

MCH, INC
GSA CONTRACT NUMBER GS-07F-0703X

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage, a menu-driven database system. The INTERNET address for GSA Advantage is <http://www.gsaadvantage.gov>.

SCHEDULE TITLE: Federal Supply Schedule 084: Total Solutions for Law Enforcement, Security, Facilities Management, Fire, Rescue, Clothing, Marine Craft and Emergency Disaster Response, FCS Group 84 – Law Enforcement and Security Equipment Supplies and Services.

CONTRACT NUMBER: GS-07F-0703X

CONTRACT PERIOD: September 1, 2011 – August 31, 2016

CONTRACTOR: MCH, Inc.
601 E Marshall St
Sweet Springs MO 65351
Phone Number: 660-335-6373 or 800-776-6373
Fax Number: 660-335-2270
Email: brendav@mchdata.com

CONTRACTOR'S ADMINISTRATION SOURCE: Ms Brenda Viets
601 E Marshall St
Sweet Springs MO 65351
Phone Number: 800-776-6373
Fax Number: 660-335-2270 or 800-776-6373
Email: brendav@mchdata.com

BUSINESS SIZE: Small Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBER (SIN):

<u>SIN</u>	<u>DESCRIPTION</u>
426-4F	Emergency Preparedness and First Responder Equipment, Training and Services.

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
426-4F	Database License	\$42.32 from 1-4 users each

1c. HOURLY RATES: N/A

2. MAXIMUM ORDER*: SIN 426-4F - \$200,000 per SIN per order

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$200.00

4. GEOGRAPHIC COVERAGE: Domestic, 50 states and Washington, DC and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION: 601 E Marshall St, Sweet Springs MO 65351-9613, check with Contractor at time of order.

6. DISCOUNT FROM LIST PRICES: Basic Discount 4%. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded into GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S):

Licenses: 5%	\$25,000 – \$49,999	Mailing Lists: 5%	\$50,000 - \$99,999
10%	\$50,000 - \$124,999	10%	\$100,000 - \$249,999
15%	\$125,000 - \$249,999	15%	\$250,000 - \$499,999
20%	\$250,000 - \$499,999	20%	\$500,000 +
28%	\$500,000 +	Telemarketing and Fax Lists:	None

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8. PROMPT PAYMENT TERMS: Net 30 Days
- 9a. GOVERNMENT PURCHASE CARDS MUST BE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.
- 9b. GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.
10. FOREIGN ITEMS: No
- 11a. TIME OF DELIVERY: Shipped 14 Days after receipt of order
- 11b. EXPEDITED DELIVERY: Shipped 10 Days after receipt of order.
- 11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. FOB POINT: Origin
- 13a. ORDERING ADDRESS: MCH, Inc.
Attn: Brenda Viets
601 E Marshall St
Sweet Springs MO 65351
- 13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. PAYMENT ADDRESS: MCH, Inc.
Attn: Ken Hughson
601 E Marshall St
Sweet Springs MO 65351
15. WARRANTY PROVISION: No Warranty
16. EXPORTING PACKING CHARGES: N/A
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level)
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A
19. TERMS AND CONDITIONS OF INSTALLATIONS (IF APPLICABLE): N/A

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- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES 9 (IF AVAILABLE): N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A
- 21. LIST OF SERVICE AND DISTRIBUTION DEALERS (IF APPLICABLE): N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): None
- 24b. Section 508 Compliance or EIT: N/A
- 25. DUNS NUMBER: 03-115-3232
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registration valid until March 13, 2013.

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GSA Price Guide

Pricing for **places2protect™** data is based on five major factors:

1. The amount of data needed. The data is configured based on what the user wants for the number of institutional location records (buildings), number of required personnel names that work in these institutions (people) and the number of attribution elements that describe the institution's features (attributes).
2. The length of time the user plans to use the data.
3. The business need (or the use case for the data) with a corresponding license that restricts the usage of the data based on this intended use.
4. The number of users who plan to access the data.
5. The frequency of data updates/data maintenance that is required.

As a general rule the more data that is required and the longer the planned use and the more users that can access the data and the more frequent the required updates the more the corresponding license will cost.

It is quite easy for MCH to customize the offerings listed here and as such the pricing can be changed significantly depending on the requirements a user may have that fall outside the examples here.

So, for example:

A single analyst that might want some data to be housed on an individual computer with access only being granted to that analyst for a limited amount of data over a single year might be 1/500th the cost of a corporate or Federal omnibus wide license that is for 5 years for a lot of required data updated quarterly.

We have provided pricing for the most "common" data uses and terms. However, if you find that your specific data requirements fall outside of these common uses we are able to provide customized offerings that will most likely meet your requirements.

Standard Packages

The standard packages listed here are:

1. Geospatial use for 1 year for emergency planning and other mapping uses
 - under 5 users
2. Geospatial use for 1 year for emergency planning and other mapping uses
 - 5 users to 250 users
3. Geospatial use for 1 year for emergency planning and other mapping uses
 - Unlimited use by a single Federal Government Department/Agency
4. Geospatial use for 1 year for emergency planning and other mapping uses
 - Unlimited Federal Government Omnibus License
5. Direct mail, fax, or telemarketing use (1 mailing) for notification purposes
6. Direct mail use for a Federal Government Department (unlimited use for 1 year) for notification purposes
7. Supplemental buy up license that will allow limited public publishing of data on maps.

NOTE: All attached pricing includes the basic 4% government discount with the prevailing IFF rate of 0.75% added back in.

Attached has the pricing sections with more detailed write-ups of each package. As was stated before, if the packages noted above do not fit the situation you have for use, then simply call and we can quote a special access use to meet your needs. All files will be delivered in a format described in the attached file layout but not all fields in the lay out will always be populated. The package options determine what fields are populated in the fields noted in the attached file layout.

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GSA Price Guide

Geospatial use for 1 year for emergency planning and other mapping uses—under 5 users: The data provided in this package is Physical address information only and is designed for use in geospatial applications. The file comes with Latitude and Longitude of the institution selectable to precision level and the institutions phone number so contact/notification is possible. This package allows unlimited use of this data for analysis and planning applications for less than 5 users. The data will be restricted to a specific application(s) or purpose and is licensed for use over the course of a contract year. Contact information can be added and used to contact individuals (under the personal name pricing). Users cannot use the data to create public access directories or resell the data or otherwise publicly distribute. Data can be selected from the database in a more targeted fashion using attributes to reduce the overall size of the list.

Geospatial use for 1 year for emergency planning and other mapping uses—5 users to 250 users: The data provided in this package is Physical address information only and is designed for use in geospatial applications. The file comes with Latitude and Longitude of the institution selectable to precision level and the institutions phone number so contact/notification is possible. This package allows unlimited use of this data for analysis and planning applications for 5 users to 100 users. The data will be restricted to a specific application(s) or purpose and is licensed for use over the course of a contract year. Contact information can be added and used to contact individuals (under the personal name pricing). Users cannot use the data to create public access directories or resell the data or otherwise publicly distribute. Data can be selected from the database in a more targeted fashion using attributes to reduce the overall size of the list.

places2protect™ Database Licenses

This is a guideline for typical places2protect™ Database licenses.

- places2protect™ licenses are for unlimited use for a period of one-year or more. Prices are shown for annual licenses.
- Volume discounts are based upon the total number of licensed records in the database.
- All standard attributes and data elements are available for inclusion in the places2protect™ Database at no additional charge.
- Premium attributes and data elements (selection price more than \$10/M) carry an additional \$/M charge for each populated value when included in a places2protect™ Database. Institution-level attributes are charged based on the number of populated attribute values of institutions licensed. Person-level attributes are charged based on the number of populated attribute values of people licensed.
- IMPORTANT:** All places2protect™ Database proposals include a charge for database development. An estimate of required development hours must be provided by the Response Lab to complete a places2protect™ Database license quote or proposal. Any additional processing by the Response Lab (merge-purge, match and append, etc.) may be charged in addition to the database development charge depending on the nature of the order.
- IMPORTANT:** There are exclusions to the usage of standard data licensing. The data is provided for the internal use of a single end-user organization and may not be transferred, resold, or disclosed to a third party.
- NOTE:** Pricing for "Institutions" represents base price with additional people added to this base price.

places2protect™ Database Licenses		
Description	1-4 User License	5-250 User License
Institution (including an equal number of people records)	\$42.32/M	\$106.39/M
Additional People		
Education and Religion People	\$31.43/M	\$108.81/M
Healthcare and Government People	\$43.52/M	\$154.75/M
Standard Attributes and Data Elements	No additional charge	No additional charge
Database Development	\$75/hour	\$75/hour
Run Charge for Mid-Year Updates	\$8/M	\$8/M (limit 3)
Annual Renewal	103%	103%
Minimum Order	\$750	\$750

Volume Discount Schedule Agency Use: 1-4 Users				
Total Quantity of Licensed Records	GSA Discount Pricing			
	Institution Price	Add'l People HC & Gov	Add'l People Ed & Rel	Prem Attribute Discount
List Price	\$42.32/M	\$43.52/M	\$31.43/M	
Discount Schedule				
Less than 25,000	\$42.32/M	\$43.52/M	\$31.43/M	0%
25,000 - 49,999	\$40.20/M	\$41.34/M	\$29.86/M	5%
50,000 - 124,999	\$38.09/M	\$39.17/M	\$28.29/M	10%
125,000 - 249,999	\$35.97/M	\$36.99/M	\$26.72/M	15%
250,000 - 499,999	\$33.86/M	\$34.82/M	\$25.14/M	20%
500,000 - 999,999	\$30.47/M	\$31.33/M	\$22.63/M	28%

Volume Discount Schedule: 5-250 Users				
Total Quantity of Licensed Records	GSA Discount Pricing			
	Institution Price	Add'l People HC & Gov	Add'l People Ed & Rel	Prem Attribute Discount
List Price	\$106.39/M	\$154.75/M	\$108.81/M	
Discount Schedule				
Less than 25,000	\$106.39/M	\$154.75/M	\$108.81/M	0%
25,000 - 49,999	\$101.07/M	\$147.01/M	\$103.37/M	5%
50,000 - 124,999	\$95.75/M	\$139.28/M	\$97.93/M	10%
125,000 - 249,999	\$90.43/M	\$131.54/M	\$92.49/M	15%
250,000 - 499,999	\$85.11/M	\$123.80/M	\$87.05/M	20%
500,000 - 999,999	\$76.60/M	\$111.42/M	\$78.34/M	28%

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GSA Price Guide

Geospatial use for 1 year for emergency planning and other mapping uses—Unlimited use for a single Federal Government Department/Agency: The data provided in this package is Physical address information only and is designed for use in geospatial applications. The file comes with Latitude and Longitude of the institution selectable to precision level and the institutions phone number so contact/notification is possible. This package allows unlimited use of this data for analysis and planning applications for an unlimited number of users in a Single Federal Government Department/Agency (as in Department of Commerce, for example). The data will “Not” be restricted to a specific application(s) or purpose as long as they are not used by more than the single department or agency and is licensed for use over the course of a contract year. Contact information can be added and used to contact individuals (under the personal name pricing). Users cannot use the data to create public access directories or resell the data or otherwise publicly distribute. Data can be selected from the database in a more targeted fashion using attributes to reduce the overall size of the list.

Geospatial use for 1 year for emergency planning and other mapping uses—Unlimited Omnibus use by the Federal Government: The data provided in this package is Physical address information only and is designed for use in geospatial applications. The file comes with Latitude and Longitude of the institution selectable to precision level and the institutions phone number so contact/notification is possible. This package allows unlimited use of this data for analysis and planning applications for an unlimited number of users within the federal government. The data will be restricted to a specific application(s) or purpose and is licensed for use over the course of a contract year. Contact information can be added and used to contact individuals (under the personal name pricing). Users cannot use the data to create public access directories or resell the data or otherwise publicly distribute. Data can be selected from the database in a more targeted fashion using attributes to reduce the overall size of the list.

places2protect™ Database Licenses

This is a guideline for typical **places2protect™** Database licenses.

- **places2protect™** licenses are for unlimited use for a period of one-year or more. Prices are shown for annual licenses.
- Volume discounts are based upon the total number of licensed records in the database.
- All standard attributes and data elements are available for inclusion in the **places2protect™** Database at no additional charge.
- Premium attributes and data elements (selection price more than \$10/M) carry an additional \$/M charge for each populated value when included in a **places2protect™** Database. Institution-level attributes are charged based on the number of populated attribute values of institutions licensed. Person-level attributes are charged based on the number of populated attribute values of people licensed.
- **IMPORTANT:** All **places2protect™** Database proposals include a charge for database development. An estimate of required development hours must be provided by the Response Lab to complete a **places2protect™** Database license quote or proposal. Any additional processing by the Response Lab (merge-purge, match and append, etc.) may be charged in addition to the database development charge depending on the nature of the order.
- **IMPORTANT:** There are exclusions to the usage of standard data licensing. The data is provided for the internal use of a single end-user organization and may not be transferred, resold, or disclosed to a third party.
- **NOTE:** Pricing for “Institutions” represents base price with additional people added to this base price.

places2protect™ Database Licenses		
Description	Dept/Agency License	Omnibus License
Institution (including an equal number of people records)	\$169.26/M	\$580.32/M
Additional People		
Education and Religion People	\$125.74/M	\$174.10/M
Healthcare and Government People	\$174.10/M	\$246.64/M
Standard Attributes and Data Elements	No additional charge	No additional charge
Database Development	\$75/hour	\$75/hour
Run Charge for Mid-Year Updates	\$8/M	\$8/M (limit 3)
Annual Renewal	103%	103%
Minimum Order	\$1,500	\$1,500

Volume Discount Schedule Agency Use: Department/Agency License				
Total Quantity of Licensed Records	GSA Discount Pricing			
	Institution Price	Add'l People HC & Gov	Add'l People Ed & Rel	Prem Attribute Discount
List Price	\$169.26/M	\$174.10/M	\$125.74/M	
Discount Schedule				
Less than 25,000	\$169.26/M	\$174.10/M	\$125.74/M	0%
25,000 - 49,999	\$160.80/M	\$165.40/M	\$119.45/M	5%
50,000 - 124,999	\$152.33/M	\$156.69/M	\$113.17/M	10%
125,000 - 249,999	\$143.87/M	\$147.99/M	\$106.88/M	15%
250,000 - 499,999	\$135.41/M	\$139.28/M	\$100.59/M	20%
500,000 - 999,999	\$121.87/M	\$125.35/M	\$90.53/M	28%

Volume Discount Schedule: Omnibus License				
Total Quantity of Licensed Records	GSA Discount Pricing			
	Institution Price	Add'l People HC & Gov	Add'l People Ed & Rel	Prem Attribute Discount
List Price	\$580.32/M	\$246.64/M	\$174.10/M	
Discount Schedule				
Less than 25,000	\$580.32/M	\$246.64/M	\$174.10/M	0%
25,000 - 49,999	\$551.30/M	\$234.31/M	\$165.40/M	5%
50,000 - 124,999	\$522.29/M	\$221.98/M	\$156.69/M	10%
125,000 - 249,999	\$493.27/M	\$209.64/M	\$147.99/M	15%
250,000 - 499,999	\$464.26/M	\$197.31/M	\$139.28/M	20%
500,000 - 999,999	\$417.83/M	\$177.58/M	\$125.35/M	28%

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Public Disclosure on Maps

The publishing of **places2protect™** data in “online” public access maps is controlled by an additional license customers can upgrade too. The license is available to customers who have valid and active license to one of the prior Geospatial use licenses previously described.

1. Geospatial use for 1 year for emergency planning and other mapping uses
 - under 5 users
2. Geospatial use for 1 year for emergency planning and other mapping uses
 - 5 users to 250 users
3. Geospatial use for 1 year for emergency planning and other mapping uses
 - Unlimited use by Federal Government Department/ Agency.
4. Geospatial use for 1 year for emergency planning and other mapping uses
 - Unlimited use Federal Government Omnibus License

IMPORTANT: This upgrade will allow licensed customers to publish data on maps. The data must not be extractable/downloadable from the maps and only the Institutions Name, Physical address and phone number are allowed to be displayed on the map. Any other display of data must be “specifically” granted to licensee in writing.

The data will be restricted to a specific application(s) or purpose and is licensed for use over the course of a contract year. Licensee’s cannot resell the data or otherwise publicly distribute the data as a database outside of the map.

Volume Discount Schedule Agency Use: Public Viewing License		
Total Quantity of Licensed Records	Discount Pricing	
	Institution Price	Prem Attribute Discount
List Price	Call for pricing	

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Direct mail, fax, and telemarketing use (1 mailing) for notification purposes: The data provided in this package is Mailing address information only of the institution with an intend use of a direct marketing campaign or notification mailing. We recommend adding a personal name and job title on the record when available when attempting to mail a message. However, a title line can be created in place of a personal name—such as “School Principal” for example. This package is for a single mailing of information and the license will restrict use to that. Data can be selected from the database in a more targeted fashion using attributes to reduce the overall size of the list.

Note: \$/M = price per thousand records.

Mailing Lists			
Education and Religion Mailing Lists			
Description	One-Time Use	Second Use	One-Year Unlimited Use
Institution	\$43.52/M	\$34.82/M	\$87.05/M
People (see exceptions below)	\$62.87/M	\$50.29/M	\$125.74/M
Principals	\$43.52/M	\$34.82/M	\$87.05/M
Key Decision Makers	\$87.05/M	\$69.64/M	\$174.10/M
Healthcare and Government Mailing Lists			
Description	One-Time Use	Second Use	One-Year Unlimited Use
Institution (see exceptions below)	\$62.87/M	\$50.29/M	\$125.74/M
Medical Practices and Dental Offices	\$87.05/M	\$69.64/M	\$174.10/M
People (see exceptions below)	\$87.05/M	\$69.94/M	\$174.10/M
Doctor’s Office Managers	\$96.72/M	\$77.38/M	\$193.44/M

One-Time Use Mailing List: Provided for one-time use as a mailing. Minimum order \$250, plus formatting and shipping charges. Additional fields of data (up to 6 fields) may be appended. Appending additional data carries additional charges; see Quick Append and Attribute section.

Second Use Mailing List: Additional use of data previously rented for one-time mailing. Original data will be used with no new data provided. Minimum order \$125. Pricing is 80% of the data portion of the original order.

One-Year Unlimited Use Mailing List: Data is provided for use in an unlimited number of mailings for one year. Minimum order \$500, plus formatting and shipping charges. Additional fields of data (up to 6 fields) may be appended at an additional charge; see Quick Append and Attribute section.

Cancellation Fees for Mailing Lists: Orders cancelled after processing are subject to an \$8/M run charge, with a \$100 minimum.

Partnership Program Volume Discounts

Annual Volume In Number of Records	Standard Discount
0 - 49,999	0%
50,000 - 99,999	5%
100,000 - 249,999	10%
250,000 - 499,999	15%
500,000 - 999,999	20%

Telemarketing Lists

Phone numbers are available only with one-year unlimited use mailing lists or Custom Database licenses.

Description	One-Year Use
Phone Number	add \$25/M

Fax Lists

Fax numbers are available only with one-year unlimited use mailing lists or Custom Database licenses.

Description	One-Year Use
Fax	add \$100/M

Output & Delivery

Digital Delivery

Description	File Setup	RL Min	Minimum	Price
Email			\$50	\$50/Order
FTP			\$50	\$50/Order
ListExpress			\$25	\$25/Order

Re-delivery of an order will be billed at the full amount of the appropriate Digital Delivery service.

Digital File Formats

Description	File Setup	RL Min	Minimum	Price
Access			\$50	\$50/Job
Delimited text				No Charge
dBASE (dbf)			\$50	\$50/Job
Excel			\$50	\$50/Job
Fixed Field				No Charge
Inkjet Format Output			See Inkjet Messaging Pricing	

Digital Media

Description	File Setup	RL Min	Minimum	Price
CD-ROM			\$50	\$50/Job
DVD			\$50	\$50/Job
Magnetic Tape			NOT AVAILABLE	

Shipping

Physical media requires shipping via the United States Postal Service, UPS, or Fedex. A shipping and handling charge will be applied based on carrier shipping charges.

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GSA Price Guide—Field Layout

Field Nbr	Axiom Field Name	Field Type	Start	End	Length	Description
1	KEYCODE	Text	1	100	100	Keycode *
2	MAILSTOP	Text	101	140	40	(future) Mailstop *
3	PERS_NAME	Text	141	200	60	Full Personal Name
4	TITLE1	Text	201	240	40	Job Function Description
5	TITLE2	Text	241	280	40	Title slug line *
6	I_LONG_NM	Text	281	408	128	(future) Long version of institution name
7	I_SHORT_NM	Text	409	448	40	Short version of institution name
8	ADDRESS1	Text	449	503	55	Mailing Address Line 1 *
9	ADDRESS2	Text	504	558	55	Mailing Address Line 2 *
10	CITY	Text	559	608	50	Mailing City *
11	STATE	Text	609	610	2	Mailing State *
12	ZIP	Text	611	615	5	Mailing ZIP Code *
13	ZIP4	Text	616	619	4	Mailing ZIP + 4 Code *
14	DELIVRY_PT	Text	620	622	3	Delivery point *
15	CARRIER_RT	Text	623	626	4	Carrier Route Code *
16	M_FIPS_CD	Text	627	631	5	Mailing County FIPS Code *
17	M_CNTY_NM	Text	632	666	35	Mailing county name *
18	PREFIX	Text	667	674	8	Prefix
19	FIRST_NAME	Text	675	699	25	First Name
20	MID_NAME	Text	700	724	25	Middle Name
21	LAST_NAME	Text	725	764	40	Last Name
22	GENERATION	Text	765	767	3	(future) Generation suffix
23	SUFFIX	Text	768	775	8	Suffix
24	INST_PHONE	Text	776	787	12	Institution Phone Number
25	INST_FAX	Text	788	799	12	Institution Fax Number
26	INST_TYPE	Numeric	800	802	3	MCH Institution Type
27	INST_DESC	Text	803	852	50	Institution type description
28	SUBTYPE1	Text	853	882	30	Institution subtype
29	SUBTYPE2	Text	883	912	30	Institution subtype
30	SUBTYPE3	Text	913	942	30	Institution subtype
31	SIC_CODE	Text	943	946	4	SIC code
32	SIC_DESC	Text	947	1026	80	SIC code description
33	NAICS_CODE	Numeric	1027	1032	6	NAICS code
34	NAICS_DESC	Text	1033	1112	80	NAICS code description
35	PARENT_ID	Numeric	1113	1122	10	Permanent Identification Number of this institution's parent
36	INST_ID	Numeric	1123	1132	10	Institution Permanent Identification Number
37	PERS_ID	Numeric	1133	1142	10	Personal Name Permanent Identification Number
38	EMAIL_FLAG	Text	1143	1143	1	Indicates if personal name has an email address
39	PERS_EMAIL	Text	1144	1198	55	(future) Contact's email address **
40	GENDER	Text	1199	1199	1	Gender
41	DEGREE	Text	1200	1205	6	Type of degree
42	TITLE_ID	Text	1206	1210	5	Job Function Identification Number
43	PERS_ADDED	Date	1211	1220	10	Date personal name added to database
44	P_ADDRESS1	Text	1221	1275	55	Physical Address Line 1
45	P_ADDRESS2	Text	1276	1330	55	Physical Address Line 2
46	P_CITY	Text	1331	1380	50	Physical City
47	P_STATE	Text	1381	1382	2	Physical State
48	P_ZIP	Text	1383	1387	5	Physical ZIP Code
49	P_ZIP4	Text	1388	1391	4	Physical ZIP + 4 Code
50	P_FIPS_CD	Text	1392	1396	5	Physical County FIPS Code
51	P_CNTY_NM	Text	1397	1431	35	Physical county name
52	P_MSA	Text	1432	1435	4	Physical Metro/Micropolitan Statistical Area code
53	P_MSA_DESC	Text	1436	1494	59	Physical Metro/Micropolitan Statistical Area description
54	LATITUDE	Numeric	1495	1508	14	Latitude
55	LONGITUDE	Numeric	1509	1522	14	Longitude
56	GEO_PRECSN	Text	1523	1532	10	Precision of lat and long
57	URL	Text	1533	1786	254	URL of web page with institution information
58	INST_ADDED	Date	1787	1796	10	Date institution added to database
59	NCOA_END_DT	Date	1797	1806	10	Last date the mailing address is Move Update compliant.
60	NBR_EMP_CD	Text	1807	1821	15	Number of employees code
61	NBR_EMPL	Numeric	1822	1828	7	Number of employees
62	NB_EMP_VAL	Text	1829	1833	5	Actual or Estimated Number of Employees
63	BUDGET_CD	Text	1834	1853	20	Annual budget code
64	BUDGET	Numeric	1854	1863	10	Annual budget (in \$1,000s)
65	BUDGET_VAL	Text	1864	1868	5	Actual or Estimated Budget
66	FY_END_MTH	Text	1869	1870	2	Fiscal year end month
67	FUND_SRC	Text	1871	1874	4	Primary Funding Source
68	FD_SRC_VAL	Text	1875	1879	5	Actual or Estimated Primary Funding Source
69	POP_SCR	Numeric	1880	1881	2	Zip Code-level Population Score
70	WEALTH_SCR	Numeric	1882	1883	2	Wealth Score

* This Data is only populated on Direct Mail / fax and telemarketing use licenses

** Not available at this time

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GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Text	Keycode	N	text string or null	Keycode	Available only on Direct Mail License
Text	Mail Stop	N	null	(future) Mailstop	Available only on Direct Mail License
Text	Contact's Full Name	N	text string or null	The contact person's full name concatenated from the PREFIX, FIRST_NAME, MID_NAME, LAST_NAME, and SUFFIX fields.	
Text	Contact's Job Function	?	text string or null	The text description of the contact's job function. This description corresponds to the numeric value in the "TITLE_ID" field. This description represents the function this person performs and may not correspond to the individual's official job title.	
Text	Title Slug	N	text string or null	If ordered, a user-supplied title slug.	Don't store in database. Create during output. Available only on Direct Mail License
Text	Institution Long Name	n/a	null	(future) Long version of institution name	
Text	Institution Name	N	text string	The name of the institution.	
Text	Secondary Mailing Address	N	null	(future) If needed, the secondary part of the delivery address where the institution receives mail.	Available only on Direct Mail License
Text	Mailing Address	N	text string	The primary delivery address where the institution receives mail.	Available only on Direct Mail License
Text	Mailing City	N	text string	The city where the institution receives mail.	Available only on Direct Mail License
Text	Mailing State	Y	text string	The state where the institution receives mail.	Available only on Direct Mail License
Text	Mailing ZIP Code	Y	text string	The 5-digit zip code where the institution receives mail.	Available only on Direct Mail License
Text	Mailing ZIP + 4 Code	N	text string	The extended zip code where the institution receives mail.	Available only on Direct Mail License
Text	Delivery Point	N	text string or null	The last two digits of the primary number in the mailing address, plus a check digit. It is used in combination with the ZIP Code and the ZIP + 4 to create a delivery point barcode (DPBC).	Available only on Direct Mail License
Text	Carrier Route Code	?	text string or null	A code that identifies a group of addresses which are on the same USPS mail delivery route.	Available only on Direct Mail License

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GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Text	Mailing FIPS County Code	Y	text string	The FIPS code of the county where the institution receives mail.	
Text	Mailing County Name	N	text string	The name of the county where the institution receives mail.	
Text	Prefix	?	text string or null	The salutation or honorific of the contact person, such as "MR", "MS", or "DR", where available. MCH does not use punctuation to indicate the use of contractions in pre-titles.	
Text	First Name	N	text string or null	The first name or initial of the contact person, where available.	
Text	Middle Name	N	text string or null	The middle name or initial of the contact person, where available.	
Text	Last Name	N	text string or null	The last name of the contact person, where available.	
Text	Generation	n/a	text string or null	(future) Generation suffix	
Text	Suffix	N	text string or null	The post-title designation of the contact person, such as "MD", "RN", or "PHD", where available. MCH does not use punctuation to indicate the use of contractions in suffix information.	
Text	Phone Number	N	text string or null	The phone number of the institution's primary office.	
Text	Fax Number	N	text string or null	The fax number of the institution's primary office.	

GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Numeric	MCH Institution Type	Y	1 = School 3 = School District 4 = Dental Offices 5 = Church 6 = Hospital 7 = Library 8 = Child Care Center/Head Start 9 = College & University 11 = Nursing Home/Retirement Home 14 = Runaway & Homeless Centers 21 = Police and Highway Patrol 22 = Domestic Violence Programs & Shelters 23 = Museums & Zoos/Aquariums/Wildlife Habitats 24 = Fire Departments 25 = County Extension Offices & Youth Groups 27 = Jails/Correctional Inst. & Sheriff Depts. 30 = Summer Camps 31 = Government Office 32 = Home Health/Hospice 33 = Adult Day Cares 34 = Alcohol and Drug Facility 35 = Ambulance Services 36 = Cancer Centers/Services 37 = Public Health Depts 38 = Residential Treatments Ctrs 39 = Ambulatory Surgery Centers 42 = Pain Facilities 43 = Community Health Center 45 = Urgent Care Centers/Corp Offices 46 = Red Cross Chapters 48 = Renal Dialysis 51 = Even Start Program 52 = Parents as Teachers Program 53 = District Related Offices 54 = School of Nursing 55 = Diocese/Archdiocese 57 = Community Centers 58 = Diagnostic Imaging Centers 60 = MCH Medical Practice	A numeric value that indicates the type of institution represented.	

GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Text	Institution Description	N	School School District Dental Offices Church Hospital Library Child Care Center/Head Start College & University Nursing Home/Retirement Home Runaway & Homeless Centers Police and Highway Patrol Domestic Violence Programs & Shelters Museums & Zoos/Aquariums/Wildlife Habitats Fire Departments County Extension Offices & Youth Groups Jails/Correctional Inst. & Sheriff Depts. Summer Camps Government Office Home Health/Hospice Adult Day Cares Alcohol and Drug Facility Ambulance Services Cancer Centers/Services Public Health Depts Residential Treatments Ctrs Ambulatory Surgery Centers Pain Facilities Community Health Center Urgent Care Centers/Corp Offices Red Cross Chapters Renal Dialysis Even Start Program Parents as Teachers Program District Related Offices School of Nursing Diocese/Archdiocese Community Centers Diagnostic Imaging Centers MCH Medical Practice	Institution type description	

GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Numeric	MCH Institution Subtype 1	Y	Inst_Type SubType 1 52 = Public 1 74 = Private 1 187 = Catholic 3 2002 = Area Educ Service 3 2003 = Vo-Tech 3 2011 = High School 3 2012 = Unified 3 2014 = Elementary School 5 2226 = Assembly of God (Protestant) 5 2233 = Baptist (Protestant) 5 2221 = Buddhist 5 2222 = Catholic 5 2234 = Church of God (Protestant) 5 2235 = Churches of Christ (Protestant) 5 2223 = Eastern Orthodox 5 2227 = Episcopal (Protestant) 5 2229 = Islamic 5 2230 = Jewish 5 2236 = Lutheran (Protestant) 5 2237 = Mennonite (Protestant) 5 2238 = Methodist (Protestant) 5 2224 = Nondenominational - Christian 5 2231 = Nondenominational - Other 5 2225 = Other Christian 5 2228 = Other Protestant (Protestant) 5 2232 = Other Religion 5 2239 = Presbyterian (Protestant) 6 15390 = Hospital 8 9005 = Child Care Center 11 6234 = Nursing Home 31 820 = City	A field that indicates that the institution belongs to a designated subgroup of the institution type.	
Numeric	MCH Institution Subtype 2	Y	Inst_Type SubType 6 15391 = Hospital System HQ 8 9006 = Head Start Center 11 6235 = Retirement Home 31 821 = County	A field that indicates that the institution belongs to a designated subgroup of the institution type.	
Numeric	MCH Institution Subtype 3	Y	Inst_Type SubType 8 9007 = Head Start Main Office 11 6238 = Corporate HQ	A field that indicates that the institution belongs to a designated subgroup of the institution type.	
Text	SIC Code	Y	text string	The Standard Industry Classification (SIC) code.	
Text	SIC Code Description	N	text string	The text description of the Standard industry Classification (SIC) code.	
Numeric	NAICS Code	Y	integer: 6 digits	The North American Industry Classification System code.	
Text	NAICS Code Description	N	text string	The text description of the North American Industry Classification System code.	
Numeric	Parent Institution Permanent Identification Number	Y	integer: up to 10 digits or null	MCH's unique identifier for the institution's parent organization. Can be used to link subsidiaries to their parent or headquarter institution.	

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GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Numeric	Institution Permanent Identification Number	Y	integer: up to 10 digits	MCH's unique identifier of the institution.	
Numeric	Personal Name Permanent Identification Number	N	integer: up to 10 digits or null	A numeric field containing the unique value that identifies a particular personal name at a particular institution in MCH databases. This number is maintained for this person and will never be reused to represent a different person. Some individual people are represented at more than one institution with different PINs.	
Text	Email Address Available	Y	Y - Yes N - No null - Unknown	Indicates if contact person has an email address.	Not Available in this product line. Call for more info
Text	Email Address	n/a	null	(future) Contact's email address	Not Available in this product line. Call for more info
Text	Gender	Y	M - Male F - Female U - Unknown	The gender of the contact person.	
Text	Type of Degree	Y	DC - Doctor of Chiropractic DDS - Doctor of Dental Surgery DMD - Doctor of Dental Medicine DO - Doctor of Osteopathic Medicine DPM - Doctor of Podiatric Medicine LPN - Licensed Practical Nurse LVN - Licensed Vocational Nurse MD - Doctor of Medicine NP - Nurse Practitioner OD - Doctor of Optometry RN - Registered Nurse	Type of degree held by the contact person.	
Text	Job Function Identification Number	Y	integer: up to 5 digits or null	A numeric field containing the value that identifies the contact's job function within the institution.	
Date	Personal Name Added Date	Y	date: mm/dd/yyyy or null	The date the person record was added to the MCH database.	
Text	Secondary Physical Address	N	null	(future) If needed, the secondary part of the street address of the institution's primary physical location.	
Text	Physical Address	N	text string or null	The primary street address of the institution's primary physical location.	
Text	Physical City	N	text string or null	The city of the institution's primary physical location.	
Text	Physical State	Y	text string or null	The state of the institution's primary physical location.	
Text	Physical ZIP Code	Y	text string or null	The 5-digit zip code of the Medical Practice's primary physical location.	

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GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Text	Physical ZIP + 4 Code	N	text string or null	The extended zip code of the Medical Practice's primary physical location.	
Text	Physical FIPS County Code	Y	text string or null	(future) Federal Information Processing Standard (FIPS) code for the county of the institution's primary physical location.	
Text	Physical County Name	N	text string or null	(future) The name of the county of the institution's primary physical location.	
Text	Physical MSA	Y	null	(future) The code for the Metropolitan or Micropolitan Statistical Area of the institution's primary physical location.	
Text	Physical MSA Description	N	text string or null	(future) The description of the Metropolitan or Micropolitan Statistical Area of the institution's primary physical location.	
Numeric	Latitude	Y	decimal number	(future) The latitude of the institution's primary physical location.	
Numeric	Longitude	Y	decimal number	(future) The longitude of the institution's primary physical location.	
???	Geo Precision	N	???	Precision of lat and long	
Text	URL	N	text string or null	The main website address of the institution.	
Date	Institution Added Date	Y	date: mm/dd/yyyy or null	The date the institution record was added to the MCH database.	
Date	NCOA End Date	Y	date: mm/dd/yyyy	The last date the mailing address is Move Update compliant.	Available only on Direct Mail License
Text	Number of Employees Code	Y	A - 1,000+ B - (500-999) C - (250-499) D - (100-249) E - (50-99) F - (20-49) G - (10-19) H - (5-9) I - (1-4) U - Unknown	A code value that identifies the range of the number of employees of the institution.	
Numeric	Number of Employees	Y	integer: up to 7 digits or null	Number of full-time equivalent employees with a derived value where a primary compilation source was unavailable.	

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GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Text	Number of Employees Value	N	A - Actual E - Estimated	A code that indicates whether the Number of Employees value is "Actual" (collected from primary research) or "Estimated" (calculated based on other known values).	
Text	Annual Budget Code	Y	A - 1,000,000,000+ B - (500,000,000 – 999,999,999) C - (100,000,000 – 499,999,999) D - (10,000,000 – 99,999,999) E - (5,000,000 – 9,999,999) F - (2,500,000 – 4,999,999) G - (1,000,000 – 2,499,999) H - (500,000 – 999,999) I - Under 500,000 U - Unknown	A code value that identifies the dollar range of the institution's annual budget.	
Numeric	Annual Budget	Y	integer: up to 10 digits or null	The annual operating budget of the institution. (in \$1,000s)	
Text	Annual Budget Value	N	A - Actual E - Estimated	A code that indicates whether the Annual Budget value is "Actual" (collected from primary research) or "Estimated" (calculated based on other known values).	
Text	Fiscal Year End Month	Y	01 - January 02 - February 03 - March 04 - April 05 - May 06 - June 07 - July 08 - August 09 - September 10 - October 11 - November 12 - December U - Unknown	The twelfth month of the institution's accounting period.	
Numeric	Primary Funding Source	Y	911 - Private 910 - Public 912 - Unknown	A code that indicates whether the primary source of funding for the institution is "Private" (funded by individuals, commercial, etc.) or "Public" (funded by government or quasi-governmental agencies).	
Text	Funding Source Value	N	A - Actual E - Estimated or null	A code that indicates whether the Primary Funding Source value is "Actual" (collected from primary research) or "Estimated" (calculated based on other known values).	

GSA Price Guide—Data Dictionary

Field Type	Name	Select	Value Set	Description	Notes
Numeric	Population Score	Y	integer: 1 to 10 or null	A score from 1 to 10 of the population of the area, with 1 being the most populated and 10 being the least populated.	
Numeric	Wealth Score	Y	integer: 1 to 10 or null	A score from 1 to 10 of the wealth level of the area, with 1 having the highest wealth and 10 having the lowest wealth.	