BRADLEY BROWN DESIGN GROUP, INC.

General Services Administration
Federal Supply Service

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 GSAAvantage®, a menu-driven database system. The INTERNET address for GSAAvantage® is http://www.gsaadvantage.gov.

Multiple Award Schedule
Federal Supply Group: Professional Services

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

Contract Number:
47QRAA19D005K

Contract Period:
March 5, 2019 – March 4, 2024

Contractor:
Bradley Brown Design Group, Inc.
602 Poplar Way
Carnegie Landmark 1820
Carnegie, PA 15106
P: 412-429-7000
F: 412-429-1118
W: bradleybrowndesign.com

Contract Administration:
Ms. Susan Bradley Brown, President & Creative Director
susie@bradleybrowndesign.com

Business Size:
Small, Woman Owned Business

Socioeconomic Indicators:
Woman Owned Business

DUNS Number:
131196990

Supplement No. 1:
A812 Effective February 5, 2020

Prices shown herein are Net 0.75% [Industrial Funding Fee (IFF)]
Customer Information:

1a. Table of Awarded Special Item Numbers (SINs)

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>

1b. Lowest priced model number and lowest unit price for that model for each SIN 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.

<table>
<thead>
<tr>
<th>SIN</th>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>Creative Concept Designer</td>
<td>$119.97</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Creative Concept Designer</td>
<td>$124.95</td>
</tr>
<tr>
<td>541511</td>
<td>Interactive Development Designer</td>
<td>$97.73</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Interactive Development Designer</td>
<td>$122.17</td>
</tr>
<tr>
<td>541511</td>
<td>Usability Review Designer</td>
<td>$73.30</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Usability Review Designer</td>
<td>$83.07</td>
</tr>
<tr>
<td>512110</td>
<td>Production Designer</td>
<td>$73.30</td>
</tr>
<tr>
<td>512110</td>
<td>Senior Production Designer</td>
<td>$83.07</td>
</tr>
<tr>
<td>541511</td>
<td>Prep Disk Designer</td>
<td>$73.30</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Prep Disk Designer</td>
<td>$83.07</td>
</tr>
<tr>
<td>541511</td>
<td>Press Check Designer</td>
<td>$73.30</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Press Check Designer</td>
<td>$83.07</td>
</tr>
<tr>
<td>541430</td>
<td>Photo Research Designer</td>
<td>$73.30</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Photo Research Designer</td>
<td>$83.07</td>
</tr>
<tr>
<td>541430</td>
<td>Photo Manipulation Designer</td>
<td>$122.17</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Photo Manipulation Designer</td>
<td>$146.60</td>
</tr>
<tr>
<td>541430</td>
<td>Illustration Designer</td>
<td>$118.57</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Illustration Designer</td>
<td>$146.60</td>
</tr>
<tr>
<td>541511</td>
<td>Copywriter</td>
<td>$119.26</td>
</tr>
<tr>
<td>541511</td>
<td>Proofreader</td>
<td>$ 97.73</td>
</tr>
</tbody>
</table>
1c. **Hourly Rates:** Direct: Labor Rates are Hourly

2. **Maximum Order:** $1,000,000.00

3. **Minimum Order:** $100.00

4. **Geographic Coverage:** Domestic Only, 50 States, D.C., Puerto Rico

5. **Point(s) of production:** Same as company address

6. **Discount from list prices or statement of net price:** GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. **Quantity discounts:**

<table>
<thead>
<tr>
<th>Tier</th>
<th>Threshold Amount</th>
<th>Additional Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$25,000</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>$50,000</td>
<td>2%</td>
</tr>
<tr>
<td>3</td>
<td>$75,000</td>
<td>3%</td>
</tr>
</tbody>
</table>

8. **Prompt payment terms:** 2%, 10 days, Net 30 days

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

9a. **Government purchase cards are accepted up to the micro-purchase threshold.**

9b. **Government purchase cards are accepted above the micro-purchase threshold.**

10. **Foreign items:** None

11a. **Time of Delivery:** As specified on the task order

11b. **Expedited Delivery:** Contact Contractor

   Items available for expedited delivery are noted in this price list.

11c. **Overnight and 2-day delivery:** Contact Contractor for rates of overnight and 2-day delivery.

11d. **Urgent Requirements:** Contact Contractor to effect a faster delivery.

12. **F.O.B Points:** Destination

13a. **Ordering Address:** Same as Contractor

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:** Same as company address

15. **Warranty provision:** Contractor’s standard commercial warranty.
16. Export Packing Charges, if applicable: 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 (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): 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 Electronic and Information Technology (EIT) standards can be found at: www.Section508.gov. If applicable, Section 508 compliance supplies and services will be addressed on a task order basis.

25. Data Universal Numbering System (DUNS) number: 131196990

26. Notification regarding registration in System for Award Management (SAM) database: Registered
27. **Final Pricing**: The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>Item</th>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>541430</td>
<td>Creative Concept Designer</td>
<td>Both</td>
<td>$119.97</td>
<td>$119.97</td>
<td>$119.97</td>
<td>$119.97</td>
<td>$119.97</td>
</tr>
<tr>
<td>2</td>
<td>541430</td>
<td>Senior Creative Concept Designer</td>
<td>Both</td>
<td>$124.95</td>
<td>$124.95</td>
<td>$124.95</td>
<td>$124.95</td>
<td>$124.95</td>
</tr>
<tr>
<td>3</td>
<td>541511</td>
<td>Interactive Development Designer</td>
<td>Both</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
</tr>
<tr>
<td>4</td>
<td>541511</td>
<td>Senior Interactive Development Designer</td>
<td>Both</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
</tr>
<tr>
<td>5</td>
<td>541511</td>
<td>Usability Review Designer</td>
<td>Both</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
</tr>
<tr>
<td>6</td>
<td>541511</td>
<td>Senior Usability Review Designer</td>
<td>Both</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
</tr>
<tr>
<td>7</td>
<td>512110</td>
<td>Production Designer</td>
<td>Both</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
</tr>
<tr>
<td>8</td>
<td>512110</td>
<td>Senior Production Designer</td>
<td>Both</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
</tr>
<tr>
<td>9</td>
<td>541511</td>
<td>Prep Disk Designer</td>
<td>Both</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
</tr>
<tr>
<td>10</td>
<td>541511</td>
<td>Senior Prep Disk Designer</td>
<td>Both</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
</tr>
<tr>
<td>11</td>
<td>541511</td>
<td>Press Check Designer</td>
<td>Both</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
</tr>
<tr>
<td>12</td>
<td>541511</td>
<td>Senior Press Check Designer</td>
<td>Both</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
</tr>
<tr>
<td>13</td>
<td>541430</td>
<td>Photo Research Designer</td>
<td>Both</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
<td>$73.30</td>
</tr>
<tr>
<td>14</td>
<td>541430</td>
<td>Senior Photo Research Designer</td>
<td>Both</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
<td>$83.07</td>
</tr>
<tr>
<td>15</td>
<td>541430</td>
<td>Photo Manipulation Designer</td>
<td>Both</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
<td>$122.17</td>
</tr>
<tr>
<td>16</td>
<td>541430</td>
<td>Senior Photo Manipulation Designer</td>
<td>Both</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
</tr>
<tr>
<td>17</td>
<td>541430</td>
<td>Illustration Designer</td>
<td>Both</td>
<td>$118.57</td>
<td>$118.57</td>
<td>$118.57</td>
<td>$118.57</td>
<td>$118.57</td>
</tr>
<tr>
<td>18</td>
<td>541430</td>
<td>Senior Illustration Designer</td>
<td>Both</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
<td>$146.60</td>
</tr>
<tr>
<td>19</td>
<td>541511</td>
<td>Copywriter</td>
<td>Both</td>
<td>$119.26</td>
<td>$119.26</td>
<td>$119.26</td>
<td>$119.26</td>
<td>$119.26</td>
</tr>
<tr>
<td>20</td>
<td>541511</td>
<td>Proofreader</td>
<td>Both</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
<td>$97.73</td>
</tr>
</tbody>
</table>

**Service Contract Act**: The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Labor Descriptions for Bradley Brown Design Group, Inc.

**Creative Concept Designer**

**Functional Responsibilities:** Provides simple, more basic layout and design and works with Senior Creative Concept Designers on smaller projects from initial concepts through final press checks. Responsible for Creative Concept, Design & Layout, and Art Direction.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years

**Senior Creative Concept Designer**

**Functional Responsibilities:** Provides design and oversees projects from initial concepts through final press checks. Direct client contact; liaison and scheduling with service providers. Also, art direction for photographers and illustrators along with oversight and advanced level of providing Creative Concept, Design & Layout, and Art Direction.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 7 years

**Interactive Development Designer**

**Functional Responsibilities:** Responsible for development of Website Information Architecture, Wireframes and Design. Also, Development, UX, SEO and analytics. Overall, responsible for Interactive Development, Information Design, and Web Development

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years

**Senior Interactive Development Designer**

**Functional Responsibilities:** Responsible for development of COMPLEX Website Information Architecture, Wireframes and Design. Also, Development, UX, SEO and analytics. Responsible for advanced interactive design and web development.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 7 years

**Usability Review Designer**

**Functional Responsibilities:** Provides review, testing and debugging of websites and other electronic projects. If issues are uncovered, provides troubleshooting of issues. Overall, responsible for Usability Review, Testing, and Debugging.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years
Senior Usability Review Designer

**Functional Responsibilities:** Provides review, testing and debugging of COMPLEX websites and other electronic projects. If issues are uncovered, provides troubleshooting of issues. Responsible for advanced levels of Usability Review, Testing, and Debugging.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 7 years

Production Designer

**Functional Responsibilities:** Responsible for general production and organization of simple projects. Some liaison with clients and other team members. Overall, responsible for Production, Liaison and Project Organization.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years

Senior Production Designer

**Functional Responsibilities:** Responsible for general production and organization of COMPLEX, multi-phase projects. Daily liaison with clients, external writers, photographers and other team members.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 7 years

Prep Disk Designer

**Functional Responsibilities:** Prepare print-ready files for simple projects. When a project is completed, provides final files for output by printers.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years

Senior Prep Disk Designer

**Functional Responsibilities:** Prepare print-ready files for COMPLEX projects. When a project is completed, provides final files for output by printers and trouble-shooting for pre-flight issues.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 7 years

Press Check Designer

**Functional Responsibilities:** Responsible for preparing print specifications. When a project is at a printer, provides color proof review and on-press supervision of simple print projects.

**Minimum Education Level:** Bachelor’s Degree

**Minimum Years of Experience:** 2 years
Senior Press Check Designer

Functional Responsibilities: Responsible for preparing print specifications. When a project is at a printer, provides color proof review, on-press and bindery supervision of COMPLEX print projects.

Minimum Education Level: Bachelor's Degree
Minimum Years of Experience: 7 years

Photo Research Designer - Photo Research

Functional Responsibilities: Responsible for evaluation of multiple stock photos and research on many stock image sites to meet simpler project specifications.

Minimum Education Level: Bachelor's Degree
Minimum Years of Experience: 2 years

Senior Photo Research Designer - Photo Research

Functional Responsibilities: Responsible for evaluation of multiple stock photos and research on many stock image sites to meet COMPLEX project specifications. Must have a critical eye for composition and color.

Minimum Education Level: Bachelor's Degree
Minimum Years of Experience: 7 years

Photo Manipulation Designer

Functional Responsibilities: Responsible for simple photography retouching and manipulation. Also, creates simple photo montages for use in print and electronic projects.

Minimum Education Level: Bachelor's Degree
Minimum Years of Experience: 2 years

Senior Photo Manipulation Designer

Functional Responsibilities: Responsible for COMPLEX photography retouching and manipulation. Also, creates COMPLEX multi-image photo montages for use in print and electronic projects.

Minimum Education Level: Bachelor’s Degree
Minimum Years of Experience: 7 years

Illustration Designer

Functional Responsibilities: Responsible for simple technical illustration and infographic creation. These are used in print and electronic projects and client presentations, also on client websites.

Minimum Education Level: Bachelor’s Degree
Minimum Years of Experience: 2 years
Senior Illustration Designer

Functional Responsibilities: Responsible for complex technical illustration and infographic creation. These are used in print and electronic projects and client presentations, also on client websites.

Minimum Education Level: Bachelor’s Degree

Minimum Years of Experience: 7 years

Copywriter

Functional Responsibilities: Responsible for concept and theme development. Also, message mapping, copywriting and brand development for a variety of clients and industries.

Minimum Education Level: Bachelor’s Degree

Minimum Years of Experience: 3 years

Proofreader

Functional Responsibilities: Responsible for proofreading company developed copy and client provided content. Also reviews grammar, consistency and checks for typos.

Minimum Education Level: Bachelor’s Degree

Minimum Years of Experience: 3 years