On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The Internet address GSA Advantage!® is GSAAdvantage.gov

FSC Class: R701, D304, T006, R499

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Schedule for - Multiple Award Schedule (MAS)
Federal Supply Group: Professional Services:
Contract Number: 47QRAA18D0060

Contract Period: March 7, 2018 - March 6, 2023
Price list current as of Modification # PS-0012 effective September 3, 2020

Contractor: PARROCO PRODUCTION GROUP, INC.
2612 Taylor Rd
Chesapeake, VA, 23321

Business Size: Small, Disadvantaged Business

In accordance with 13 C.F.R. 121.404, the Contractor is ineligible to participate in any RFQ that is set aside for small business where the subject contract’s awarded size status for the preponderance NAICS designated in the RFQ is “other than small”.

Telephone: (757)-642-3660
FAX Number: (757)-420-4207
Web Site: www.parroco.net
E-mail: StephenWinn@Parroco.net
Contract Administrator: Denise Parroco
Contract Administrator Email: DeniseParroco@Parroco.net
Customer Information

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
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<tbody>
<tr>
<td>541810</td>
<td>541810RC</td>
<td>Advertising Service</td>
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<td>541511</td>
<td>541511RC</td>
<td>Web Based Marketing Services</td>
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<td>512110</td>
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<td>Video/Film Production</td>
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<td>541430RC</td>
<td>Commercial Art and Graphic Design Services</td>
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<td>541613RC</td>
<td>Marketing Consulting Services</td>
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<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials</td>
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1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

- Descriptions of each job title can be found starting on page 9 and 11.

2. Maximum Order:
   - SINs 541810, 541511, 512110, 541430, 541613 : $1,000,000.00
   - SIN OLM, 339112 : $250,000.00

3. Minimum Order:
   - $100.00

4. Geographic Coverage (delivery Area): Domestic only

5. Point(s) of production (city, county, and state or foreign country): Same as company address

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin): None

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

10c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

11. F.O.B Points(s): Destination

12a. Ordering Address(es): Same as Contractor

12b. Ordering procedures: Supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) Are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es): Same as company address

14. Warranty provision.: Contractor’s standard commercial warranty.

15. Export Packing Charges (if applicable): N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

17. Terms and conditions of installation (if applicable): N/A
18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

19. List of service and distribution points (if applicable): N/A

20. List of participating dealers (if applicable): N/A

21. Preventive maintenance (if applicable): N/A

22a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contactor’s website or other location.) The EIT standards can be found at: N/A

23. Data Universal Numbering System (DUNS) number: 031727311

24. Notification regarding registration in System for Award Management (SAM) database: Registered

Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.
<table>
<thead>
<tr>
<th>Applicable SIN(s)</th>
<th>Labor Category</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<td>Applicable SIN(s)</td>
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<td>Minimum Years of Experience</td>
<td>Year 1</td>
<td>Year 2</td>
<td>Year 3</td>
<td>Year 4</td>
<td>Year 5</td>
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### Service Contract Labor Standard (SCLS) Matrix

<table>
<thead>
<tr>
<th>SCLS Eligible Labor Category</th>
<th>SCLS Equivalent Code Title</th>
<th>Wage Determination No.</th>
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<td>Graphics Designer/Animator</td>
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<td>Video Equipment Manager</td>
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<td>15080 Graphics Artist</td>
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</table>

The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes SCLS applicable labor categories. The prices for the indicated (**) SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

---

### Description of Labor Services

**Commercial Job Title: Campaign Coordinator**

**Minimum/General Experience**

2 or more years of Campaign Coordination experience.

**Functional Responsibility**

The Campaign Coordinator assists Campaign Strategist in creating comprehensive solutions using strategically targeted marketing plans. Assist in the design, deployment and evaluation of marketing, advertising, awareness, educational and outreach campaign projects. Prepare reporting and accountability for all campaign stakeholders.

**Minimum Education**

Associate’s Degree or 2 years of Campaign Coordination experience in lieu of degree.

**Commercial Job Title: Campaign Strategist**

**Minimum/General Experience**

3 or more years of hands-on Strategic Campaign experience.

**Functional Responsibility**

The Campaign Strategist is responsible for comprehensive planning, directing and evaluation of integrated marketing solutions and programs. This includes awareness, outreach, educational, marketing, advertising and promotional programs.

**Minimum Education**

Bachelor’s Degree or 3 years of Strategic Campaign experience in lieu of degree.

**Commercial Job Title: Copy Editor**

**Minimum/General Experience**
2 years experience of Copy Editing experience.

**Functional Responsibility**

The Copy Editor edits copy, tag lines, stories and other text for digital, traditional and integrated marketing, advertising, commercial art and graphic design projects. Uses discretion in the editing process so it conforms with the requirements the client is seeking and ensures the text used is compatible with the target audience.

**Minimum Education**

Bachelor’s Degree or two (2) years experience in Copy Editing in lieu of degree.

---

**Commercial Job Title: Copy Writer**

**Minimum/General Experience**

3 or more years of Copywriting experience.

**Functional Responsibility**

The Copy Writer develops copy, tag lines, stories and other creative text for digital, traditional and integrated marketing, advertising, commercial art and graphic design projects; to include message creation, for social media, direct mail, broadcast and printed media.

**Minimum Education**

Bachelor’s Degree or 3 years experience in Copywriting in lieu of degree.

---

**Commercial Job Title: Senior Copy Writer**

**Minimum/General Experience**

5 or more years of Copywriting experience.

**Functional Responsibility**

The Senior Copywriter develops and oversees the creation of copy, tag lines, stories and other creative text for digital, traditional and integrated marketing, advertising, commercial art and graphic design projects; to include message creation, for social media, direct mail, broadcast and printed media.

**Minimum Education**

Bachelor’s Degree or 5 years of Copywriting experience in lieu of degree.

---

**Commercial Job Title: Creative Director**

**Minimum/General Experience**

10 or more years of national Creative Campaign Development and Management experience.

**Functional Responsibility**

The Creative Director is responsible for the creative development of the campaign or project. They manage the creative output of employees engaged in the project in the areas of motion graphics, art and integrated media components to include: film, video production, television show, television and radio broadcast, music album or theater/ live performance, print, direct sales and marketing including online media. Responsible for integrating the creative output on the project from beginning to end, to include the
writing, display, messaging and communication content, directing, arranging for
talent/animation, narration, music and sound effects. Ensure that production meets
creative goals. Understands creative multimedia integration.

**Minimum Education**
Bachelor’s Degree or 10 years experience in Creative Campaign Development and
Management in lieu of degree.

**Commercial Job Title: **Camera Operator / Editor I

**Minimum/General Experience**
2 years of Camera or Videographer/Editor experience. Hands-on experience and
demonstrated ability to provide Videographic support of complex tasks similar to that
ordered.

**Functional Responsibility**
The Camera Operator / Editor I has full technical knowledge and thorough understanding
of the use of Videography and Editing hardware and software. Works with customers and
technical staff to define and develop material in support of related tasks and projects.
Able to visualize customer needs, and works well with minor supervision.

**Minimum Education**
High school Diploma, and 2 years project related experience.

**Commercial Job Title: **Camera Operator / Editor II

**Minimum/General Experience**
3 years of Camera or Videographer/Editor experience. Hands-on experience and
demonstrated ability to direct and provide Videographic support of complex tasks similar
to that ordered.

**Functional Responsibility**
The Camera Operator / Editor II has full technical knowledge and thorough
understanding of the use of Videography and Editing hardware and software. Works with
customers and technical staff to define and develop material in support of related tasks
and projects. Able to visualize customer needs, and works well without supervision.
Prepares required progress reports.

**Minimum Education**
High School Diploma, and 3 years project related experience.

**Commercial Job Title: Cinematographer**

**Minimum/General Experience**
3 years of Digital Videography experience. Hands on experience and demonstrated
ability to provide digital videography in support of complex tasks similar to that ordered.

**Functional Responsibility**
The Cinematographer has full technical knowledge and thorough understanding of
providing full service video production. Able to visualize customer needs, and works
well without supervision.

**Minimum Education**
Associate’s Degree or 3 years of Digital Videographer experience in lieu of degree.

**Commercial Job Title: **Graphic Artist

**Minimum/General Experience**

2 years of Internet Design/Graphics experience. Hands on experience and demonstrated ability to provide digital videography in support of complex tasks similar to that ordered.

**Functional Responsibility**
The Graphic Artist has full technical knowledge and thorough understanding of the use of design and graphic software. Works with customers and technical staff to define and develop Internet graphic material in support of related tasks and projects. Able to visualize customer needs, and works well without supervision. Prepares formal technical drawings, graphics, and illustrations.

**Minimum Education**
High School Diploma or 2 years of Design/Graphics project related experience in lieu of degree.

**Commercial Job Title: **Senior Graphic Artist / Animator

**Minimum/General Experience**

3 years of Internet/WWW Design/Graphics experience. Hands-on experience and demonstrated ability to provide design/graphics in support of complex tasks similar to that ordered.

**Functional Responsibility**
The Senior Graphic Artist / Animator has full technical knowledge and thorough understanding of the World Wide Web and use of design and graphic software to develop Web Sites. Works with customers and technical staff to define and develop Internet graphic material in support of related tasks and projects. Able to visualize customer needs, and works well without supervision. Prepares formal technical drawings, graphics, and illustrations.

**Minimum Education**
Associate’s Degree from an accredited college or university, or 3 years project related experience in lieu of a degree.

**Commercial Job Title: **Art Director

**Minimum/General Experience**

5 or more years of Design/Graphics experience. Hands on experience and demonstrated ability to provide digital videography in support of complex tasks similar to that ordered.

**Functional Responsibility**
The Art Director has full technical knowledge and thorough understanding of the use of design and graphic software. Works with customers and technical staff to define, develop and direct tasking in support of graphic design projects. Able to visualize customer needs, and works well without supervision. Prepares formal technical drawings, graphics, illustrations and required reports.

**Minimum Education**
Bachelor’s Degree or 5 years of experience in Graphic Design in lieu of degree.

**Commercial Job Title: Graphic Designer / Animator**

**Minimum/General Experience**

3 years of Graphics Composition/Animation experience.

**Functional Responsibility**

The Graphic Designer / Animator has full technical knowledge and thorough understanding of the use of 3D design, similarities in forms, visual scale, colors, patterns, lines and tones to group objects/images to tell a story. Able to visualize customer needs, and works well without supervision. Hands-on experience and demonstrated ability to provide graphics composition in support of complex tasks similar to that ordered.

**Minimum Education**

Associates Degree or 3 years project related experience in lieu of degree.

**Commercial Job Title: Marketing / PR Director**

**Minimum/General Experience**

5 or more years of hands-on Marketing Strategy, Campaign Development or Brand Management experience.

**Functional Responsibility**

The Marketing/PR Director is responsible for conceptualizing multimedia and advertising campaigns from idea to creative solutions for all media formats and components of the campaign, to include: marketing and advertising objective determination, message decision/creation, outdoor marketing and media services, social media, direct mail services, planning, selection and placement of broadcast or printed media (radio, television, public service announcements, newspaper, etc) and advertising evaluation of related activities as well as integration of traditional marketing with new media. Communication of strategic intent for each tactical move for projects/products. Interacts with all other labor categories to ensure brand continuity.

**Minimum Education**

Bachelor’s Degree or 5 years of related experience in Marketing or Public Relations in lieu of degree.

**Commercial Job Title: Program Manager**

**Minimum/General Experience**

5 or more years of hands-on Program Management experience.

**Functional Responsibility**

The Program Manager serves as single manager responsible for interfacing with the ordering agency contracting, management, and/or technical representatives. Formulates and enforces work standards, develops task scheduling, supervises task personnel, reviews deliverables, ensures quality, reviews work discrepancies, and communicates purpose, policies and goals of the organization. Oversees all client activities including initial strategic planning and execution of client advertising, video/film, graphic design and web-based marketing services and campaigns to meet internal and external client needs.
objectives, goals, requirements, while establishing performance measurement criteria and ROI milestones. Development of strategy, execution and deployment of task milestones and requirements planning. Accountable for managing client expectations while ensuring work is on time and on budget. Accountable to government contract officers and customer stakeholders for performance, feedback, progress, new initiatives and completion priorities. Evaluates output and adjusts game plan and communication tactics accordingly. Responsible for managing multiple vendor integrated components. Conceptualizes creative comprehensive integrated marketing solutions that effectively communicate strategic intent for media, advertising, marketing, and graphic design components for all client programs.

**Minimum Education**
Bachelor's Degree or 5 years of Program Management experience in lieu of degree.

**Commercial Job Title: Senior Program Manager**

**Minimum/General Experience**
7 or more years of hands-on Program Management experience.

**Functional Responsibility**
The Senior Program Manager is responsible for overseeing customer and internal management teams tasked with interfacing with the ordering agency contracting, management, and/or technical representatives. Formulates and enforces work standards, develops task scheduling, supervises task personnel, reviews deliverables, ensures quality, reviews work discrepancies, and communicates purpose, policies and goals of the organization. Oversees all client activities including initial strategic planning and execution of client advertising, video/film, graphic design and web-based marketing services and campaigns to meet internal and external client objectives, goals, requirements, while establishing performance measurement criteria and ROI milestones. Development of strategy, execution and deployment of task milestones and requirements planning. Accountable for managing client expectations while ensuring work is on strategy, on time and on budget. Accountable to government contract officers and customer stakeholders for performance, feedback, progress, new initiatives and completion priorities. Evaluates output and adjusts game plan and communication tactics accordingly. Responsible for managing multiple vendor integrated components. Conceptualizes creative comprehensive integrated marketing solutions that effectively communicate strategic intent for media, advertising, marketing, and graphic design components for all client programs.

**Minimum Education**
Bachelor's Degree or seven 7 years of Program Management experience in lieu of degree.

**Commercial Job Title: Web Designer**

**Minimum/General Experience**
3 or more years of web design; including iPhone, Android, Tablets all forms of mobile device applications.
Functional Responsibility
The Web Designer is responsible for specifications and programming of databases for Web applications. Integration of Web databases with front-end user interfaces and online SQL, Excel, AdobeFlash, and Microsoft applications. Website design and maintenance services, email marketing, interactive marketing and web based advertising, web based training, webcasting video conferencing via the web and section 508 compliance, including captioning services, on-line media management. Works with and reports to the Senior Web Designer.

Minimum Education
High School Diploma or 3 years of Web Design experience in lieu of degree.

Commercial Job Title: Senior Web Designer

Minimum/General Experience
5 or more years of Web Design; including iPhone, Android, Tablets all forms of mobile device applications.

Functional Responsibility
The Senior Web Designer oversees the internal team of web designers and the specifications and programming of databases for Web applications. Integration of Web databases with front-end user interfaces and online SQL, Excel, AdobeFlash, and Microsoft applications. Develops web site design strategy to maximize multiple new media applications to include website design and maintenance services, web based advertising, web based training, webcasting, video conferencing via the web, section 508 compliance, including captioning services, on-line media management and related activities to web based marketing services. Enterprise system experience. Proficiency in iPhone, Android, Tablets all forms of mobile device applications.

Minimum Education
Bachelor’s Degree or 5 years experience as a Senior Web Designer in lieu of degree.

Commercial Job Title: Social Media Director

Minimum/General Experience
5 or more years of executing Social Media/Search Engine Optimization (SEO) and Visual Search Engine Optimization (VSEO) Campaigns.

Functional Responsibility
The Social Media Director is responsible for developing and overseeing the execution of strategic social media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Social Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI).

Minimum Education
Bachelor’s Degree or 5 years of Social Media experience in lieu of degree.

Parroco Production Group, Inc. | www.parroco.net
Commercial Job Title: Web Search Engine Optimizer/SEO/VSEO/Hosting Manager

Minimum/General Experience
3 or more years of executing Social Media/SEO/VSEO Campaigns and managing Web-site Hosting.

Functional Responsibility
The Web Search Engine Optimizer/SEO/VSEO/Hosting Manager is responsible for search engine optimization/search engine marketing (SEO/SEM) monitoring and analysis of social media trends and their impact on brand/image. Search engine development, interactive online marketing to integrate online marketing components. Promotion of content to foster link building to enhance project objectives. Promote content to maximize viral spread and engagement with target audiences and demographics.

Minimum Education
Associates Degree or 3 years of experience in Social Media Optimization and managing Web-site Hosting in lieu of degree.

Commercial Job Title: Strategic Writer / SME

Minimum/General Experience
7 or more years of Strategic Technical Writing experience.

Functional Responsibility
The Strategic Writer / SME develops strategy and content for written copy, message and communication goals. Good use of English and structural grammar. Works with research and technical experts to develop proposals, communication messaging, marketing and advertising content, technical manuals for training. Translates technical terminology into accessible, benefit-orientated information for the public or client.

Minimum Education
Bachelor’s Degree or 7 years of Strategic Technical Writing experience in lieu of degree.

Commercial Job Title: **Video Equipment Manager

Minimum/General Experience
2 or more years of Video Equipment support for events.

Functional Responsibility
The Video Equipment Manager organizes and manages video equipment required for a production shoot. Responsible for the care and maintenance of all production equipment while on location for a project.

Minimum Education
High School Diploma or 2 years of Video Equipment Management and Support experience in lieu of degree.

Commercial Job Title: Video Producer

Minimum/General Experience
5 or more years of Video Production experience.

Functional Responsibility
The Video Producer is responsible for: video writing, directing, shooting arranging talent/animation, narration, music and sound effects, duplication, distribution, video scoring and editing, planning, organizing the studio, arranging field production and formatting. Works with clients and the production department. Manages the creative and technical aspects of the project.

Minimum Education
High School Diploma or 5 years of Video Production experience in lieu of degree.

DEGREE / EXPERIENCE EQUIVALENCY
The labor category definitions in our Pricelist describe the functional responsibilities and education and experience requirements for each labor category. These requirements are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of relevant experience may be substituted for 1 year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education with the written approval of the ordering activity.

<table>
<thead>
<tr>
<th>Degree</th>
<th>Experience Equivalence*</th>
<th>Other Equivalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>1 year relevant experience</td>
<td>Vocational or technical training in work-related field</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience, or 4 years relevant experience</td>
<td>Professional certification</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s + 2 years relevant experience, or Associate’s + 4 years relevant experience</td>
<td>Professional license</td>
</tr>
</tbody>
</table>

* Successful completion of each year of higher education that has not yet resulted in a degree may be counted 1-for-1 for a year of experience.