GENERAL SERVICES ADMINISTRATION

Federal Supply Service
Authorized Federal Supply Schedule 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.

Multiple Award Schedule
Large Category: Professional Services; Subcategory: Marketing and Public Relations
Contract Number: 47QRAA19D005E
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
Contract Period: March 4, 2019 through March 3, 2024

Contractor:
h2o Creative Group, LLC
1208 Newcastle St, Unit 101
Brunswick GA 31520-7533

Business Size:
Small Business | SBA Certified Small Disadvantaged Business

Telephone: 912-275-7846
FAX Number: 912-275-8944
Web Site: https://www.h2ocreativegroup.com

E-mail: lance@h2ocreativegroup.com Contract Administration:
Lance Sabbe
Price list current as of Modification #PA-0003 effective June 25, 2020
CUSTOMER INFORMATION:

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>Commercial Art and Graphic Design Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing Services</td>
</tr>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs (ODC’s) are expenses other than labor hours.</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Public Opinion Polling</td>
</tr>
<tr>
<td>541922</td>
<td>Commercial Photography</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. N/A

1c. Labor Categories:

**Graphic Design**

**Functional Responsibility:** Create visual concepts, using computer software or by hand, to develop the campaigns that will communicate ideas that inspire, inform and captivate consumers. They develop the overall layout and production design for various applications or media such as advertisements, brochures, magazine and corporate reports, websites, social media, etc. They work independently, directly with the account managers or under the guidance of the Creative Director.

**Minimum/General Experience and Years of Experience:** A solid portfolio including examples of print materials, logotype, identity materials, brand materials. The most recent versions of InDesign, Illustrator, Photoshop are necessary. This position requires no additional experience.

**Educational Requirements:** A bachelor’s degree preferably in art of visual communications from an accredited college or university.
**Photo/Video**

**Functional Responsibility:** Providing custom and creative images and video that allow the clients’ message to be conveyed to their target audience – potential or existing clients. He is responsible for the quality, both artistically and technically of the media produced, adhering to format and file size standards. He is responsible for the consistency and overall visual aspects of media produced, insuring it is line with the vision and graphic strategy set by the creative director. Photographer/Videographer must organize, catalogue and post-process all work and deliver to client and creative team in formats acceptable for use in timely manner. He is versed in any technology necessary to creatively produce media, via digital camera, film, drone, stedicam, etc.

**Minimum/General Experience and Years of Experience:** A minimum of 3 years of professional marketing and advertising photography and videography experience. Must show diversity in styles and formats to fit clients’ demands: documentary, marketing, advertising, studio, food, landscape, corporate and portraiture. A solid portfolio including examples of published/printed work. Proficiency in the most recent versions of Adobe Lightroom, Photoshop, Premier Pro and After Effects.

**Educational Requirements:** A bachelor’s degree preferably in art or visual communications, technology, communications or marketing.

**Aerial Photography/Video**

**Functional Responsibility:** Providing custom and creative images and video that allow the clients’ message to be conveyed to their target audience – potential or existing clients. He is responsible for the quality, both artistically and technically of the media produced, adhering to format and file size standards. He is responsible for the consistency and overall visual aspects of media produced, insuring it is line with the vision and graphic strategy set by the creative director. Photographer/Videographer must organize, catalogue and post-process all work and deliver to client and creative team in formats acceptable for use in timely manner. He is versed in any technology necessary to creatively produce media, via digital camera, film, drone, stedicam, etc.

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**Educational Requirements:** A bachelor’s degree preferably in art or visual communications, technology, communications or marketing.
Video Editing

**Functional Responsibility:** Video editing includes editing moving images on film, video, or other media. May edit or synchronize soundtracks with images.

**Minimum/General Experience and Years of Experience:** A minimum of 3 years of professional marketing and advertising photography and videography experience. Must show diversity in styles and formats to fit clients’ demands: documentary, marketing, advertising, studio, food, landscape, corporate and portraiture. A solid portfolio including examples of published/printed work. Proficiency in the most recent versions of Adobe Lightroom, Photoshop, Premier Pro and After Effects.

**Educational Requirements:** A bachelor’s degree preferably in art or visual communications, technology, communications or marketing.

Processing

**Functional Responsibility:** Photographer/Videographer must organize, catalogue and post-process all work and deliver to client and creative team in formats acceptable for use in timely manner. He is versed in any technology necessary to creatively produce media, via digital camera, film, drone, Steadicam, etc.

**Minimum/General Experience and Years of Experience:** A minimum of 3 years of professional marketing and advertising photography and videography experience. Must show diversity in styles and formats to fit clients’ demands: documentary, marketing, advertising, studio, food, landscape, corporate and portraiture. A solid portfolio including examples of published/printed work. Proficiency in the most recent versions of Adobe Lightroom, Photoshop, Premier Pro and After Effects.

**Educational Requirements:** A bachelor’s degree preferably in art or visual communications, technology, communications or marketing.

Account Service/Management/Consulting

**Functional Responsibility:** Managing day-to-day operations for every aspect of a client’s project list. From the cultivation of new business to successfully serving current and long-term clients. Job duties include, but are never limited to qualifying potential new business, setting appointments for introductions and analyzing needs of said clients. In addition, the h2o Account Service/Management/Consulting representative will develop, write and present proposals, which outline specific products and services offered by h2o that also include the applicable levels of investment. Acting liaison between the client and creative, digital, web, social media, photography departments. Sets all meetings, shoots, appointments, etc. When media placement is art of the clients’ needs, the h2o Account Service/Management/Consulting representative will recommend specific placement and, in turn, plan, negotiate and place with proofs for final delivery to the designated destination. Oversees all billing and financial information for client and agency. Responsible for all daily, weekly, monthly and annual invoicing for clients and 3rd party outsourcing and media outlets. Manages collections for designated client list.
Minimum/General Experience and Years of Experience: A minimum of 3 years of professional marketing, sales, human resources, public relations, customer service and/or media advertising experience. Must show or be able to show a successful track record of organizational management in work history. Optimal candidates will possess the attributes of being self-managed, organized, assertive, efficient time management, being able to meet and exceed annual billing goals. Proficiency in the most recent versions of Microsoft Word, Powerpoint and Excel is a must for this position.

Educational Requirements: A bachelor’s degree is preferred in communications, technology, public relations, corporate communications or marketing. This will be evaluated on a case-by-case basis.

Web Work (Programming & Coding)

Functional Responsibility: This role is responsible for designing, coding and modifying websites, from layout to function and according to a client’s specifications. Strive to create visually appealing sites that feature user-friendly design and clear navigation. In addition, web developers are required to work in team environment collaborating with the design team to achieve a desired look and feel of the website. Web Developers are additionally responsible for leading development projects, training of both staff and clients, server maintenance including but not limited to: backup, DNS records, email setup and troubleshooting, PHP setup, SSL certificates and overall organization and management of all sites hosted by h2o.


Educational Requirements: A Bachelor’s degree, preferably in computer related study.

Web Work (Updating)

Functional Responsibility: This role is responsible for designing, coding and modifying websites, from layout to function and according to a client’s specifications. Strive to create visually appealing sites that feature user-friendly design and clear navigation. In addition, web developers are required to work in team environment collaborating with the design team to achieve a desired look and feel of the website.


Educational Requirements: An Associate’s degree, preferably in computer related study.
Copy Writing

**Functional Responsibility:** Copywriting is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. Copywriters help create billboards, brochures, catalogs, jingle lyrics, magazine and newspaper advertisements, sales letters and other direct mail, scripts for television or radio commercials, taglines, white papers, social media posts, and other marketing communications. They are generally known as website content writers or copywriters if their work appears mostly on the Internet. A content writer helps create online advertisements, web pages, email newsletters, blog posts and social media posts.

**Minimum/General Experience and Years of Experience:** Creative, strong organizational skills, copywriting, customer service experience, familiar with major social media channels including Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest. Photoshop and graphic design experience a plus. A minimum of 2 years of experience is required for this position.

**Educational Requirements:** An Associate’s degree.

Pre-Press/Production Service

**Functional Responsibility:** The pre-press/production services technicians set the foundation for successful printing production. They ensure that the proper format, appearance, and layout of text and images is set before the full print run for newspapers, magazines, brochures, catalogs, packaging materials or labels is completed. Pre-press technicians take print or electronic files and scan or import them into specialized software, making color, text, and digital image corrections as needed. They set up printing presses to produce film, plate or electronic proofs.

**Minimum/General Experience and Years of Experience:** Creative, strong organizational skills, copywriting, customer service experience, familiar with major social media channels including Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest. Photoshop and graphic design experience a plus. A minimum of 2 years of experience is required for this position.

**Educational Requirements:** An Associate’s degree.

2. Maximum Order: All Other SIN's: $1,000,000; SIN's 541922 and OLM: $250,000

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 orders over the SAT;
   - 1.25% for task orders between $250,000.00 and $500,000.00; and
   - 1.5% for task orders over $500,000.00
8. Prompt payment terms: Net 30 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): As negotiated with the ordering activity.

10b. Expedited Delivery: Specified on the Task Order.

10c. Overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements: Contact Contractor

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

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

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. Section 508 Compliance: N/A

23. Data Universal Numbering System (DUNS) number: 067697181

24. Notification regarding registration in System for Award Management (SAM) database: Registered
<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Customer Facility/Contractor Facility</th>
<th>GSA Price w/IFF</th>
<th>Unit of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511; 521110; 541613; 541910; 541810; 541922</td>
<td>Graphic Design**</td>
<td>Both</td>
<td>$149.62</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Photo/Video</td>
<td>Both</td>
<td>$199.50</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Aerial Photography/Video</td>
<td>Both</td>
<td>$249.37</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Video Editing</td>
<td>Both</td>
<td>$199.50</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Processing</td>
<td>Both</td>
<td>$99.75</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Account Service/Management/Consulting</td>
<td>Both</td>
<td>$74.81</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Web Work (Programming &amp; Coding)</td>
<td>Both</td>
<td>$149.62</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Web Work (Updating)</td>
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<td>$74.81</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Copy Writing</td>
<td>Both</td>
<td>$74.81</td>
<td>Hour</td>
</tr>
<tr>
<td>541511; 521110; 541613; 541910; 541430; 541810; 541922</td>
<td>Pre-Press/Production Service</td>
<td>Both</td>
<td>$74.81</td>
<td>Hour</td>
</tr>
</tbody>
</table>
Service Contract Labor Standards (SCLS) Matrix

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this price list are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

<table>
<thead>
<tr>
<th>SCA Eligible Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>Wage Determination No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>15080 – Graphic Artist</td>
<td>2015-4477</td>
</tr>
</tbody>
</table>