



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 are available through GSA *Advantage!*[®], a menu-driven database system.

The INTERNET address GSA *Advantage!*[®] is: GSAAdvantage.gov.

PROFESSIONAL SERVICES SCHEDULE (PSS)

FSC Group 00CORP

Contract number - 47QRAA20D002A

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Business Size: Small Business

Contractor:

Moore Communications Group, Inc.

2011 Delta Blvd Suite 2

Tallahassee, FL 32303

Phone: 850-224-0174

Fax: 850-244-9286

Contract Administration source:

Andrea Blount

Phone: 850-244-0174

Fax: 850-244-9286

Contract period - December 3, 2019 through December 2, 2024

Customer Information

1a. Table of Awarded special item numbers

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video/Film Production
541-4C	541-4CRC	Exhibit Design and Implementation Services
541-4D	541-4DRC	Conference, Events, and Trade Show Planning Services
541-4E	541-4ERC	Commercial Photography Services
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services

1b. Identification of the lowest priced model number and lowest unit price:

SINS	RECOVERY	LABOR CATEGORY	Year 1	Year 2	Year 3	Year 4	Year 5
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Graphic Designer	\$94.00	\$96.16	\$98.37	\$100.64	\$102.95

Customer Information

1c. Hourly Rates

SINS	RECOVERY	LABOR CATEGORY	Year 1	Year 2	Year 3	Year 4	Year 5
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Account Coordinator	\$110.00	\$112.53	\$115.12	\$117.77	\$120.47
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Account Executive	\$125.00	\$127.88	\$130.82	\$133.82	\$136.90
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Brand Director	\$175.56	\$179.60	\$183.73	\$187.95	\$192.28
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Copywriter	\$129.67	\$132.65	\$135.70	\$138.82	\$142.02
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Creative Director	\$174.56	\$178.57	\$182.68	\$186.88	\$191.18
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Digital Marketing Specialist	\$144.63	\$147.96	\$151.36	\$154.84	\$158.40
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Director	\$164.58	\$168.37	\$172.24	\$176.20	\$180.25

Customer Information

SINS	RECOVERY	LABOR CATEGORY	Year 1	Year 2	Year 3	Year 4	Year 5
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Graphic Designer	\$94.00	\$96.16	\$98.37	\$100.64	\$102.95
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Managing Director	\$184.53	\$188.77	\$193.12	\$197.56	\$202.10
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Media Buying	\$134.66	\$137.76	\$140.93	\$144.17	\$147.48
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Media Planner	\$131.00	\$134.01	\$137.10	\$140.25	\$143.47
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Media Training	\$135.00	\$138.11	\$141.28	\$144.53	\$147.86
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	President	\$249.37	\$255.11	\$260.97	\$266.98	\$273.12
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Project/ Production Management	\$149.62	\$153.06	\$156.58	\$160.18	\$163.87
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Senior Account Executive	\$135.00	\$138.11	\$141.28	\$144.53	\$147.86

Customer Information

SINS	RECOVERY	LABOR CATEGORY	Year 1	Year 2	Year 3	Year 4	Year 5
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Senior Art Director	\$154.61	\$158.17	\$161.80	\$165.53	\$169.33
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Senior Content Specialist	\$135.00	\$138.11	\$141.28	\$144.53	\$147.86
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Senior Designer	\$124.69	\$127.56	\$130.49	\$133.49	\$136.56
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Senior Director	\$174.56	\$178.57	\$182.68	\$186.88	\$191.18
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Vice President	\$199.50	\$204.09	\$208.78	\$213.58	\$218.50
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Web Architect/ Developer	\$129.67	\$132.65	\$135.70	\$138.82	\$142.02
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Web Maintenance	\$114.71	\$117.35	\$120.05	\$122.81	\$125.63
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	541-1RC, 541-2RC, 541-3RC, 541-4ARC, 541-4BRC, 541-4CRC, 541-4DRC, 541-4ERC, 541-4FRC, 541-5RC	Web Marketing Strategist	\$154.61	\$158.17	\$161.80	\$165.53	\$169.33

Customer Information

2. Maximum Order: \$1,000,000

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery area):

Domestic Delivery

5. Point Of Production

2011 Delta Blvd Suite 2

Tallahassee, FL 32303

Phone: 850-244-0174

Fax: 850-244-9286

6. Discount: Prices shown are NET Prices; Basic Discounts have been deducted

7. Quantity Discounts: 0.05% off orders \$500,000 - \$999,999. 1.50% of orders \$1,000,000 or more

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.

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

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

10. Foreign Items: None

11a. Time Of Delivery: The Contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below:

Special Item Number

All SINs

Delivery Time (Days ARO)

To Be Negotiated per Task Order

11b. Expedited Delivery. Items available for expedited delivery are noted in this price list.

11c. Expedited Delivery may be available. Contact Contractor for more information.

11d. Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering activity, ordering activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. FOB point: 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 Contractor

15. Warranty Provision: Not applicable

16. Export packing charges, if applicable: None

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

Customer Information

18. Terms and conditions of rental, maintenance and repair: None

19. Terms and conditions of installation: None

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: None

20a. Terms and conditions for any other services: None

21. List of service and distribution points: None.

22. List of participating dealers: None

23. Preventive maintenance: None

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants) : None

24b. 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: www.themooreagency.com. The EIT standards can be found at: www.Section508.gov/.

25. Data Universal Number System (DUNS) number: 825351844

26. Notification regarding registration in System for Award Management (SAM) database: Contractor has an active registration.

Service Contract Act (SCA) Matrix

The Service Contract Labor Standards, formerly the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule 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 CFR 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.

Customer Information

Labor Category Descriptions

Labor Category Title	Functional Responsibilities	Yrs of Experience/ Education Requirements
Account Coordinator	Supports the development and implementation of marketing plans including comprehensive research, target audience segmentation, strategies and tactics to reach audiences with a message to get a desired outcome. Assists with client coordination, project management, research for development of strategy and communications tools, implementation of public relations and marketing tactics and develops reports that demonstrate the number of individuals reached and desired action taken.	3 years/Bachelor's Degree
Account Executive	Coordinates all aspects of marketing and communications activities including the development and implementation of marketing plans which entails comprehensive research, target audience segmentation, strategies and tactics to reach audiences with a message to get a desired outcome. Responsible for research and data analysis; message development; strategy, planning and implementation of campaigns; tactic development and implementation; media pitching; media training; event coordination, planning and management; develops reports that demonstrate the number of individuals reached and desired action taken.	5 years/Bachelor's Degree
Brand Director	Leads the development of brands and campaigns including research, target audience analysis, message and tagline development and visual strategy. Leads strategy for account team to implement the brand across traditional and digital platforms. Develops all branding support per strategy including the development of brand plans, brand implementation manuals, guidelines and asset development.	10 years/Bachelor's Degree
Copywriter	Develops creative and technical copy and content for all traditional and digital platforms to support marketing and communications initiatives in collaboration with account lead and brand director.	3 years/Bachelor's Degree
Creative Director	Conceptualizes creative direction for traditional and digital platforms, brands and campaigns. Leads the full creative team and strategizes on creative ideas, visual strategy and strategic concepts to be implemented across communications channels.	10 years/Bachelor's Degree

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Labor Category Title	Functional Responsibilities	Yrs of Experience/ Education Requirements
Digital Marketing Specialist	Develops strategy for digital marketing including, but not limited to, social media, web analytics, e-mail marketing, digital advertising and search engine optimization, among others. Integrates digital activations into the overall marketing and communications strategy to drive outreach, awareness and action. Utilizes digital technology for advanced tracking and reporting.	7 years/Bachelor's Degree
Director	Serves as the client's primary point of contact. Leads the strategic development and implementation of marketing plans including comprehensive research, target audience segmentation, strategies and tactics to reach audiences with a message to get a desired outcome. Provides strategic counsel for research, target audience identification, message development, strategic plan development and implementation. Responsible for developing reports demonstrating results achieved against key performance indicators (KPIs.)	5 years/Bachelor's Degree
Graphic Designer	Develops graphic executions and creates visual concepts for traditional and digital media based on direction provided by the creative, brand and account team. Utilizes brand guidelines (when applicable) to develop graphics to support the marketing and communications execution.	3 years/Bachelor's Degree
Managing Director	Serves as the client's primary point of contact. Leads the strategic development and implementation of marketing plans including comprehensive research, target audience segmentation, strategies and tactics to reach audiences with a message to get a desired outcome. Provides strategic counsel for research, target audience identification, message development, strategic plan development and implementation. Responsible for developing reports demonstrating results achieved against key performance indicators (KPIs.)	10 years/Bachelor's Degree
Media Buying	Implements the advertising portion of the marketing plan. Negotiates advertising rates with all media outlets and purchases the media from third-party vendors based on the media plans. Ensures end-to-end management of ad buys ensuring 100% adherence to campaign budget, goals and expectations, including reconciliation of invoicing and negotiation of make-goods when needed.	3 years/Bachelor's Degree

Customer Information

Labor Category Title	Functional Responsibilities	Yrs of Experience/ Education Requirements
Media Planner	Develops advertising and media plans based on comprehensive research and target audience segmentation to determine the most efficient and effective advertising channels to reach audiences with a message to get a desired outcome to maximize allocated advertising and media funds.	7 years/Bachelor's Degree
Media Training	Trains clients to effectively communicate with the media, in both reactive and proactive ways. Develops customized messages and tools to conduct training per client.	3 years/Bachelor's Degree
President	Provides high-level strategy and counsel to ensure maximum client satisfaction, customer service, brand awareness and market share. Oversees the strategy, message development and successful implementation for marketing and communications plans across the agency. Responsible for client relationships, contract management, firm management and administration.	15 years/Bachelor's Degree
Project/ Production Management	Oversees all day-to-day operations including timeline, budget, risk mitigation and reporting to ensure production is successful and smooth. Develops all production schedules and coordinates with outside vendors.	5 years/Bachelor's Degree
Senior Account Executive	Coordinates all aspects of marketing and communications activities including the development and implementation of marketing plans which entails comprehensive research, target audience segmentation, strategies and tactics to reach audiences with a message to get a desired outcome. Implements and executes plans, manages projects and analyzes results with limited supervision. Responsible for research and data analysis; message development; strategy, planning and implementation of campaigns; tactic development and implementation; media pitching; media training; event coordination, planning and management; develops reports that demonstrate the number of individuals reached and desired action taken.	6 years/Bachelor's Degree
Senior Art Director	Develops the creative strategy for visual graphics and content to ensure sure the client's marketing materials are visually engaging and that the call to action message is clear. Responsible for directing a team of designers to execute the vision.	7 years/Bachelor's Degree

Customer Information

Labor Category Title	Functional Responsibilities	Yrs of Experience/ Education Requirements
Senior Content Specialist	Oversees the development of all creative content. Experienced in technical writing and marketing copywriting. Creates content strategies, researches trending topics and develops content. Collaborates with the branding, creative and design teams on all deliverables.	5 years/Bachelor's Degree
Senior Designer	Ability to create artistic and graphic designs from concept to completion for print and digital media and format to specification and style guides while meeting client desires and needs. Responsible for conceptualizing and designing creative artistic and graphic designs from concept to completion. Formats to specifications and style guides and utilizes a full suite of creative software.	3 years/Bachelor's Degree
Senior Director	Ability to create artistic and graphic designs from concept to completion for print and digital media and format to specification and style guides while meeting client desires and needs. Responsible for conceptualizing and designing creative artistic and graphic designs from concept to completion. Formats to specifications and style guides and utilizes a full suite of creative software.	7 years/Bachelor's Degree
Vice President	Provides high-level strategy and counsel to ensure maximum client satisfaction, customer service, brand awareness and market share. Oversees the strategy, message development and successful implementation for marketing and communications plans across the agency.	10 years/Bachelor's Degree
Web Architect/ Developer	Utilizes coding and programming best practices to develop visually appealing websites that feature user-friendly design and clear navigation. Designs, codes and modifies websites, from layout to function and according to a client's specifications.	5 years/Bachelor's Degree
Web Maintenance Specialist	Conducts website maintenance as requested by the client which includes, but is not limited to, basic website updates, software upgrades and bug fixes. Provides on-call services to existing website or a website that has recently launched.	5 years/Bachelor's Degree
Web Marketing Strategist	Develops strategic approach for the long-term planning and ongoing programs for a website. Focused on planning and implementing optimal user experience utilizing front-end and back-end development technical skills.	5 years/Bachelor's Degree