GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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

SCHEDULE TITLE: MAS – MULTIPLE AWARD SCHEDULE

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER: 47QRAA20D005J

CONTRACT PERIOD: APRIL 3, 2020 through APRIL 2, 2025

For more information on ordering from Federal Supply go to this website: www.fss.gsa.gov

CONTRACTOR: ZGraphics Ltd dba Zeller Marketing Design
322 N River St.
Dundee, IL 60118-1333
Phone number: (847) 836-6022
Fax number: (847) 836-6122
Email: lzeller@zellermail.com

CONTRACTOR’S ADMINISTRATION SOURCE: ZGraphics Ltd dba Zeller Marketing Design
322 N River St.
Dundee, IL 60118-1333
Phone number: (847) 836-6022
Fax number: (847) 836-6122
Email: lzeller@zellermail.com

WEBSITE: www.zellermarketing.com
BUSINESS SIZE: Small Business

BUSINESS TYPE: Woman Owned Business; Woman Owned Small Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

See attached APPENDIX A – GSA PROPOSED PRICE LIST

541613 – Senior Designer – Level I - $79.60
541613 – Senior Designer – Level II - $79.60
541613 – Senior Designer – Level III - $79.60
541613 – Web and Multimedia Developer - $79.60
541613 – Associate Creative Director/Copywriter - $79.60
541613 – Web Developer - $79.60
541613 – Project Manager - $79.60
541613 – Art Director - $79.60

1c. HOURLY RATES (Services only):

See attached APPENDIX A – GSA PROPOSED PRICE LIST
2. **MAXIMUM ORDER**: $1,000,000

   NOTE TO ORDERING ACTIVITIES: *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **MINIMUM ORDER**: $100.00

4. **GEOGRAPHIC COVERAGE**: 50 States; DC

5. **POINT(S) OF PRODUCTION**: N/A

6. **DISCOUNT FROM LIST PRICES**: *GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied.*

7. **QUANTITY DISCOUNT(S)**: 1% on task orders exceeding $250,000; an additional 2% on task orders exceeding $500,000

8. **PROMPT PAYMENT TERMS**: Net 30 Days

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

9.a Government Purchase Cards are accepted at or below the micro-purchase threshold. **Contact contractor for limit.**

9.b Government Purchase Cards are accepted above the micro-purchase threshold. **Contact contractor for limit.**

10. **FOREIGN ITEMS**: Not Applicable
11a. TIME OF DELIVERY: Subject to Task Order

11b. EXPEDITED DELIVERY: Contact Contractor

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact Contractor

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

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: ONE (1) Year, Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not Applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Contact Contractor
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): Not Applicable

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): Not Applicable

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not Applicable

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): Not Applicable

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): Not Applicable

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): Not Applicable

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): Not Applicable

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not Applicable

24b. Section 508 Compliance for Electronic and Information Technology (EIT): ZGraphics Ltd dba Zeller Marketing Design is 508 Compliant
25. DUNS NUMBER: 841679434

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an Active Registration in the SAM database. Cage Code: 8FER6

APPENDIX A LABOR CATEGORY DESCRIPTIONS

APPENDIX B GSA PRICE LIST
LABOR CATEGORY DESCRIPTIONS

Senior Designer – Level I

Education: Bachelor’s Degree
Years of Experience: 5 or more

Responsibilities:
Work under the supervision of senior designers, who will provide mentoring and direction to more simple design projects. Typically, they will take established designs and apply this to other requested deliverables, including print or digital ads, direct mail/email campaigns, exhibit and tradeshow graphics, sales collateral and website design.

Senior Designer – Level II

Education: Bachelor’s Degree
Years of Experience: 10 or more

Responsibilities:
Conceptualization and design of solutions to their completion. Areas of work include advertising campaigns, branding, direct mail marketing, email campaigns, exhibit and tradeshow graphics, integrated marketing campaigns, print campaigns, sales collateral and website design.

Senior Designer – Level III

Education: Bachelor’s Degree
Years of Experience: 15 or more

Responsibilities:
Meet and/or interacts directly with clients. Overseeing all design projects, from conception to delivery. Work with and reviewing junior designers' work to ensure quality. Conceptualization and design of solutions to their completion. Areas of work include advertising campaigns, branding, direct mail marketing, email campaigns, exhibit and tradeshow graphics, integrated marketing campaigns, print campaigns, sales collateral and website design.
Web and Multimedia Developer

Education: Bachelor’s Degree
Years of Experience: 5 or more

Responsibilities:
Responsible for utilizing 3ew4 Web technologies and scripting languages to create responsive websites based on illustrations, wireframes, HTML preprocessing workflows and CSS provided by design team. Must specialize in all forms of media production including video animation and editing, social media and SEO.

Associate Creative Director/Copywriter

Education: Bachelor’s Degree
Years of Experience: 10 or more

Responsibilities:
Client research, strategic development, concept generation and final creative execution. Must help to ensure that marketing communications are differentiating, persuasive and results-oriented.

Web Developer

Education: Bachelor’s Degree
Years of Experience: 3 or more

Responsibilities:
Software engineer responsible for utilizing any number of Web technologies and scripting languages to create responsive websites based on illustrations, wireframes, HTML preprocessing workflows and CSS provided by design team. Will also create emails and online marketing campaigns.
**Project Manager**

**Education:** Bachelor’s Degree  
**Years of Experience:** 5 or more

**Responsibilities:**  
Responsible for coordination and administration of print/Web and interactive projects which include scheduling, procurement and acting as liaison between the client and the design team. Areas of work include branding, graphics, communications, interaction, research/strategic, or environmental design for print media or digital delivery.

**Art Director**

**Education:** Bachelor’s Degree  
**Years of Experience:** 10 or more

**Responsibilities:**  
Manages day-to-day operations. Provides art direction, accounting, human resources, IT management, client reporting and event planning.
## MAS – MULTIPLE AWARD SCHEDULE

### APPENDIX B – GSA PRICE LIST

<table>
<thead>
<tr>
<th>SIN(s) PROPOSED</th>
<th>SERVICE PROPOSED (e.g. Job Title/Task)</th>
<th>MINIMUM EDUCATION/ CERTIFICATION LEVEL</th>
<th>MINIMUM YEARS OF EXPERIENCE</th>
<th>GSA PRICE</th>
<th>QUANTITY/ VOLUME DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Senior Designer – Level I</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Senior Designer – Level II</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Senior Designer – Level III</td>
<td>Bachelor’s Degree</td>
<td>15</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Web and Multimedia Designer</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Associate Creative Director/Copywriter</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Web Developer</td>
<td>Bachelor’s Degree</td>
<td>3</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
<tr>
<td>541613</td>
<td>Project Manager</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
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</tr>
<tr>
<td>541613</td>
<td>Art Director</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$79.60</td>
<td>1.00% on orders of $250,000.00 &amp; over; 2.00% on orders of $500,000.00 &amp; over</td>
</tr>
</tbody>
</table>