.

(c) Payments, including any progress payments under this subcontract, will be made directly to the subcontractor by the USCIS [insert name of contracting agency].

(end of clause)

The following Homeland Security Acquisition Regulation (HSAR) clauses & provisions are hereby attached in full text:

3052.209-70	Prohibition on Contracts with Corporate Expatriates	June 2006
3052.204-71	Contractor Employee Access	June 2006
3052.242-71	Dissemination of Contract Information	Dec 2003
3052.242-72	Contracting Officer's Technical Representative	Dec 2003

**3052.209-70 Prohibition on contracts with corporate expatriates.**

As prescribed at (HSAR) 48 CFR 3009.104-75, insert the following clause:

**PROHIBITION ON CONTRACTS WITH CORPORATE EXPATRIATES  
(JUN 2006)**

(a) Prohibitions.

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Section 835 of the Homeland Security Act, 6 U.S.C. 395, prohibits the Department of Homeland Security from entering into any contract with a foreign incorporated entity which is treated as an inverted domestic corporation as defined in this clause, or with any subsidiary of such an entity. The Secretary shall waive the prohibition with respect to any specific contract if the Secretary determines that the waiver is required in the interest of national security.

(b) **Definitions.** As used in this clause:

**Expanded Affiliated Group** means an affiliated group as defined in section 1504(a) of the Internal Revenue Code of 1986 (without regard to section 1504(b) of such Code), except that section 1504 of such Code shall be applied by substituting "more than 50 percent" for "at least 80 percent" each place it appears.

**Foreign Incorporated Entity** means any entity which is, or but for subsection (b) of section 835 of the Homeland Security Act, 6 U.S.C. 395, would be, treated as a foreign corporation for purposes of the Internal Revenue Code of 1986.

**Inverted Domestic Corporation.** A foreign incorporated entity shall be treated as an inverted domestic corporation if, pursuant to a plan (or a series of related transactions)...

(1) The entity completes the direct or indirect acquisition of substantially all of the properties held directly or indirectly by a domestic corporation or substantially all of the properties constituting a trade or business of a domestic partnership;

(2) After the acquisition of at least 80 percent of the stock (by vote or value) of the entity is held—

(i) In the case of an acquisition with respect to a domestic corporation, by former shareholders of the domestic corporation by reason of holding stock in the domestic corporation; or

(ii) In the case of an acquisition with respect to a domestic partnership, by former partners of the domestic partnership by reason of holding a capital or profits interest in the domestic partnership; and

(3) The expanded affiliated group which after the acquisition includes the entity does not have substantial business activities in the foreign country in which or under the law of which the entity is created or organized when compared to the total business activities of such expanded affiliated group.

**Person, domestic, and foreign** have the meanings given such terms by paragraphs (1), (4), and (5) of section 7701(a) of the Internal Revenue Code of 1986, respectively.

(c) **Special rules.** The following definitions and special rules shall apply when determining whether a foreign incorporated entity should be treated as an inverted domestic corporation.

(1) **Certain Stock Disregarded.** For the purpose of treating a foreign incorporated entity as an inverted domestic corporation these shall not be taken into account in determining ownership:

(i) Stock held by members of the expanded affiliated group which includes the foreign incorporated entity; or

(ii) stock of such entity which is sold in a public offering related to the acquisition described in subsection (b)(1) of Section 835 of the Homeland Security Act, 6 U.S.C. 395(b)(1).

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(2) *Plan Deemed in Certain Cases.* If a foreign incorporated entity acquires directly or indirectly substantially all of the properties of a domestic corporation or partnership during the 4-year period beginning on the date which is 2 years before the ownership requirements of subsection (b)(2) are met, such actions shall be treated as pursuant to a plan.

(3) *Certain Transfers Disregarded.* The transfer of properties or liabilities (including by contribution or distribution) shall be disregarded if such transfers are part of a plan a principal purpose of which is to avoid the purposes of this section.

(d) *Special Rule for Related Partnerships.* For purposes of applying section 835(b) of the Homeland Security Act, 6 U.S.C. 395(b) to the acquisition of a domestic partnership, except as provided in regulations, all domestic partnerships which are under common control (within the meaning of section 482 of the Internal Revenue Code of 1986) shall be treated as a partnership.

(e) *Treatment of Certain Rights.*

(1) Certain rights shall be treated as stocks to the extent necessary to reflect the present value of all equitable interests incident to the transaction, as follows:

- (i) warrants;
- (ii) options;
- (iii) contracts to acquire stock;
- (iv) convertible debt instruments; and
- (v) others similar interests.

(2) Rights labeled as stocks shall not be treated as stocks whenever it is deemed appropriate to do so to reflect the present value of the transaction or to disregard transactions whose recognition would defeat the purpose of Section 835.

(f) *Disclosure.* The offeror under this solicitation represents that [Check one]: \_\_\_ it is not a foreign incorporated entity that should be treated as an inverted domestic corporation pursuant to the criteria of (HSAR) 48 CFR 3009.104-70 through 3009.104-73;

\_\_\_ it is a foreign incorporated entity that should be treated as an inverted domestic corporation pursuant to the criteria of (HSAR) 48 CFR 3009.104-70 through 3009.104-73, but it has submitted a request for waiver pursuant to 3009.104-74, which has not been denied; or

\_\_\_ it is a foreign incorporated entity that should be treated as an inverted domestic corporation pursuant to the criteria of (HSAR) 48 CFR 3009.104-70 through 3009.104-73, but it plans to submit a request for waiver pursuant to 3009.104-74.

(g) A copy of the approved waiver, if a waiver has already been granted, or the waiver request, if a waiver has been applied for, shall be attached to the bid or proposal.

(End of provision)

3052.204-71 Contractor employee access.

As prescribed in (HSAR) 48 CFR 1004.470-3(b), insert a clause substantially the same as follows with appropriate alternates:

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**CONTRACTOR EMPLOYEE ACCESS  
(JUN 2006)**

(a) *Sensitive Information*, as used in this Chapter, means any information, the loss, misuse, disclosure, or unauthorized access to or modification of which could adversely affect the national or homeland security interest, or the conduct of Federal programs, or the privacy to which individuals are entitled under section 552a of title 5, United States Code (the Privacy Act), but which has not been specifically authorized under criteria established by an Executive Order or an Act of Congress to be kept secret in the interest of national defense, homeland security or foreign policy. This definition includes the following categories of information:

- (1) Protected Critical Infrastructure Information (PCII) as set out in the Critical Infrastructure Information Act of 2002 (Title II, Subtitle B, of the Homeland Security Act, Public Law 107-296, 196 Stat. 2135), as amended, the implementing regulations thereto (Title 6, Code of Federal Regulations, Part 29) as amended, the applicable PCII Procedures Manual, as amended, and any supplementary guidance officially communicated by an authorized official of the Department of Homeland Security (including the PCII Program Manager or his/her designee);
- (2) Sensitive Security Information (SSI), as defined in Title 49, Code of Federal Regulations, Part 1520, as amended, "Policies and Procedures of Safeguarding and Control of SSI," as amended, and any supplementary guidance officially communicated by an authorized official of the Department of Homeland Security (including the Assistant Secretary for the Transportation Security Administration or his/her designee);
- (3) Information designated as "For Official Use Only," which is unclassified information of a sensitive nature and the unauthorized disclosure of which could adversely impact a person's privacy or welfare, the conduct of Federal programs, or other programs or operations essential to the national or homeland security interest; and
- (4) Any information that is designated "sensitive" or subject to other controls, safeguards or protections in accordance with subsequently adopted homeland security information handling procedures.

(b) "Information Technology Resources" include, but are not limited to, computer equipment, networking equipment, telecommunications equipment, cabling, network drives, computer drives, network software, computer software, software programs, intranet sites, and internet sites.

(c) Contractor employees working on this contract must complete such forms as may be necessary for security or other reasons, including the conduct of background investigations to determine suitability. Completed forms shall be submitted as directed by the Contracting Officer. Upon the Contracting Officer's request, the Contractor's employees shall be fingerprinted, or subject to other investigations as required. All contractor employees requiring recurring access to Government facilities or access to sensitive information or IT resources are required to have a favorably adjudicated background investigation prior to commencing work on this contract unless this requirement is waived under Departmental procedures.

(d) The Contracting Officer may require the contractor to prohibit individuals from working on the contract if the government deems their initial or continued employment contrary to the public interest for any reason, including, but not limited to, carelessness, insubordination, incompetence, or security concerns.

(e) Work under this contract may involve access to sensitive information. Therefore, the Contractor shall not disclose, orally or in writing, any sensitive information to any person unless authorized in writing by the Contracting Officer. For those contractor employees authorized access to sensitive information, the

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contractor shall ensure that these persons receive training concerning the protection and disclosure of sensitive information both during and after contract performance.

(f) The Contractor shall include the substance of this clause in all subcontracts at any tier where the subcontractor may have access to Government facilities, sensitive information, or resources.

(End of clause)

3852.242-71 Dissemination of contract information.

As prescribed in (HSAR) 48 CFR 3042.202-70 insert the following clause:

**DISSEMINATION OF CONTRACT INFORMATION**  
(DEC 2003)

The Contractor shall not publish, permit to be published, or distribute for public consumption, any information, oral or written, concerning the results or conclusions made pursuant to the performance of this contract, without the prior written consent of the Contracting Officer. An electronic or printed copy of any material proposed to be published or distributed shall be submitted to the Contracting Officer.

(End of clause)

3852.242-72 Contracting officer's technical representative.

As prescribed in (HSAR) 48 CFR 3042.7009, insert the following clause:

**CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE**  
(DEC 2003)

(a) The Contracting Officer may designate Government personnel to act as the Contracting Officer's Technical Representative (COTR) to perform functions under the contract such as review or inspection and acceptance of supplies, services, including construction, and other functions of a technical nature. The Contracting Officer will provide a written notice of such designation to the Contractor within five working days after contract award or for construction, not less than five working days prior to giving the contractor the notice to proceed. The designation letter will set forth the authorities and limitations of the COTR under the contract.

(b) The Contracting Officer cannot authorize the COTR or any other representative to sign documents, such as contracts, contract modifications, etc., that require the signature of the Contracting Officer.

(End of clause)

**Evaluation of Performance for Contractor Performance Reports**

Past performance information is relevant information regarding a Contractor's actions and conduct on previously awarded contracts. It includes such things as a Contractor's ability to conform to contract requirements and specifications, adherence to contract schedules, quality performance, cost control, reasonable and cooperative behavior, and commitment to customer satisfaction. For active contracts in excess of \$100,000.00, including base year plus any/all option years, the Federal Acquisition Regulation (FAR) requires federal agencies to prepare Contractor performance evaluations (report cards). Report cards are completed and forwarded to the Contractor for review within thirty (30) calendar days from the time the work under the contract is completed for each contract year. Interim evaluations by the Contracting Officer may be completed as necessary. The Contractor has thirty (30) days to reply with

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comments, rebutting statements, or additional information that will be made part of the official record. Performance evaluation reports will be available to Government contracting personnel for their use in making responsibility determinations and source selection purposes on future contract actions.

Advertisements, Publicizing Awards, and News Releases

All press releases or announcements about agency programs, projects, and contract awards need to be cleared by the Program Office and the Contracting Officer. Under no circumstances shall the Contractor, or anyone acting on behalf of the Contractor, refer to the supplies, services, or equipment furnished pursuant to the provisions of this contract in any publicity news release or commercial advertising without first obtaining explicit written consent to do so from the Program Office and the Contracting Officer.

The Contractor agrees not to refer to awards in commercial advertising in such a manner as to state or imply that the product or service provided is endorsed or preferred by the Federal Government or is considered by the Government to be superior to other products or services.

E-VERIFY

The contractor is encouraged to participate in the E-Verify Program.

Firms may register for the E-Verify Program on-line at:

<https://www.vis-dhs.com/employeregistration/>

This site provides instructions for completing the Memorandum of Understanding (MOU) required for official registration in the E-Verify Program.

Offerors may obtain additional information about E-Verify by visiting the U.S. Citizen and Immigration Services (USCIS) website at <http://www.dhs.gov/e-verify> or by calling USCIS at 1-888-464-4213.

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**U.S. Citizenship and Immigration Services  
National Security and Records Verification Directorate  
Verification Division**



**EMPLOYMENT ELIGIBILITY VERIFICATION MARKETING AND  
ADVERTISING CAMPAIGN**

**STATEMENT OF WORK**

**Revised for 6-month extension of services (7/15/08)**

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The information contained in this document shall not be disclosed outside the Government (or client organization, as appropriate) and shall not be duplicated, used or disclosed, in whole or in part. This restriction does not limit the Government's right to use information contained in the data if it is obtained from another source with restriction. The data subject to this restriction comprise the whole of this document.

***For Official Use Only***

## 1.0 INTRODUCTION

### 1.1 Organization

The Verification Division currently provides a service, granting automated status-verification to private employers participating in the Basic Employment Verification Pilot ("Basic Pilot") program. This voluntary program, mandated under the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 (IIRIRA), provides information to participating employers about the work eligibility of their newly-hired workers. Currently, based on the success of this program, the agency is taking steps to improve and expand the Basic Pilot in preparation for a nationwide mandatory Employment Eligibility Verification Program (EEVP).

The success of the EEVP rests on its ability to effectively scale the existing program (Basic Pilot). During this effort, the current user base of over 16,000 voluntarily-registered employers may grow to over 7 million employers (if a mandatory program is enacted). This growth must be accommodated while maintaining a high level of service. To achieve this, EEVP must comprehensively address a number of issues required to scale all elements of the existing program. These include:

- Communications and outreach
- Hiring and training new USCIS personnel
- Writing and implementing new policies
- Adding new capabilities to the VIS
- Adding monitoring and compliance functions
- Streamlining critical operations such as employer registration
- Scaling the technical solution to meet additional demand.

The EEV-Marketing and Advertising Campaign (MAC) is intended to primarily address the first of these issues although it impacts (and is impacted by) all of them. The overall goal of the program is to significantly scale-up the number of employers under a voluntary model in anticipation of a nationwide system. In order to do this, a comprehensive EEV-MAC is needed.

## 2.0 BACKGROUND

From August through September 2006, USCIS developed recommendations for a national marketing campaign to increase voluntary enrollment in the EEVP. During this period USCIS sought to discover as much information as possible regarding an employer's decision to join or not join the program. This effort resulted in a Draft Marketing Plan to increase voluntary participation. In developing this plan, USCIS determined how best practices used in commercial sectors could be translated into an effective marketing campaign for EEVP. The Draft Marketing Plan is the result of these findings. The EEVP requires a contractor to continuously update, maintain, and implement this Plan.

### 3.0 SCOPE

The scope of the EEV-MAC effort encompasses the planning and implementation of an appropriately phased national marketing campaign in support of the expansion of the EEVP. The project shall be implemented using a three-phase approach. In the first phase, Creative Phase, the contractor shall refine the current core message and visuals already developed by USCIS to prepare for a multi-channel, multi-lingual, media campaign. In the second phase, Media Test Phase, the contractor shall test the results of the creative phase, using a controlled media buy that targets employers across varied marketing channels. Data from this Media Test Phase will set the foundation for the final phase. In the final phase, Execution and Roll-Out Phase, the contractor shall execute a national campaign across all channels that provide the greatest value to the EEVP in significantly expanding user adoption.

The contractor shall apply a proven methodology and approach to the development of a marketing and advertising campaign. This activity will include:

- Development and refinement of a comprehensive EEVP brand identity
- Definition and refinement of target audience segments
- Creation of an EEV exhibit booth to support a public speaking road show
- Assessing media in order to define the appropriate parameters that determine the most efficacious way to manage media expenditures
- "Piloting" with real-time assessment of content/delivery approaches
- Completion of the existing USCIS Draft Marketing Plan
- Implementation of the phased media campaign with performance assessments and periodic adjustments to ensure over-all success.

The services provided by the contractor must promote public awareness of the USCIS's mission by initiating and disseminating information to employers, employees, partners, and advocacy groups. The services shall include developing and customizing strategic marketing plans, developing branding initiatives, and identifying the appropriate communications channels.

The contractor shall make a significant number of media-related purchases as a part of the EEV-MAC contract. All purchases will require the pre-approval of the COTR. Media-related purchases under this contract shall include: media buys (TV ads, newspaper ads, web banners, etc), direct mail costs, and printing. The contractor shall conduct media tours and perform media tracking and public testing of purchased media ads.

### 4.0 APPROACH

The primary objective of EEV-MAC is to increase voluntary adoption of the EEVP for all sectors of US employers. Should the necessity for compulsory compliance arise (due to Congressional mandate), the program content will be rapidly transitioned to one stressing mandatory compliance. Should this be required, the anticipated timeline may require some adjustment; although any such adjustment should be minor. Details of the three phases, Creative, Media Test, and Execution and Rollout are provided below:

#### **4.1 Creative Phase**

- Produce creative materials that relay appropriate messaging and meet goals established by the Government, leveraging existing creative materials.
- Ensure that all creative materials produced go through appropriate and necessary USCIS program approvals, as determined by the PM and COTR – for content, design, and legal issues.
- Identify the most successful creative concepts for the campaign

#### **4.2 Execution and Rollout Phase**

In this phase, the contractor shall execute national and local campaigns in an approach that uses all media channels that provide the greatest value to the EEVP. The goals of this phase include:

- Grow participation in the EEVP by individual businesses by incremental numbers measured monthly and quarterly
- Monitor and revise the use of media channels as results are tracked, to take advantage of more successful channels and eliminate those that are not producing results
- Implement timely public and media relations activities tied in with newsworthy events related to the EEVP (e.g.; legislation)
- Measure the effectiveness of each media channel in terms of building awareness, affecting behavior, and causing business owners to register with the EEVP.

**Implementation** – The contractor shall distribute the final production materials to the target audiences and maintain an on-going assessment of the results. The target audience for this implementation will be determined by the PM and COTR. To the extent that expectations are not met (fall short or exceed expectations), adjustments to the program will be made accordingly.

The contractor shall plan and attend events road shows, and provide exhibit booths to deliver the campaign message and strategy. The contractor shall:

- Distribute and deploy marketing and promotional tools (collateral)
- Continuously monitor feedback from appropriate sources with respect to success of the distribution and response for each media channel
- Continuously monitor feedback from Government and private sector collaborators and/or participants.

**Non-responder, automated responses, feedback** -- (On-going through the duration of all phases). This portion of the EEV-MAC project is defined as the second attempt by the EEV-MAC contractor to reach out to US employers who have not responded to the initial marketing efforts. The contractor shall employ mailings and Email distribution (and combinations) to nearly 1.5K to 1.2M employers throughout the US. Final channels and actual numbers must be determined in the Media Test Phase. This phase will also be highly targeted to employers who showed an initial interest in the campaign based on marketing outreach (e.g. they visited key CIS websites but did not sign up for the program).

**Interagency Co-Branding and Events Roadshow** -- (On-going through the duration of each phase). Part of the MAC will involve leveraging USCIS's interagency partners to drive employer compliance and conversion to the EEVP. The contractor shall create paper-based USCIS-EEV-branded welcome kits for new business owners with the SSA as well as the IRS. It is estimated that at least 500K messages will be disseminated under this phase of the plan. Final channels and actual numbers must be determined in the Media Test Phase. The actual content and final number of messages, as well as the actual messaging within such collateral, will be tested in the initial testing phase. The contractor, with approval from the COTR, shall determine who these employers are -- small, medium or large businesses -- and what mailing and Email lists USCIS will need to acquire. The contractor shall choose specific channels for messaging by assessing the data developed during the Media Test Phase

## **5.0 SPECIFIC TASKS**

### **5.1 Project Management Plan (PMP)**

The contractor shall use the existing Project Management Plan (PMP) from the prior MAC contract that explains how the contractor will plan, staff, and execute project tasks so as to ensure that the objectives of the EEV-MAC project are achieved. Through the creation and maintenance of the PMP, the contractor shall keep the COTR fully aware of the EEV-MAC plans and activities and shall obtain approval from the COTR on any decisions which are likely to affect project deliverables or schedule.

In order to achieve the goals of the EEV-MAC project, the contractor shall:

- Regularly consolidate, track, and update the EEV-MAC PMP
- Identify and track dependencies, risks, and assumptions
- Identify staffing requirements and timing of resource boarding and exiting
- Generate scenario-planning representations (duration, resources, and milestones plans)
- Track cost-and-schedule actual results against original baselines and track any formal changes to baselines

The MAC PMP will remain a living document, which will allow the government and contract team members to change or update tasks within the contract requirements, processes and timelines as new data is uncovered. The contractor shall update the PMP, at a minimum, quarterly.

### **5.2 Marketing Plan**

The contractor shall leverage existing marketing plans, updating and maintaining it as required, as this document contains the main strategy and milestones for the national EEV-MAC. Updates to the plan shall be submitted to the COTR upon each reiteration.

### **5.3 Creative Phase: Collaterals Design Submission**

Completed in prior contract.

**5.4 Creative Phase: Production Collateral**

Completed in prior contract.

**5.5 Media Test Phase: Tier I Implementation Plan**

Completed in prior contract.

**5.6 Media Test Phase: Tier I Performance Evaluation Meeting and Report**

Completed in prior contract.

**5.7 Media Test Phase: Final Production Collaterals**

Completed in prior contract.

**5.8 Execution and Rollout Phase:**

The contractor shall, upon approval by the PM and COTR, disseminate marketing materials through various media outlets to achieve the goals of the marketing plan.

**5.9 Performance Analysis**

During the course of the EEVP-MAC, the contractor shall quantify execution of the project against the PMP. This shall include productivity analysis, capacity monitoring, and forecasting. The contractor shall provide USCIS full access to its integrated campaign assessment methodology and tools and will participate with the USCIS in using these tools to optimize the EEVP-MAC.

In managing the project, the contractor shall perform the following:

Attend a kick off meeting with the COTR and Contracting Officer as scheduled by the CO, normally within 10 days following award.

Using the target metrics established in the previous contract to measure results achieved.

**5.10 Risk Control and Mitigation**

The contractor shall identify risks associated with completing MAC phases/program and identify mitigation strategies. Mitigation strategies identified for each risk associated with the program shall allow the risk to be managed effectively and minimize effects if the risk event happens. The results of risk analysis shall be reported to the COTR. The amount of effort and resources allocated to manage each risk shall be in proportion to the risk exposure. The contractor shall create an EEV-MAC "Risk Register" to track the specific risks and their mitigation plans.



Team	Deliverable	Activity Description	Timing
EEV-MAC	Monthly Status Report	<ul style="list-style-type: none"> <li>• Provides a Monthly update on Program status and progress to USCIS and the EEV PM.</li> <li>• Captures and measures progress against key milestones.</li> <li>• Addresses important issues and risks.</li> <li>• Tracks project financials, and external dependencies.</li> </ul>	Initial report to be completed within 30 days of project kick-off meeting. Due by the 10 <sup>th</sup> of every month thereafter.

**6.2 Management Deliverables Schedule**

The contractor shall submit copies of all deliverables to the COTR, according to the schedule contained in the table below. Approval authority of all deliverables resides with the COTR. All documentation developed by the contractor shall become the property of the Government and shall not contain proprietary markings.

Deliverables	Due Date	PWS Section
Monthly Progress Report	Initial report will be completed within 30 calendar days of project kick-off. Subsequent reports are due by the 15 <sup>th</sup> calendar day of each month	6.1.1

**6.3 Task Deliverable Schedule**

Task Deliverable	Due Date	PWS Section
Project Management Plan	Due 30 calendar days after kick-off meeting. The contractor shall provide additional updates to the PMP as milestones or program decisions change the overall plan. Revisions are due upon request by the COTR	5.1
Draft Marketing Plan	Updates as assigned by the PM.	5.2
Execution and rollout of implementation plan.	As assigned by the PM.	5.8
Tier II Performance Evaluation Meeting and Report	Meeting and report due after Tier II Implementation Plan has been implemented. Exact due date of the meeting and report shall be determined by the COTR.	5.9

#### **6.4 Acceptance of Deliverables**

Upon receipt of a deliverable, the COTR will have 5 business days to accept or reject the item. If the deliverable is rejected, the COTR will provide the contractor with written comments on how to fix the errors/defects. The contractor has 5 business days (or other reasonable timeframe established by the COTR) to resubmit for acceptance. For presentations and/or briefings, the contractor shall use Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Visio, or other requested medium compatible with the USCIS environment.

#### **7.0 KEY PERSONNEL**

##### **7.1 Definition**

- 7.1.1 Key personnel are defined as management and technical personnel critical to, and essential for, the contractor successful performance under this PWS. The contractor shall submit position descriptions that the contractor identifies as key personnel.
- 7.1.2 Replacing Key Personnel: Any key personnel the contractor offers as a replacement must have the ability and qualifications equal to or better than the key personnel being replaced. Routine requests to replace key personnel shall be submitted in writing to the CO a minimum of 30 days in advance of the replacement and must be approved by the CO before the replacement occurs. The request shall include an explanation of the circumstances necessitating the proposed replacement.
- 7.2 **Program Manger**
- 7.2.1 MAC Program Manager (PM): The MAC PM shall be designated by the contractor to manage the performance of all work awarded under this contract and shall serve as a single point of contact to the COTR and Verification Program Director. The MAC PM shall serve as an effective liaison between all contract employees and COTR/EEV Verification Program Director, ensuring that performance is in compliance with contract requirements.
- 7.2.2 The PM shall have sufficient organizational and technical level authority to ensure full commitment of resources. This individual shall be involved with the resolution of technical and contractual issues related to meeting contract performance requirements.
- 7.3.3 The contractor shall designate an alternate who shall be authorized to act on behalf of the contractor in the absence of the MAC PM or when the MAC PM is not available

#### **8.0 (OMITTED)**

## **9.0 GOVERNMENT PROVIDED RESOURCES (GPR)**

### **9.1 Federal IT Resources**

The Contractor will NOT have access to DHS applications and automated IT systems, including email, shared drives, and other systems.

### **9.2 Access to Government Facilities**

USCIS will make all necessary arrangements to enable contractor personnel to visit Verification Headquarters and other USCIS facilities (if required). Contractor personnel shall comply with all applicable rules and regulations, not only as they apply to themselves, but also as they apply to other personnel and property at the site. At each site, the local Government representative will have sole authority to determine when, and under what conditions, contractor personnel can be present on site – for instance, the government may prohibit contractor personnel from being on site if there are no government personnel present at the same time.

## **10.0 PLACE OF PERFORMANCE**

All work shall be performed offsite. Meetings and working group sessions will be held onsite as required.

## **11.0 PERIOD OF PERFORMANCE**

The contract award shall be for a 6-month period of performance from date of award.

### **11.1 Post Award Conference/Meeting**

The contractor shall attend a kick-off meeting scheduled by the CO, normally within 10 days of award. The meeting will establish primary points of contact, discuss contract requirements, and the understanding of the technical approach.

## **12.0 TRAVEL**

Travel outside the Metropolitan, Washington, DC area is anticipated. Local travel reimbursement under this contract is not authorized.

### **12.1 APPROVAL FOR TRAVEL**

The Contractor shall obtain written approval from the COTR prior to performing any travel. Contractor travel approved in advance by the COTR will be reimbursed in accordance with FAR 31.205-46, *Travel Costs*, and the Federal Travel Regulations prescribed by the General Services Administration. The Contractor shall submit to the COTR a Trip Report outlining the travel expenses. Additionally, travel will not exceed \$25,000.

## **13.0 SECURITY REQUIREMENTS - ATTACHED**

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
1-7-2009	1-09-2

Bill To  
 USCIS Contracting Office  
 Department of Homeland Security  
 70 Kimball Avenue  
 South Burlington, VT 05403

RECEIVED JAN 09 2009  
 CHECKED JAN 9 2009

(b)(3)  
 (b)(4)  
 (b)(4)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
HSSC CG-08-C-00007	Net 30	VER-08-0066	USCIS002 - FEV-MAC		N/A	
Description				Qty	Rate	Amount
Item No. 0001 Direct Labor:				26		
[Redacted]				104.5		
[Redacted]				30		
[Redacted]				43		
[Redacted]				8		
Subtotal - Labor						
Item No. 0002 Media Buys:						
Media placement with Government Executive - Invoice #41478						
Media placement with USA Today - Invoice #D0193316						
Media placement with The Lamar Companies - Invoice #100070158						
Media placement with JC Decaux - Invoice #60100082						
Media placement with JC Decaux - Invoice #60100083						
Media placement with Adams Outdoor Advertising - Invoice #R004394						
Media placement with CBS Outdoor - Invoice #01882707						
Media placement with CBS Outdoor - Invoice #01881161						
Media placement with Adams Outdoor Advertising - Invoice #R004673						
Media placement fee @ 9.5%						
Subtotal - Media						
Item No. 0004 ODC's:						
Catering for photoshoot - Einstein Bros. Bagels						
Strata Marketing monthly fee - Invoice #043532						
Studio rental and preparation - Bella Facia Invoice #13378						
Magic - Invoice #47434						

Please remit payment to:

**MAYA**  
 28 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/Credits
Balance Due

# Invoice

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

Date	Invoice #
1/7/2009	1-09-2

Bill To
USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

(b)(4)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
USSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 - EEV-MAC		N/A

Description	Qty	Rate	Amount
Subtotal			

Please remit payment to:

**MAYA**  
 28 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>	29
Payments/Credits	
Balance Due	

**MAYA ADVERTISING & COMMUNICATIONS, INC.**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

CHECKED JAN 21 2009

Date	Invoice #
1/12/2009	1-09-5

*[Handwritten signature]*

RECEIVED JAN 21 2009

HSSCCG-08-C-00007  
 Aaron Rader, COO  
 (202) [Redacted]  
 USCIS Verification Division

(b)(6)

Bill To  
 USCIS Contracting Office  
 Department of Homeland Security  
 70 Kimball Avenue  
 South Burlington, VT 05403

(b)(3)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 -EEV-MAC	[Redacted]	N/A

(b)(4)

Description	Qty	Rate	Amount
Item No. 0002 Media Buys: The Washington Post - Invoice # 4000593424 The Washington Post - Invoice # 4000593424 The Washington Post - Invoice # 4000599847 ABC Radio Networks - Invoice #789962, 789963, 789964, 789965, 789966, 789967, 789968 National Public Radio - Invoice #130029 MediaSpace, Inc. - Invoice #INV029380 CBS Outdoor - Invoice #01889743 JCDetaux - Invoice #60100713 JCDetaux - Invoice #60100714 MediaSpace, Inc. - Invoice #INV029488 Media placement fee @ 9.5% Subtotal			

(b)(4)

Line Item 1 [Redacted]  
 Line Item 3 [Redacted]  
 Line Item 4 [Redacted]

Please remit payment to:

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/Credits
Balance Due


**MAYA ADVERTISING & COMMUNICATIONS, INC.**

028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
12/19/2008	12-08-1

USCIS Verification Division  
Alexandra Grammer  
Program Analyst/COTR

Receive: 12/15/08 Certified: 12/16/08  
Contract: HSSCCG-08-C-00007  
Signature: 

(b)(6)


Bill To
USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 - EEV-MAC		N/A

(b)(4)

(b)(4)

Description	Qty	Rate	Amount
Item No. 0001 Direct Labor:			
	24		
	17		
	61		
	156.5		
	99		
Subtotal - labor			
Item No. 0002 Media Buys:			
Media Placement with the Washington Post - Invoice #4000580964			
Media Placement with the Washington Post - Invoice #4000584771			
Media Placement with the Washington Post - Invoice #4000587725			
Media Placement with the Washington Business Journal - Invoice #4300600291			
Media Placement with the Washington Business Journal - Invoice #4300600311			
Media Placement with the Washington Business Journal - Invoice #4300600301			
Media Placement with National Public Radio - Invoice #129802			
Media Placement with CBS Outdoor - Invoice #0189639			
Media Placement with USA Today - Invoice #D0192975			
Media Placement with the ABC Radio Networks - Invoice #788021, 788022, 788023, 788024, 788025 & 788027			
Media Placement with Adams Outdoor Advertising - Invoice #R003928			
Media Placement with CBS Outdoor - Invoice #01861643			
Media placement fee @ 9.5%			
Subtotal - media buys			
Item No. 0004 ODC's:			

Please remit payment to:

**MAYA**  
028 33rd Street, NW  
Suite 200  
Washington, DC 20007

<b>Total</b>
Payments/Credits
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
12/10/2008	12-08-1

Bill To
USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 - EEV-MAC		N/A

(b)(4)

Description	Qty	Rate	Amount
Strata installation - Invoice #042964 Strata monthly usage - Invoice #042401 Frederique Porter Photography - photo shoot invoice dated 12-5-08 CBS Outdoor billboard production - Invoice #01861532 Faces of Faith, LLC - models, makeup, etc. Invoice #1 and #2 (total)			

**Please remit payment to:**

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
<b>Payments</b>
<b>Balance</b>



**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
11/5/2008	11-08-2

Bill To
USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

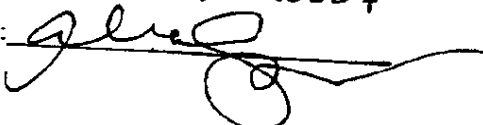
Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
HSSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 - EEV-MAC		N/A	
Description				Qty	Rate	Amount

(b)(4)  
(b)(4)

Line Item No 0001 - Labor:					
				15	
				130	
				52	
				30	
				62	

Subtotal

(b)(6)

USCIS Verification Division  
 Alexandra Grammer  
 Program Analyst/COTR  
 202 [Redacted]  
 Received: 11/5/08 Certified: 11/6/08  
 Contract: HSSCCG-08-C-00007  
 Signature: 

Please remit payment to:

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/Credits
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
10/8/2008	10-08-3

Bill To
USCIS Contracting Office Department of Homeland Security 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-08-C-00007	Net 30	VER-08-0066	USCIS002 - EEV-MAC		N/A

(b)(4)

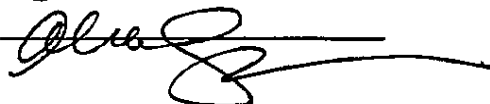
(b)(4)

Description	Qty	Rate	Amount
Line Item No. 0001 Labor:	32		
	30		
	38		
	79.5		

--

total

(b)(6)

USCIS Verification Division  
Alexandra Grammer  
Program Analyst/COTR  
202 [redacted]  
Received: 10/8/08 Certified: 10/8/08  
Contract: HSSCCG-08-C-00007  
Signature: 

Please remit payment to:

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Total
Payments/Cred
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
10/8/2008	10-08-2

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
(b)(3) HSSCCG-07-C-00005	Net 30	VER-07-00010	EEV-MAC		001	
Description				Qty	Rate	Amount
(b)(4) Item No. 0013 Media Buys - Capitol Media Solutions - Invoice #0908-24 Item No. 0013 Media Buys - Washington Post Media - Invoice #'s 4000457136, 4000459199, 4000460186 Item No. 0013 Media Buys - Clear Channel Broadcasting - Invoice #55034 Subtotal				3		
(b)(6) USCIS Verification Division Alexandra Grammer Program Analyst/COTR 20: [Redacted] Received: 10/9/08 Certified: 10/9/08 Contract: HSSCCG-07-C-00005 Signature: <i>[Signature]</i>						

Please remit payment to:

**MAYA**  
 .028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

Total
Payments/Cred
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
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**Invoice**

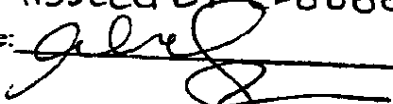
Date	Invoice #
9/3/2008	9-08-2

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-00005	Net 30	VER-07-00010	EEV-MAC		001

Description	Qty	Rate	Amount
-------------	-----	------	--------

Item No. 0013 Media Buys (see attached summary sheet) Subtotal - MAYA			
Item No. 0013 Media Buys - Invoice #124973 Item No. 0013 Media Buys - Invoice #124972 Subtotal			

**USCIS Verification Division**  
 Alexandra Grammer  
 Program Analyst/COTR  
 201 [Redacted]  
 Received: 11/10/08 Certified: 9/10/08  
 Contract: HSSCCG-07-C-00005  
 Signature: 

Please remit payment to:

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/
Balance Du

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

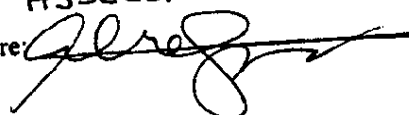
1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
8/6/2008	8-08-1

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Order Number	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
(b)(3) HSSCCG-07-C-00005	Due on re...	VER-07-00010	EEV-MAC		001	
Description				Qty	Rate	Amount
(b)(4) Item No. 000				108.5		
(b)(4) Item No. 000				21.5		
(b)(4) Item No. 000				64		
(b)(4) Item No. 0013 Media Buys (see summary sheet attached)						
(b)(4) Total - MAYA						
(b)(4) Item No. 0006				1		
(b)(4) Item No. 0013 Media Buys - May						
(b)(4) Item No. 0013 Media Buys - June						
(b)(4) Total						

USCIS Verification Division  
 Alexandra Grammer  
 Program Analyst/COTR  
 202 [Redacted]  
 Received: 8/11/08 Certified: 8/11/08  
 Contract: HSSCCG-07-C-00005  
 Signature: 

Please remit payment to:

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/Credits
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

**Invoice**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Date	Invoice #
7/9/2008	7-08-1

<b>Bill To</b>
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

P.O. No.	Period of Performance	Terms	Project	TAX ID
HSSCCG-07-C-00005	VER-07-00010	Due on receipt	EEV-MAC	[Redacted]

Description	Hours	Rate	Amount
Item No 0001 [Redacted]	6		
Item No 0002 [Redacted]	29.5		
Item No 0003 [Redacted]	38.5		
Item No 0004 [Redacted]	51.5		
Item No 0010 Bullet Line - Equinox (535 items shipped)			
Item No 0012 Dun & Bradstreet list purchase			
Item No 0013 Media buys - see separate sheet for breakdown			
Subtotal - MAYA			
Item No 0004 [Redacted]	33.8		
Item No 0004 [Redacted]	10		
Subtotal [Redacted]			
<b>Total</b>			
<b>Payments/C</b>			
<b>Balance</b>			

Please remit payment to:

MAYA  
1028 33rd Street  
Suite 200  
Washington, DC 20007

USCIS Verification Division  
Alexandra Grammer  
Program Analyst/COTR

Received: 7/10/08 Certified: 7/10/08

Contract: [Redacted]  
Signature: *[Handwritten Signature]*

(b)(6)

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

**Invoice**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Date	Invoice #
6/4/2008	6-08-1

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
(b)(3) HSSCCG-07-C-00005	Due on rec...	VER-07-00010	EEV-MAC		001	
Description				Qty	Rate	Amount
(b)(4) Line Item No 0001				22		
(b)(4) Line Item No 0002				22		
(b)(4) Line Item No 0003				148.5		
(b)(4) Line Item No 0005				118		
(b)(4) Line Item No 0010 Print Production - Letter opener						
(b)(4) Line Item No 0010 Print Production - Key Ring						
(b)(4) Subtotal - Maya direct labor						
(b)(4) Line Item No 0006				139		
(b)(4) Line Item No 0013 Media Buy						
(b)(4) Subtotal labor and media						

Invoice Rec'd 6/4/08  
Alex Grammel  
Prog Analyst/COTR  
USCIS Verification  
HSSCCG-07-C-00005

Please remit payment to:

**MAYA**  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

<b>Total</b>
Payments/Credit
Balance Due

Rec'd *[Signature]* 6/30/08

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

**Invoice**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Date	Invoice #
5/7/2008	5-08-1

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Rec'd  
MAY -9 2008  
*Alvin J.*  
USCIS Verification

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
(b)(3) HSSCCG-07-C-00005	Due on rec...	VER-07-00010	EEV-MAC		001	
Description				Qty	Rate	Amount
(b)(4) Item No 0001				10.5		
(b)(4) Item No 0002				83		
(b)(4) Item No 0003			(b)(4)	92.5		
(b)(4) Item No 0004				0.5		
(b)(4) Item No 0005				97		
(b)(4) Item No 0021 Postage, shipping and delivery - FedEx for Atlanta road show materials						
(b)(4) Subtotal - MAYA						
(b)(4) Item No 0004				745.95		
(b)(4) Item No 0007				-5		
(b)(4) Item No 0008				167		
(b)(4) Item No 0015 Airfare				3		
(b)(4) Item No 0016 M&IE				3		
(b)(4) Item No 0017 Ground transportation						
(b)(4) Item No 0018 Lodging				3		
(b)(4) Subtotal						

Please remit payment to:

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

*To Com track 5/9/08*

*services rec'd*  
*Alvin J. 0072*

<b>Total</b>
Payments/Cred
Balance Due



**MAYA ADVERTISING & COMMUNICATIONS, INC.**

**Invoice**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Date	Invoice #
4/9/2008	4-08-2

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

APR 10 2008  
Received by  
Alex G

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.	
(b)(3) HSSCCG-07-C-00005	Duc on rec...	VER-07-00010	EEV-MAC		001	
Description			(b)(4)	Qty	Rate	Amount
(b)(4)	Item No 0001		[Redacted]	5	[Redacted]	[Redacted]
	Item No 0002			20		
	Item No 0003			146		
	Item No 0004			1		
	Item No 0005			87		
	Subtotal - MAYA Direct Labor					
	Item No 0010 - Print Production - see attached breakdown and invoices					
	Item No 0011 - Satellite Media Tour - Capitol Media Solutions (Atlanta road show media)					
	Item No 0013 - Media Buys - see attached breakdown and invoices					
	Subtotal - MAYA Media and Print					
(b)(4)	Item No 0013 - Media Buys [Redacted]					
	Subtotal					
(b)(4)	Trip to Atlanta for [Redacted] George - March 17 through March 21, 2008:					
	Item No 0015 - Airfare			3		
(b)(6)	Item No 0018 - Lodging			3		
	Item No 0016 - M&IE 1st and last day at 75% of \$49 and three middle @ \$49			3		
	Item No 0017 - Ground Transportation					
	Item No 0018 - Lodging - internet charges in hotel for guest outreach					
	Subtotal - MAYA Travel					

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MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

USCIS  
Alex G  
202358 [Redacted]  
HSSCCG-07-C-00005

<b>Total</b>
Payments/Cr
Balance Due

(b)(6)

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
3/5/2008	2-08-6

*Marty*

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

*Received on -  
MAR 25 2008  
Alvin G...  
USCIS Verification*

(b)(3)

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-0005	Due on rec...	VER-07-00010	EEV-MAC	[Redacted]	001

(b)(4)

(b)(4)

Description		Qty	Rate	Amount
Item No. 0001	[Redacted]	5		
Item No. 0002	[Redacted]	126.5		
Item No. 0003	[Redacted]	32		
Item No. 0004	[Redacted]	1.5		
Item No. 0005	[Redacted]	107.5		
Subtotal - MAYA staff hours				
Item No. 0013 Media Buys - The Arizona Republic				
Item No. 0013 Media Buys - LaVoz Publishing				
Item No. 0013 Media Buys - KMLE-FM				
Item No. 0013 Media Buys - KOOL-FM				
Item No. 0013 Media Buys - 98.7 The Peak				
Subtotal Item No. 0013				
Item No. 0019 Printing and Reproduction - Direct Color - magnets				
Item No. 0019 Printing and Reproduction - Bullet Line - key rings				
Item No. 0019 Printing and Reproduction - Bullet Line - letter opener				
Item No. 0019 Printing and Reproduction - Bullet Line - pens				
Subtotal Item No. 0019				
(b)(4) Item No. 0013 Media Buys - remaining refund of [Redacted] media Phase I				

(b)(4)

Please remit payment to:

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

*Alvin G...  
OK TO PAY  
HSSCCG-07-C-00005  
USCIS  
3/25/08 appvd/sent  
to contracting*

<b>Total</b>
Payments/Cre
Balance Due

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

**Invoice**

128 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

Date	Invoice #
2/6/2008	2-08-1

**PAID**

FEB 8 2008  
 Rec'd *Alv*

Bill To  
 USCIS Contracting Office  
 70 Kimball Avenue  
 South Burlington, VT 05403

(b)(3) Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-0005	Due on rec...	VER-07-00010	EEV-MAC		N/A

(b)(4) Description	Qty	Rate	Amount
Item No. 0002	71.5		
Item No. 0003	94.5		
Item No. 0005	111.5		
Subtotal			
Item No. 0015 Airfare	3		
Item No. 0016 M&IE	3		
Item No. 0017 Ground transportation including rental car	3		
Item No. 0018 Lodging			
Subtotal - Travel to Atlanta 1/29 and 1/30 for Road show			
Item No. 0013 Media Buys	(b)(4)		
Item No. 0013 Media Buys - refund of [redacted] media buy Oct through Dec, 2007			

*USCIS  
 HSSCCG-07-C-0005  
 Program Analyst  
 USCIS Verification  
 2/8/08 approved + sent to Contracting*

**Please remit payment to:**

**MAYA**  
 128 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
<b>Payments/C</b>
<b>Balance Due</b>

6

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
1/9/2008	1-08-1

**Bill To**

USCIS Contracting Office  
70 Kimball Avenue  
South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-0005	Due on rec...	VER-07-00010	EEV-MAC		N/A

(b)(3)  
(b)(4)  
(b)(4)

Description	Qty	Rate	Amount
Item No. 0001			
Item No. 0002	39.5		
Item No. 0003	4.5		
Item No. 0005	21		
Subtotal			

**Services Rendered & Approved/COTR**  
**Signature:** JAY K. [Signature]  
**Date:** 1-14-08

Please remit payment to:

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

RECEIVED  
 JAN 14 2008  
 USCIS VERIFICATION DIVISION

<b>Total</b>
Payments/Cred
Balance Due

5

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
12/10/2007	12-07-2

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

(b)(3)  
(b)(4)  
(b)(4)  
(b)(4)  
(b)(4)

P.O. No.	Period of Performance	Terms	Project	TAX ID	
HSSCCG-07-C-00005	VER-07-00010	Due on receipt	EEV-MAC		
Description			Hours	Rate	Amount
Item No. 0001			81		
Item No. 0002			11		
Item No. 0003			26.5		
Item No. 0004			76		
Subtotal - MAYA labor					
Item No. 0005			19.5		
Item No. 0006			224.4		
Subtotal labor					
Item No. 0013 Media Buys - see attached Media Associates invoice and insertion orders					
Subtotal					
USCIS VERIFICATION DIVISION 2007 DEC 20 A 11:27 RECEIVED <b>Services Rendered &amp; Approved/COTR</b> Signature: <u><i>Mark G</i></u> Date: <u>12-20-07</u>			<b>Total</b>		
			<b>Payments/Cr</b>		
			<b>Balance D</b>		

Please remit payment to:

MAYA  
1028 33rd Street  
Suite 200  
Washington, DC 20007



#14

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
11/6/2007	10-07-11

BNI To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-00005	Due on rec...	VER-07-00010	BEV-MAC		N/A

(b)(3)

Description		Qty	Rate	Amount
Item No. 0001		42.5		
Item No. 0002		33		
Item No. 0003		41.5		
Item No. 0004		1		
Item No. 0005		102		
Item No. 0010	Print Production - Media Associates			
Item No. 0010	Print Production - Music Ala Carte			
Subtotal - MAYA				

(b)(4)

(b)(4)

**Services Rendered & Approved/COTR**

Signature: [Signature]

Date: 11-17-07

Please remit payment to:

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Total**

Payments/Cred

Balance Due

[Signature]

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
9/9/2007	8-07-3

Billed To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
(b)(3) HSSCCG-07-C-00005	Due on receipt	VER-07-00010	EEV-MAC		N/A

Description	Qty	Rate	Amount
Item No. 0002 [redacted]	34.5		
Item No. 0004 [redacted]	45		
Item No. 0001 [redacted]	84		
Item No. 0003 [redacted]	156.5		
Item No. 0020 Local travel - taxis	10		
Item No. 0013 Placement fee - Media Associates			
Subtotal - MAYA			
Item No. 0004 [redacted]	29.5		
Item No. 0004 [redacted]	285.55		
Item No. 0001 [redacted]	22		
Subtotal [redacted]			
			(b)(4)

Please remit payment to:

**MAYA**  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Services Rendered and Accepted  
[Signature] COTE  
262 - [redacted]

<b>Total</b>
Payments/
Balance Du

X [Signature]  
Signature

9/13/07  
date

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
9/9/2007	8-07-3

<b>Bill To</b>
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCOG-07-C-00005	Due on receipt	VER-07-00010	EEV-MAC		N/A

Description		Qty	Rate	Amount
Item No. 0002		34.5		
Item No. 0004		45		
Item No. 0001		84		
Item No. 0003		156.5		
Item No. 0020	Local travel - taxis	10		
Item No. 0013	Placement fee - Media Associates			
Subtotal - MAYA				
Item No. 0008		29.5		
Item No. 0006		285.55		
Item No. 0007		22		
Subtotal				

**Please remit payment to:**

**MAYA**  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

<b>Total</b>
<b>Payments/Cred</b>
<b>Balance Due</b>



#3

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
10/10/2007	9-07-7

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Delivery Order No.
HSSCCG-07-C-00005	Due on re...	VER-07-00010	EEV-MAC		N/A

(b)(3)

Description		Qty	Rate	Amount
Item No. 0001				
Item No. 0001		122.75		
Item No. 0001		4		
Item No. 0003		35.5		
Item No. 0003		103		
Item No. 0010	Print production - stock photograph	48.5		
Item No. 0013	Media Buys	1		
Subtotal - MAYA		1		
Item No. 0013	Media Buys			
Item No. 0014	Media Tracking			
Subtotal				

(b)(4)

(b)(4)

*Accepted services*  
*10-22-07*  
*[Signature]*

(b)(4)

Please remit payment to:

**MAYA**  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

<b>Total</b>
Payments/Cred
Balance Due

C.S / HSSCCG07C00005 (1)

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

**Invoice**

Date	Invoice #
8/8/2007	7-07-1

**Bill To**

USCIS Contracting Office  
70 Kimball Avenue  
South Burlington, VT 05403

8/22/07  
H.A.H.

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-00005	Due on receipt	VER-07-00010	EEV-MAC		N/A

(b)(3)

Description	Qty	Rate	Amount
-------------	-----	------	--------

(b)(4)

Item No. 0002			
Item No. 0004			
Item No. 0001			
Item No. 0003			
Item No. 0013 Placement fee - media Associates			
Item No. 0020 Local travel - taxis			

(b)(4)

Please see the attached Monthly Progress Report for activities undertaken during the reporting period.

MAYA Contact:

CEO

(b)(4)

(b)(6)

**Please remit payment to:**

MAYA  
1028 33rd Street, NW  
Suite 200  
Washington, DC 20007

Services  
received  
and  
Accepted

*[Signature]*  
COFR  
7-22-07

<b>Total</b>
<b>Payments/Credits</b>
<b>Balance Due</b>

(b)(6)

**MAYA ADVERTISING & COMMUNICATIONS, INC.**

1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

**Invoice**

Date	Invoice #
8/8/2007	7-07-1

Bill To
USCIS Contracting Office 70 Kimball Avenue South Burlington, VT 05403

(b)(3)

Contract No.	Terms	Req/Purch No.	Project	Tax ID	Modification No.
HSSCCG-07-C-00005	Due on receipt	VER-07-00010	EEV-MAC		N/A

(b)(4)

(b)(4)

Description		Qty	Rate	Amount
Item No. 000		26		
Item No. 000		15		
Item No. 000		15.5		
Item No. 000		135.5		
Item No. 0015 Placement fee - Media Associates				
Item No. 0020 Local travel - taxis		7		

Please see the attached Monthly Progress Report for activities undertaken during the reporting period.

MAYA Contact:

CFO
-----

Please remit payment to:

**MAYA**  
 1028 33rd Street, NW  
 Suite 200  
 Washington, DC 20007

<b>Total</b>
Payments/Credit
Balance Due