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 (MAS)
Federal Supply Group: Professional Services
Contract Number: 47QRAA21D0006

For more information on ordering from Federal Supply Schedules go to http://www.gsa.gov/schedules-ordering

Contract Period: October 20, 2020 through October 19, 2025

The Media Network, Inc.
dba TMNcorp
131 Rollins Ave, Unit 4A
Rockville, MD 20852
Phone: 301-565-0770
Fax 301-565-0773
www.tmncorp.com

Authorized Negotiators:
Nhora Barrera – nbarrera@tmncorp.com 301-565-0770
Richard O’Connell – roconnell@tmncorp.com 301-565-0770

Contract Administration
Richard O’Connell – roconnell@tmncorp.com 301-565-0770

Business Size:
Small, Woman Owned Business
CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item
descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>

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.

1c. Labor Category Descriptions: See pages 6 through 8.

2. Maximum Order: $1,000,000.00

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% Discount on individual Task Order valued greater than $250,000 to include any amendments
   within the period of performance.

   2% Discount on individual Task Order valued greater than $450,000 to include any amendments
   within the period of performance.

   3% Discount on individual Task Order valued greater than $650,000 to include any amendments
   within the period of performance.

8. Prompt payment terms: 0% Net 30. Information for Ordering Offices: Prompt payment terms
cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Notification that Government purchase cards are accepted up to the micro-purchase
threshold: Yes
9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order.


11c. Overnight and 2-day delivery: Not Applicable.

11d. Urgent Requirements: Not Applicable

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

13a. Ordering Address(es): 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(es): 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: N/A

24b. Section 508 Compliance: N/A

25. Data Universal Numbering System (DUNS) number: 110944774

26. Notification regarding registration in System for Award Management (SAM) database: Registered
THE MEDIA NETWORK, INC.

The Media Network, Inc. (dba) TMNcorp is an award-winning, full-service communications company that provides innovative solutions in marketing, branding, strategic communications and social awareness through expertly coordinated media.

Our expertise is developing research-driven connections that motivate behavior change, reach multicultural markets, develop and sustain partnerships with key stakeholders, build strong presence in diverse communities and coordinate and execute communications across all potential media.

TMN provides clients with customized and innovative research solutions using both qualitative and quantitative methods. Our scientists’ knowledge and experience is built on years of scholarly and applied work in public, private and academic sectors. We help our clients get the most out of their data and translate scientific findings into actionable research.

TMN’s success comes from a well-researched history of connecting with diverse audiences and remaining current in emerging technologies and digital media. Using our three-part business model, we connect the art and science of communication to create long-lasting results for our clients.

We provide services that allow you to understand, adapt and connect with your audience -
- Understand the audience’s beliefs, attitudes and social environment;
- Adapt the message to the audience so that it resonates and shifts perceptions;
- Connect the message with the right mix of media and outreach to where your audience lives, works and plays.

The Media Network’s Core Capabilities Include:
- Strategic Communications Planning
- Multicultural Communications
- Marketing and Advertising
- Formative Research and Evaluation
- Broadcast and Digital Production (TV, Radio, PSAs)
- Media Planning and Buying
- Media Relations
- Graphic Design
- Materials Development
- Cultural adaptation and translation

Certifications
- Certified by the State of Maryland as a Minority Business Enterprise (MBE)
- WOSB
- WBENC

Visit our website, www.tmncorp.com, for more information.
The Media Network, Inc. Pricing

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%. All prices are stated in dollars per hour.

<table>
<thead>
<tr>
<th>SIN 541430, 541613, 541820, 541910</th>
<th>EPA Escalation 2.00%</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>Project Director</td>
<td>Both</td>
<td>$173.54</td>
<td>$177.01</td>
<td>$180.55</td>
<td>$184.16</td>
<td>$187.84</td>
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<td>Both</td>
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<td>$128.25</td>
<td>$130.82</td>
<td>$133.44</td>
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<td>$136.93</td>
<td>$139.67</td>
<td>$142.46</td>
<td>$145.31</td>
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<td>$92.61</td>
<td>$94.46</td>
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<td>Senior Graphic Designer</td>
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<td>$106.01</td>
<td>$108.13</td>
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<td>Writer/Editor</td>
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<td>$141.96</td>
<td>$144.80</td>
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<td>$150.65</td>
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<td>Project Assistant ** SCLS Equivalent 01112</td>
<td>Both</td>
<td>$65.04</td>
<td>$66.34</td>
<td>$67.67</td>
<td>$69.02</td>
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<td>$170.48</td>
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<td>$165.64</td>
<td>$168.95</td>
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<td>Media Buyer</td>
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<td>Media Planner</td>
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<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>Project Assistant</td>
<td>01112 General Clerk II</td>
<td>2015-4269</td>
</tr>
</tbody>
</table>

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 pricelist 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).
LABOR CATEGORY DESCRIPTIONS

Project Director

Manages project staff and directs the development of marketing/communication (or clearinghouse) programs and materials for national government and private organizations. Accesses corporate resources for project implementation as needed. Oversees and monitors project budget and prepares major project deliverables and progress reports. Provides technical assistance to clients using specialized project management strategic planning, analysis and evaluation. Requires Bachelor's Degree and 12 years of experience.

Project Supervisor

Supervises project staff in the execution of marketing/communication programs. Monitors work quality and project performance. Ensures all deliverables meet applicable requirements. Interfaces with customers to provide progress updates and problem resolution. Requires Bachelor's Degree and 8 years of experience.

Senior Communications Specialist

Designs posters, logos, advertisements, displays, presentations, brochures, publications, and other graphic needs on PC and/or Macintosh computer systems; and explores new and innovative ways to disseminate publications. Develops Internet web sites; creates original graphics and icons for web site use; monitors web design content, style guides, and visual standards; and monitors web site compatibility across platforms and interfaces. Manages vendor competitive bids for services and rentals. Requires Master's degree and 6 years of experience or Bachelor's degree and 8 years of experience.

Senior Account Executive

Develops and implements marketing and communication program strategies. Supervises accounts and/or major project and provides leadership and project supervision to team members assigned to the program. Develops and manages task budgets under the supervision of a project director. Has strong oral and written communication skills and demonstrated experience developing and implementing national marketing and communication programs. Requires Bachelor's degree and 8 years of related work experience.

Account Executive

Supports planning, implementation and evaluation of marketing communication programs that help meet the objectives and goals for national/local organizations or businesses. Has experience in developing and communicating information to targeted audiences in the public and private sector. Strong communication skills and advertising, marketing or business background. Requires Bachelor’s degree and 4 years of experience.
**Senior Graphic Designer**

Oversees the artistic development of marketing and promotional materials including print, radio or television advertisements, collateral, web sites, and internal and external corporate publications. Supervises the work of illustrators, photographers and production artists on projects. Works with copywriters to develop strategies for advertising campaigns, and often specializes in a particular medium, such as broadcast or print advertising. Requires Bachelor’s degree, 4 years of related experience, and knowledge of state of the art graphics software.

**Writer/Editor**

Composes communication from product developers for users of the products. Writes in a concise and easy-to-read manner for consumer publications or in highly specialized language for experts. May be responsible for the publication process including overseeing graphics, layout, and document design. Possesses good computer skills. Has experience in coordination of large technical publications and supervising the work of other technical writers when needed. Requires Bachelor’s degree and 8 years of experience.

**Project Assistant**

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance. In addition, it includes, coordinating mailings and document preparation. Provides routine clerical support for the project, such as maintaining files, answering phones, making travel arrangements, appointments, etc. Requires Associate’s degree and 2 years of experience.

This position corresponds to SCA Wage Determination Category 01112, General Clerk II

**Translator**

Translators accurately translate ambiguous and unclear statements. They adapt/translate a wide variety of written materials from one language to another, including newsletters, bulletins, forms, letters, menus, memoranda, notices and teaching materials. The work of the Translator falls into two categories: technical translations and non-technical. Technical translations include legal, scientific, literary, financial, medical, and more specialized subjects. It is very important, therefore, that Translators have some knowledge of the field that is the subject of translation. Translators ensure that the material involved has the most accurate translation that takes into account cultural nuances. Requires Bachelor’s degree and 6 years of experience.

**Senior Producer**

Plan and coordinate various aspects of radio or video production, such as selecting script, evaluating talent, coordinating writing, directing and editing, and arranging financing. Oversees the overall production of video and radio spots. Responsibilities include the hiring of key personnel including support staff such as associate producers, writers and directors. Also responsible for the artistic direction of a project as well as the overall look and feel of a show. Maintains budget parameters and adheres to production deadlines. Requires Bachelor’s degree and 8 years of experience.
Associate Producer

Assist in planning and coordinating various aspects of radio or video production, such as selecting script, evaluating talent, coordinating writing, directing and editing. Overall production of video and radio spots. Support Senior Producer by implementing artistic direction and look and feel of video. Requires Bachelor’s degree and 4 years of experience.

Outreach Coordinator

Develops and directs approach to targeting media outlets and producing hard hitting information pieces such as press releases, Op/Ed pieces, and draft news stories. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, establish priorities and coordinate spokesperson schedules. Requires Bachelor’s degree and 4 years of experience.

Research Director

Conducts market research, and develops, presents and implements communications plans based on strategic research and demographic analyses. Oversees and monitors project budgets and prepares major project deliverables and progress reports. Works with media, outreach and other program staff in the development of formative research, audience analysis, concept/message testing strategies, target marketing plans and evaluation strategies. Requires market or social sciences research background and experience. Requires Master’s degree and 8 years of experience.

Media Buyer

Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Develops strategy and builds long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Tracks, analyzes and interprets results of advertising expenditures. Requires strong research and analytical skills. Requires Bachelor’s degree and 6 years of experience.

Media Planner

Supports Media Buyer by placing and tracking ads, tracking invoices and resolving problems, and accumulating statistics on advertising effectiveness. Requires attention to detail and good communication skills. Requires Bachelor’s degree and 2 years of experience.