<table>
<thead>
<tr>
<th><strong>CONTRACT NUMBER</strong></th>
<th>47QRAA18D00BK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DUNS NUMBER</strong></td>
<td>836710074</td>
</tr>
<tr>
<td><strong>CONTRACT PERIOD</strong></td>
<td>June 29, 2018 through June 28, 2023</td>
</tr>
<tr>
<td><strong>SOCIOECONOMIC STATUS</strong></td>
<td>Small, Woman Owned Business</td>
</tr>
</tbody>
</table>

**AQUARIUS DESIGNS INC.**
PO Box 252
Perrineville, NJ 08535
P 609-336-0114 | 917-687-4764

**CONTRACTOR ADMINISTRATOR**
Aimee Duffy, President
P 609-336-0114 | 917-687-4764
aimee@aquariusdesignsinc.com
# TABLE OF CONTENTS

- **CONTRACT INFORMATION**  3 - 6
- **ABOUT US**  7
- **CAPABILITIES**  8
- **LABOR CATEGORIES RATES**  9
- **JOB DESCRIPTIONS**  10 - 13
**CONTRACT INFORMATION**

**1A** Table of Awarded Special Item Numbers (SINS)

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541 3</td>
<td>541 3-Web Based Marketing Services</td>
</tr>
<tr>
<td>541 4F</td>
<td>541 4F-Commercial Art and Graphic Design Services</td>
</tr>
<tr>
<td>541 1</td>
<td>541 1-Advertising Services</td>
</tr>
</tbody>
</table>

**1B** Lowest Priced Model Number

*Please refer to our Labor Category Rates page*

**1c** Labor Category Description

*Please refer to our Labor Category Job Descriptions page*

**2** Maximum Order: $1,000,000

**3** Minimum Order: $100

**4** Geographic Coverage: Domestic 50 States, Washington DC, US Territories

**5** Point(s) of Production: Perrineville, NJ USA

**6** Discount from list, prices or statement of net price

*GSA Net Prices are shown in Labor Category Rates page*
Quantity Discounts: GSA prices shall be discounted an additional 1% for orders of $250,000 or more.

Prompt Payment Terms: Net 30 days.

Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Yes

Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will Accept

Foreign items (list items by country of origin): N/A

Time of delivery: To be determined at time of Task Order

Expedited Delivery: Contact Contractor’s Representative

Overnight and 2-day delivery: N/A

Urgent Requirements: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery

F.O.B. point(s): Destination

Ordering address:
Aquarius Designs Inc. ATTN: Aimee Duffy
6 Ossener Drive Perrineville, NJ 08535
Phone: (609) 336-0114
Email: info@aquariusdesignisnc.com
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:
Aquarius Designs Inc. ATTN: Aimee Duffy
6 Ossener Drive Perrineville, NJ 08535
Phone: (609) 336-0114
Email: info@aquariusdesignisnc.com

15 Warranty provision: N/A

16 Export packing charges: N/A

17 Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor

18 Terms and conditions of rental, maintenance, and repair: N/A

19 Terms and conditions of installation: N/A

20 Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A

20A Terms and conditions for any other services (if applicable): N/A

21 List of service and distribution points (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): N/A

**24B** Section 508 Compliance for EIT: Contact Contract Administrator, www.aquariusdesignsinc.com

**25** Data Universal Number System (DUNS) number: 836710074

**26** Notification regarding registration in Central Contractor Registration (CCR) database:

Registered and currently active
We think you deserve MORE.

More creativity. More attention. And more results.

It comes from collaborating and discovering unique ways to communicate a message, achieve a goal and create something new. Something more. That’s what you get with Aquarius Designs. With over 25 years of experience, we are a boutique web design and marketing agency that prides ourselves on creating projects that rival national agency work. Our talented team is comprised of industry experts who are agile and effective in their execution, which allows us to consistently impress and over-deliver. We see ourselves as “New Age marketers” with a deep understanding of how all media work together as a cohesive brand story – and an even deeper knowledge of how personalized service makes all the difference.

WHY CHOOSE US?

Our People. Our Process. Your Results.

We are more than website developers. We’re people developers. Brand builders. Result drivers. Aquarius Designs is all about more. We listen more, create more, and do more for our clients, ensuring personalized and proactive attention to all, big and small. Add in customized creativity and flawless project management – and you’re backed by expertise every step of the way.

HEAR FROM OUR CLIENTS


“Aquarius Designs has been very instrumental in helping our association drive awareness to an important cause and event. They are very easy to work with and have a quick response time. Not being very tech savvy, it has been very helpful to have Aimee and her colleagues provide great input into how best to maximize our website. Thank you Aquarius Designs!”

MDA - NIGHT OF HOPE

“This is the Age of Aquarius! Thanks to the talented, creative and efficient staff at Aquarius Designs, Inc., our healthcare center has reached the next level of successful Internet advertising and marketing. Our results are phenomenal!”

ALTERNATIVE MEDICAL CLINIC
## CAPABILITIES

### STRATEGY & CONSULTING

Whether you’re a day-old startup or a 50-year-old beloved brand, you need a powerful, persuasive voice in the marketplace. We can help you hone in on your goals, best practices, and mission.

- Strategic Development
- Website Analytics
- Competitive Analysis
- Audit Reporting
- Concept Development

### BRANDING & LOGO DESIGN

What does your brand look like, feel like, and sound like? How do you want to be perceived? We’ll help you develop a powerful brand personality that connects at a human level and stands out from the crowd.

- Custom Logo Design
- Brand Planning / Development
- Marketing Collateral
- Graphic Design Services
- Illustration
- Multimedia Presentations
- Vehicle Wrapping
- Signage
- Photography

### WEBSITE DESIGN & DEVELOPMENT

A killer website sinks its hooks into visitors and refuses to let go. It invites and engages, bringing in more leads, more buzz, and more business. Let’s make yours fresh, unexpected, and easily found.

- Responsive Website Design
- Content Management Systems
- E-commerce
- Custom Development Projects
- Mobile Apps
- User Experience / Information Architecture
- Analytics & Optimization

### ONLINE MARKETING

Want to boost your reputation and reach? From content strategy to social media listening, our experts can help you find new opportunities to have meaningful conversations and make powerful connections.

- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Content Marketing / Strategy
- Paid Advertising Management
- Local Visibility
- Social Media Management / Content Creation
- Social Media Advertising
- Social Campaign Strategy
- Review Management
- Reputation Management
- Email Marketing & Automation
- Contest / Giveaways
- Digital Public Relations
The following (19) labor categories are hereby awarded under the resulting Professional Services Schedule Contract.

<table>
<thead>
<tr>
<th>SIN</th>
<th>TITLE</th>
<th>SITE</th>
<th>YR 1</th>
<th>YR 2</th>
<th>YR 3</th>
<th>YR 4</th>
<th>YR 5</th>
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</thead>
<tbody>
<tr>
<td>541-1, 541-3, 541-4F</td>
<td>Account Manager</td>
<td>Both</td>
<td>$171.03</td>
<td>$175.48</td>
<td>$180.04</td>
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<td>541-1, 541-3, 541-4F</td>
<td>Senior Project Manager / Task Manager</td>
<td>Both</td>
<td>$146.60</td>
<td>$150.41</td>
<td>$154.32</td>
<td>$158.33</td>
<td>$162.45</td>
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<tr>
<td>541-1, 541-3, 541-4F</td>
<td>Marketing Assistant</td>
<td>Both</td>
<td>$73.30</td>
<td>$75.21</td>
<td>$77.16</td>
<td>$79.17</td>
<td>$81.23</td>
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<tr>
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<td>Creative Director</td>
<td>Both</td>
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<tr>
<td>541-3</td>
<td>Web Designer</td>
<td>Both</td>
<td>$97.73</td>
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<td>$102.88</td>
<td>$105.56</td>
<td>$108.30</td>
</tr>
<tr>
<td>541-1, 541-3</td>
<td>Graphic Artist / Multimedia Specialist</td>
<td>Both</td>
<td>$73.30</td>
<td>$75.21</td>
<td>$77.16</td>
<td>$79.17</td>
<td>$81.23</td>
</tr>
<tr>
<td>541-1, 541-3</td>
<td>Production Manager / Content Manager</td>
<td>Both</td>
<td>$122.17</td>
<td>$125.34</td>
<td>$128.60</td>
<td>$131.95</td>
<td>$135.38</td>
</tr>
<tr>
<td>541-3</td>
<td>Senior Website Developer</td>
<td>Both</td>
<td>$146.60</td>
<td>$150.41</td>
<td>$154.32</td>
<td>$158.33</td>
<td>$162.45</td>
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<tr>
<td>541-3</td>
<td>Junior Website Developer</td>
<td>Both</td>
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<tr>
<td>541-3</td>
<td>Server Admin / Web Technical Specialist</td>
<td>Both</td>
<td>$117.28</td>
<td>$120.33</td>
<td>$123.46</td>
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</tr>
<tr>
<td>541-3</td>
<td>Server Assistant / Web Technical Assistant</td>
<td>Both</td>
<td>$73.30</td>
<td>$75.21</td>
<td>$77.16</td>
<td>$79.17</td>
<td>$81.23</td>
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<td>541-1, 541-3, 541-4F</td>
<td>Copywriter</td>
<td>Both</td>
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<td>$135.38</td>
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<tr>
<td>541-1, 541-3</td>
<td>Online Marketing Director</td>
<td>Both</td>
<td>$146.60</td>
<td>$150.41</td>
<td>$154.32</td>
<td>$158.33</td>
<td>$162.45</td>
</tr>
<tr>
<td>541-1, 541-3</td>
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<tr>
<td>541-1, 541-3</td>
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<td>$115.32</td>
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<tr>
<td>541-1, 541-3, 541-4F</td>
<td>Media Assistant</td>
<td>Both</td>
<td>$73.30</td>
<td>$75.21</td>
<td>$77.16</td>
<td>$79.17</td>
<td>$81.23</td>
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<tr>
<td>541-1, 541-3, 541-4F</td>
<td>Art Director / Graphic Designer</td>
<td>Both</td>
<td>$122.17</td>
<td>$125.34</td>
<td>$128.60</td>
<td>$131.95</td>
<td>$135.38</td>
</tr>
<tr>
<td>541-1, 541-3, 541-4F</td>
<td>Illustrator</td>
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<td>541-3, 541-4F</td>
<td>Animator</td>
<td>Both</td>
<td>$146.60</td>
<td>$150.41</td>
<td>$154.32</td>
<td>$158.33</td>
<td>$162.45</td>
</tr>
</tbody>
</table>
ACCOUNT MANAGER

Functional Responsibilities: Oversees multiple client engagements. Responsible for developing relationships with client. Primary point of contact for clients. Manages the day-to-day relationship with key client contacts and successfully manages the efforts of the internal team to ensure projects are completed as planned. Leads all aspects of research, design, and production.

Education/Experience: Bachelor’s Degree with 15 years of experience

SENIOR PROJECT MANAGER / TASK MANAGER

Functional Responsibilities: Performs project administration work. Work involves front line support with establishing project goals and objectives. Manages all aspects of the project, developing schedules, priorities, and standards for achieving project goals. Oversees talent and administers all aspects of the project scope, including managing staff and subcontractors to meet deadlines. Reviews deliverables and invoicing prior to submission to the client. Maintains communication with clients and ensures value based services, quality, and customer satisfaction.

Education/Experience: Bachelor’s Degree* with 10 years of experience

MARKETING ASSISTANT

Functional Responsibilities: Implements tasks as directed by the Project Manager. Responsible for supporting team in reporting and analytics, web research, crafting materials, general office and client support. Proficiency in contributing ideas to projects, making recommendations to project lead on how to improve the project, working in a team environment to effectively complete scope of work in accordance with contract and coordinating planning meetings. Must have excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

Education/Experience: Bachelor’s Degree* with 3 years of experience

CREATIVE DIRECTOR

Functional Responsibilities: Oversees all creative projects and staff. Responsible for the overall quality of work produced by the creative team. Manages web design and development and graphic design projects. Ensures client’s marketing strategies are translated into creative elements that are compelling and inspiring, with creative solutions for multi-platform campaigns. Experience in managing marketing teams and multiple projects simultaneously. Comprehensive knowledge of the marketing design process, strong communication and computer skills.

Education/Experience: Bachelor’s Degree* with 10 years of applicable experience

WEB DESIGNER

Functional Responsibilities: Develop creative solutions for a wide range of web projects with effective brand and marketing communication. Possess dynamic design skills combined with an understanding of the latest in cutting-edge multimedia technologies. Design websites including incorporating graphic user interface (GUI) features and other techniques. Professional experience with website design and development, including familiarity with a variety of CMS platforms. Maintains and provides ongoing design for the website, including promos, ad banners, seasonal content, and specials. Must have excellent written, oral communication and presentation skills, proven ability to meet deadlines and manage multiple projects.

Education/Experience: Bachelor’s Degree* with 4 years of applicable experience
Graphic Artist / Multimedia Specialist

Functional Responsibilities: Works with Creative Director and team to develop design solutions. Provides support in the design and development of a variety of creative elements. Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, and other creative projects.

Education/Experience: Bachelor’s Degree* with 1 years of applicable experience

Production Manager / Content Manager

Functional Responsibilities: Design, develop, produce and sustain the content for client’s websites. Responsible for creating, editing, posting, updating, and occasionally cleaning up outdated web content. Ensures that work being done by the marketing team is accurate and meets production deadlines. Ability to communicate, negotiate, and collaborate with internal and external teams to solve problems and develop extraordinary technical strategy around content creation, curation and distribution. Ensures that all documents meet established content standards and works with developers to assess any technical challenges in displaying the content. Relies on extensive experience and judgment to plan and accomplish goals. Familiarity with content databases and working with digital production in an online, database driven environment. Must have excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

Education/Experience: Bachelor’s Degree* with 7 years of applicable experience

Senior Website Developer

Functional Responsibilities: Manages the development and timely deployment of client websites and online application. Supports coding and development of all web related projects. Leads the team to design, document, develop, test, and maintain websites/applications. Delivers time estimates for development of online projects. Responsible for working on multiple projects simultaneously as directed by management. Works with all industry standard programing languages and custom development, including database development experience. Able to work across multiple technology platforms and optimize websites for search engines. Has experience in resolving usability and design issues. Has experience with Server and Hosting management. Works with Server Admin team to ensure that deliverables meet technical requirements and limitations. Must have excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

Education/Experience: Bachelor’s Degree* with 5 years of applicable experience

Junior Website Developer

Functional Responsibilities: Work on projects including website development, web-based applications, website enhancements, database backends and custom projects. Work within a team environment to address the programming needs of clients. Has experience taking a graphic concept and designing it to make it ready for web implementation. Expert knowledge of industry standard programs and programming languages. Experience in website design and maintenance, including but not limited to wireframes, visual design mockups, and familiarity with basic front-end coding. Has a strong understanding of software functionality and graphic design. Supports the maintenance of existing websites/applications. Must have strong verbal and communication skills, work well under the pressure of tight deadlines and changing specifications.

Education/Experience: Bachelor’s Degree* with 3 years of applicable experience

Server Admin / Web Technical Specialist

Functional Responsibilities: Responsible for the day to day maintenance and operation of company server. Responds to server monitoring system alerts to evaluate and remedy identified problems. Supports network and system vulnerability assessment and remediation, backups and disaster recovery. Install patches and performs system updates. Manages storage allocation for each website. Provides technology solutions tailored to client needs, works closely with project manager in delivering services tailored to fit client needs. Working knowledge of latest programming standards. Must have the ability to give clear verbal and written information.

Education/Experience: Bachelor’s Degree* with 3 years of applicable experience
Server Assistant / Web Technical Assistant

**Functional Responsibilities:** Provides support for day to day operation of the server under the direction of the Server Admin. Demonstrates familiarity with the variety of tasks needed to support the development and maintenance of a web server. Supports industry requirements, testing/QA, and day-to-day maintenance tasks. Interacts effectively with other team members in the development of final deliverables. Must have strong verbal and communication skills, work well under the pressure of tight deadlines and changing specifications.

**Education/Experience:** Bachelor’s Degree* with 2 years of applicable experience

Copywriter

**Functional Responsibilities:** Responsible for conceptualizing and writing compelling copy for branded campaigns and related communications products. Researches, conceptualizes, writes, proofreads and edits all original content. Partners with creative team to determine overall creative message that is brand consistent. Applies journalistic interviewing techniques to develop content for written materials. Provides value-based services, customer satisfaction, and timely delivery of services. Demonstrates superior writing abilities and attention to details. Demonstrates ability to work tight deadlines in a fast-paced environment and handle multiple research projects.

**Education/Experience:** Bachelor’s Degree* with 5 years of applicable experience

Online Marketing Director

**Functional Responsibilities:** The online marketing director develops national, regional or local media plans for use in multiple mediums such as online and print. Manages day to day technical, online marketing (SEO, SEM, website functionality, analytics, social) and online advertising (online display, social), projects and timelines. Manages budgets, and directs staff. Provides interactive marketing strategies for client engagements based on campaign analysis, analytics, and research. Tracks and reports media trends with insights to provide reporting of campaign activity. Utilizes deep understanding of client’s brand, target audience, and competitive landscape to solidify strategy. Supervises digital media plan development, and conducts analytics across, Paid Search, Digital Display and Paid Social campaigns.

**Education/Experience:** Bachelor’s Degree* with 4 years of applicable experience

Online Campaign Manager

**Functional Responsibilities:** Creates and implements online advertising campaigns. Ensures the campaigns run effectively so the desired media message is seen and heard by target audience. Keeps up to date with advertising industry research and strategies. Works on a range of client accounts at the same time, often juggling various projects and deadlines. Ability to provide data analytics and maintain campaign budgets. Must have excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

**Education/Experience:** Bachelor’s Degree* with 2 years of applicable experience

Social Media Strategist / Communications Strategist

**Functional Responsibilities:** Contributes and manages social media marketing accounts. Responsible for developing and executing social media and mobile strategies with all activities that directly support public relations and client marketing goals. Works closely with Marketing Team to understand their requirements and desired use of social media marketing technologies as a means to engage and build relationships with target audience. Monitors social activity across all social channels and works to ensure collaborative, successful, and efficient social media marketing.

**Education/Experience:** Bachelor’s Degree* with 5 years of applicable experience
Media Assistant

**Functional Responsibilities:** Assists with media plans for clients. Conducts media research and reviews analytics for specific media campaigns. Functions as a part of the marketing team: assists with administrative, research, coordination, and analytics. Monitors social activity across all social channels. Must have excellent written and oral communication skills, proven ability to meet deadlines and manage multiple projects.

**Education/Experience:** Bachelor’s Degree* with 1 years of applicable experience

Art Director / Graphic Designer

**Functional Responsibilities:** Creates and implements graphic design for client projects with an attention to detail ensuring strategies for effective communications are met. Manages the design, development and production for major creative projects. Collaborates with internal team to develop and create innovative visual solutions that meet client’s marketing strategies. Executes design layouts and concepts for all print projects. Extensive knowledge in all design software. Experience with typography, information design, print, and website design, including but not limited to wireframes and visual design mockups. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization. Reports to Creative Director.

**Education/Experience:** Bachelor’s Degree* with 7 years of applicable experience

Illustrator

**Functional Responsibilities:** Develops drawings for logos, marketing, production and sales projects. Ability to perform a variety of complicated graphic tasks. Must have an adaptable sense of creativity with the ability to solve creative problems to meet target audience. Working knowledge of design software. Works closely with Marketing team.

**Education/Experience:** Bachelor’s Degree* with 5 years of applicable experience

Animator

**Functional Responsibilities:** Provides creative animations and visual effects that can be used for websites, videos, webcasts, games, CDs, DVD formats and other motion video formats. Brainstorm and conceptualize ideas, with ability to produce concept sketches and quick concept edits. Ability to illustrate and storyboard ideas. Demonstrates a fluent expertise with complex software programs. Reports to Art Director.

**Education/Experience:** Bachelor’s Degree* with 3 years of applicable experience

* 4 years of additional direct experience may be utilized in lieu of Bachelor’s degree