GSA Multiple Award Schedule (MAS)

General Services Administration | Federal Supply Service
Authorized Federal Supply Schedule Price List

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>Multiple Award Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDERAL SUPPLY GROUP</td>
<td>MAS</td>
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<tr>
<td>CONTRACT NUMBER</td>
<td>47QRAA19D003C</td>
</tr>
<tr>
<td>CONTRACTOR</td>
<td>Magnum Multimedia, Inc.</td>
</tr>
<tr>
<td></td>
<td>13800 Coppermine Road,</td>
</tr>
<tr>
<td></td>
<td>Suite 310</td>
</tr>
<tr>
<td></td>
<td>Herndon, VA 20171</td>
</tr>
<tr>
<td>CONTRACT ADMINISTRATION</td>
<td>John M. Kim</td>
</tr>
<tr>
<td></td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td></td>
<td>703-297-8787 x116</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jkim@magnummultimedia.com">jkim@magnummultimedia.com</a></td>
</tr>
<tr>
<td>CONTRACT PERIOD</td>
<td>January 17, 2019 - January 16, 2024</td>
</tr>
<tr>
<td>BUSINESS SIZE</td>
<td>Small Business, SBA Certified Small Disadvantaged Business, SBA Certified 8(a) Firm</td>
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For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov

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: GSAAAdvantage.gov
1a. Table of Awarded Special Item Number(s): 541430 Graphic Design Services, 541511 Web Based Marketing, 541613 Marketing Consulting Services, 541910 Marketing Research and Analysis, OLM Order-Level Materials (OLM), 541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services, 54151S (Information Technology Professional Services)

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. See Price List

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. See Price List

2. Maximum Order: $250,000.00 (OLM), $500,000.00 (54151S), $1,000,000.00 (all other SINs)

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

6. Discount from list prices or statement of net price:
   Government net prices (discounts already deducted).

7. Quantity discounts: 1% for all Task Orders exceeding $350,000.00

8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the 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 company address

12b. 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.

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. contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/

23. Unique Entity Identifier (UEI) number: WPMSM3XYNDX3

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

**SINs 541430, 541511, 541613, 541910, 541611**

**Program Manager**

**Functional Responsibilities:** Directs the performance of various projects that support a specific customer, outcome or program. Ensures the satisfaction of the customer, defines strategy, provides resources and leadership to meet stakeholder requirements, helps establish project requirements, and assesses competitive landscapes to guide the customer’s strategic direction. Takes full responsibility to ensure that financial, time, scope, and quality expectations are met. Identifies ongoing opportunities to transform business, partnership, creative, and technology assets into customer solutions.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 10 years.

**Project Manager**

**Functional Responsibilities:** Serves as the project lead to manage teams at the project/task level. Analyzes new and complex project-related problems and creates innovative solutions involving finance, scheduling, technology, methodology, tools, and solution components. Prepares and presents status on project schedules, costs, deliverables, risks and risk remediation to ensure customer satisfaction. Responsible for planning, directing, organizing, controlling, and managing projects and teams to meet all contract obligations in an efficient and timely manner.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 8 years.

**Creative Director**

**Functional Responsibilities:** Creates and implements concepts, guidelines and strategies in various creative projects and oversees them to completion. Collaborates with development, communications, and marketing leads to translate business objectives into clear and compelling creative strategies. Conceptualizes, plans, refines and produces a diverse range of creative ideas and concepts. Upholds brand and style standards, leads creative process from concept to completion, and oversees the creative team in the production of all narratives and visual expressions.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 8 years.
LABOR CATEGORY DESCRIPTIONS

Art Director

**Functional Responsibilities:** Contributes to concepts, guidelines and strategies based on business objectives. Leads writers and designers through concept development, production and execution. Produces storyboards, visual comps, prototypes and directs or executes materials to ensure quality and consistency. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 8 years.

Sr. User Experience Designer

**Functional Responsibilities:** Supports or leads an interdisciplinary team through research, strategy development, concepting, product definition and design. Plans for, delegates, oversees and polishes all UX project deliverables and works closely with both the Research and Business Development teams to represent the User Experience team in client pitches. Conducts interviews with audiences and stakeholders, conducts user testing, presents findings and produces wireframes, prototypes and documents based on user needs. Creates all UX project deliverables, ensures quality and consistency through technical production.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 5 years.

User Experience Designer

**Functional Responsibilities:** Conducts interviews with audiences and stakeholders, conducts user testing, presents findings and produces wireframes, prototypes and documents based on user needs. Creates all UX project deliverables, ensures quality and consistency through technical production.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 3 years.
LABOR CATEGORY DESCRIPTIONS

**Sr. Graphic Designer**

*Functional Responsibilities:* Implements and may contribute to concepts, guidelines and strategies based on business objectives. Uses knowledge of current design best practices and software to produce visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.

*Minimum Education:* Bachelor’s degree in a related field or equivalent experience or certifications.

*Minimum Experience:* 5 years.

**Graphic Designer**

*Functional Responsibilities:* Executes deliverables based on established guidelines and strategies. Uses knowledge of current design best practices and software to produce visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.

*Minimum Education:* Bachelor’s degree in a related field or equivalent experience or certifications.

*Minimum Experience:* 1 years

**Technical Writer/Editor**

*Functional Responsibilities:* Writes and/or edits marketing and public awareness materials, including reports, blogs, briefings and presentations, and other project deliverables to meet contract requirements. Develops outlines and drafts for review and approval by specialists and project management ensuring that final documents meet applicable contract requirements and regulations. Re-searches and gathers background information for inclusion in project documentation and deliverables. Consults relevant information sources, including library resources, technical and financial documents, and client and project personnel, to obtain background information, and verify pertinent guidelines and regulations governing project deliverables. Supports internal and external content and communications strategies.

*Minimum Education:* Bachelor’s degree in a related field or equivalent experience or certifications.

*Minimum Experience:* 5 years.
LABOR CATEGORY DESCRIPTIONS

Business Analyst

Functional Responsibilities: Works closely with the various project teams on web design and/or application projects from inception to completion. Interprets, documents and tracks the business needs and requirements throughout the project lifecycle by facilitating and participating in internal work sessions and stakeholder interviews, analyzing requirements, and creating functional specifications, user scenarios and process-flow diagrams.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.

Minimum Experience: 3 years.

DevOps Engineer

Functional Responsibilities: Works closely with clients and marketing team members to understand stakeholder requirements that drive the analysis and design of quality technical solutions. Involved in the full life cycle of an application; team members of an agile development process. Responsible for the design and implementation of applications’ build, release, deployment, and configuration activities. Works with internal business partners to gather requirements, prototype, architect, implement/ update solutions, build and execute test plans, perform quality reviews, manage operations, and triage and fix operational issues. Responsible for managing IT infrastructure needed to support software code and website design.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.

Minimum Experience: 10 years.

Sr. Web Developer

Functional Responsibilities: Serves as the lead developer for content rich sites, applications or systems. Develops application code and implements the final design and information architecture with innovative and current technologies. Advises the user experience and design teams on the creation of the architecture and design which is technically feasible and meets the project’s needs. May supervise and / or lead a team of developers for medium-large projects.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.

Minimum Experience: 5 years.
LABOR CATEGORY DESCRIPTIONS

Web Developer

**Functional Responsibilities:** Serves as part of the development team to design, test and integrate content rich sites, applications or systems. Develops application code and implements the final design and information architecture with innovative and current technologies. Advises the user experience and design teams on the creation of the architecture and design which is technically feasible and meets the project’s needs.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 1 years.

Subject Matter Expert

**Functional Responsibilities:** Provides customized organizational, technical and marketing solutions to meet client and contract requirements. Engages clients in problem solving, questioning, listening and solution identification. Translates organizational concerns into communications solutions. Provides key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors and emerging companies. Leads team members in defining project objectives, scope and deliverables; assesses resource needs. Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.

**Minimum Experience:** 10 years.

Senior Business Analyst


**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications. **Minimum Experience:** 10 years

Procurement Analyst

Functional Responsibilities: A Procurement Analyst has knowledge of organizational and acquisition requirements including processes and protocols. Understanding of various approaches and techniques. Produces documentation associated with acquisition process and facilitates planning and execution.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications. **Minimum Experience:** 4 years
**SIN 54151S**

**Program Manager**

**Functional Responsibilities:** Directs the performance of various projects that support a specific customer, technology or program. Ensures the satisfaction of the customer, defines strategy, provides resources and leadership to meet stakeholder requirements, helps establish project requirements, and assess competitive landscapes to guide the customer’s strategic direction. Supports seamless application of strategy into user experience, project engineering, technical development, and design execution. Takes full responsibility to ensure that financial, time, scope, and quality expectations are met. Identifies ongoing opportunities to transform business, partnership, creative, and technology assets into customer solutions.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Seven (7) or more years of Information Technology or related professional experience.

**Project Manager**

**Functional Responsibilities:** Serves as the project lead to manage teams at the project / task level. Analyzes new and complex project related problems and creates innovative solutions involving finance, scheduling, technology, methodology, tools, and solution components. Prepares and presents status on project schedules, costs, deliverables, risks and risk remediation to ensure customer satisfaction. Responsible for planning, directing, organizing, controlling, and managing projects and teams to meet all contract obligations in an efficient and timely manner.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Seven (7) or more years of Information Technology or related professional experience.

**Subject Matter Expert**

**Functional Responsibilities:** Serves as the specialist in the required area of expertise and possess the technical knowledge and skills that can assist project leadership in solving large complex projects or programmatic issues. They are experts in either functional domains or technical disciplines such as systems architecture, software architecture, cloud computing, infrastructure, security, business process reengineering, automation, software development lifecycle, digital strategy, visual design, information architecture, content management, web and mobile design, accessibility and systems integration.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Ten (10) or more years of Information Technology or related professional experience.
LABOR CATEGORY DESCRIPTIONS

Information Architect

**Functional Responsibilities:** Serves as the user experience lead for content rich sites, applications or systems to gather requirements and create intuitive site architecture, navigation, functionality and interactions to support customer and end-user goals. Responsibilities include requirements gathering, conducting interviews and user research, developing personas, user stories and customer journey maps, facilitating card sort and user testing, sketching and wireframing, prototyping and collaborating with program / project managers, content, design and development teams.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Eight (8) or more years of Information Technology or related professional experience.

Design Director

**Functional Responsibilities:** Serves as the most experienced design consultant and provides project leadership by utilizing user-centered design principles to align customer and end-user goals. Responsible for providing vision and guidance to customers and oversight of project team implementing optimized user experiences for content rich sites, applications or systems. Employs a variety of analytical and planning skills, advising and recommending creative and strategic design solutions to achieve the organizational mission.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Seven (7) or more years of Information Technology or related professional experience.

Art Director

**Functional Responsibilities:** Serves as the lead interface and visual designer to establish and maintain the vision of the overall user experience. Responsibilities include conceptualizing and designing brand and logos, web and mobile sites and applications, multimedia, print, graphics, sketching and wireframing, style tiles, custom illustration, assisting with user research and testing, site architecture and ensuring creative is properly implemented during development phases.

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Five (5) or more years of Information Technology or related professional experience.
LABOR CATEGORY DESCRIPTIONS

Designer

Functional Responsibilities: Serves as part of the design team to implement the site architecture, wireframes, prototypes, interactions, visual designs and other key artifacts developed (i.e. personas, user stories) to elevate the user experience and customer brand. Responsibilities include sketching and wireframing, style tiles, user interface (UI) design, visual design, custom illustration, brand and logo development, multimedia, print, graphics and design guidelines.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.*

Minimum Experience: Three (3) or more years of Information Technology or related professional experience.

Technical Director

Functional Responsibilities: Serves as the technical lead on mission critical development projects. They are responsible for providing significant insight to identify the most critical components, assess risk areas, provide approaches to eliminate such risks and defining staged implementation approaches. Responsibilities include leading requirements analysis, conceptual design, technical direction and management of development teams, scheduling and planning technical review meetings, advising customers on technical issues, recommending key “make/buy” decisions and approving the procurement of hardware to satisfy customer needs.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.*

Minimum Experience: Ten (10) or more years of Information Technology or related professional experience.

Senior Developer

Functional Responsibilities: Serves as the lead developer for content rich sites, applications or systems. Develops application code and implements the final design and information architecture with innovative and current technologies. Advises the user experience and design teams on the creation of the architecture and design which is technically feasible and meets the project’s needs. May supervise and / or lead a team of developers for medium-large projects.

Minimum Education: Bachelor’s degree in a related field or equivalent experience or certifications.*

Minimum Experience: Seven (7) or more years of Information Technology or related professional experience.

Developer

Functional Responsibilities: Serves as part of the development team to design, test and integrate content rich sites, applications or systems. Develops application code and implements the final design and information architecture with innovative and current technologies. Advises the user experience and design teams on the creation of the architecture and design which is technically feasible and meets the project’s needs.
LABOR CATEGORY DESCRIPTIONS

**Minimum Education:** Bachelor’s degree in a related field or equivalent experience or certifications.*

**Minimum Experience:** Three (3) or more years of Information Technology or related professional experience.

*Magnum Multimedia, Inc.’s Educational / Years Of Experience Equivalency Policy

**Education**
If the stated minimum required education is a Bachelor’s Degree and the individual has a Master’s Degree, they will receive credit for 4 years of experience.

If the stated minimum required education is a Bachelor’s Degree and the individual has a Ph.D., they will receive credit for 8 years of experience.

**Years of Experience**
If the stated minimum required education is a Bachelor’s Degree however the individual has a High School Diploma, they will be required to have a minimum of 6 additional years of experience over the stated minimum.

If the stated minimum required education is a Bachelor’s Degree however the individual has an Associate’s Degree, they will be required to have a minimum of 4 additional year of experience over the stated minimum.

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>1/17/2022 - 1/16/2023</th>
<th>1/17/2023 - 1/16/2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430, 541511, 541613, 541910, 541611</td>
<td>Program Manager</td>
<td>$170.50</td>
<td>$174.18</td>
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<td>$126.39</td>
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<td>Sr. User Experience Designer</td>
<td>$126.39</td>
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<td>541430, 541511, 541613, 541910, 541611</td>
<td>User Experience Designer</td>
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<td>Procurement Analyst</td>
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# Labor Category Descriptions

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
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<th>1/17/2023 - 1/16/2024</th>
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<tbody>
<tr>
<td>54151S</td>
<td>Program Manager</td>
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<td>$176.44</td>
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<tr>
<td>54151S</td>
<td>Project Manager</td>
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<td>54151S</td>
<td>Subject Matter Expert</td>
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<td>54151S</td>
<td>Information Architect</td>
<td>$195.74</td>
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<tr>
<td>54151S</td>
<td>Design Director</td>
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<tr>
<td>54151S</td>
<td>Art Director</td>
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<td>$140.27</td>
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<td>Technical Director</td>
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<td>54151S</td>
<td>Senior Developer</td>
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<tr>
<td>54151S</td>
<td>Developer</td>
<td>$137.31</td>
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