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.

Multiple Award Schedule

FSC GROUP: Professional Services

CONTRACT NUMBER: 47QRAA21D000Y

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

CONTRACT PERIOD: November 20, 2020 – November 19, 2025

Heinrich Marketing, Inc.
2228 Blake Street, Suite 200
Denver, CO 80205
Phone Number: (303) 239-5235
Fax Number: (303) 233-4564
www.heinrich.com

Contractor Contract Administrator
Laura Sonderup
2228 Blake Street, Suite 200
Denver, CO 80205
Phone Number: (303) 239-5235
Fax Number: (303) 233-4564
lsonderup@heinrich.com

Business Size: Other Than Small Business, Hispanic American Owned

Price list current as of Modification #PS-A826 effective 12/14/20.

Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION

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

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
</tbody>
</table>

1b. **Identification of the lowest priced model number and lowest unit price for that model:** (Government price based on a unit of one)

<table>
<thead>
<tr>
<th>SIN</th>
<th>MODEL / PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All Labor Categories $125.94/hour</td>
</tr>
</tbody>
</table>

1c. **HOURLY RATES:**

GSA approved rates for use during the base performance period are shown below. All rates include the GSA 0.75% Industrial Funding Fee. The rates offered are for all SINS on this schedule. See Pricing in Appendix B.

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Minimum Years of Experience</th>
<th>Minimum Education</th>
<th>Unit of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Director</td>
<td>5</td>
<td>BS degree in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Account Executive</td>
<td>3</td>
<td>BS degree in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Account Services Supervisor</td>
<td>4</td>
<td>BS degree in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Art Director</td>
<td>3</td>
<td>BS/BA degree in an art or design major such as fine art, visual communications or digital media</td>
<td>Hour</td>
</tr>
<tr>
<td>Associate Media Director</td>
<td>3</td>
<td>BS degree in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Labor Category</td>
<td>Minimum Years of Experience</td>
<td>Minimum Education</td>
<td>Unit of Issue</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Copywriter</td>
<td>2</td>
<td>BS/BA in marketing, English, journalism or another related field</td>
<td>Hour</td>
</tr>
<tr>
<td>Creative Director</td>
<td>7</td>
<td>BS/BA degree in an art or design major such as fine art, visual communications or digital media</td>
<td>Hour</td>
</tr>
<tr>
<td>Creative Strategy Director</td>
<td>10</td>
<td>BS/BA degree in art, graphic design, marketing, communications, journalism and other relevant</td>
<td>Hour</td>
</tr>
<tr>
<td>Design Director</td>
<td>8</td>
<td>BS/BA degree in an art or design major such as fine art, visual communications or digital media</td>
<td>Hour</td>
</tr>
<tr>
<td>Digital Content Strategist</td>
<td>3</td>
<td>BS degree in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Digital Marketing Director</td>
<td>10</td>
<td>BS degree in Marketing, Communications, Business or Digital Media</td>
<td>Hour</td>
</tr>
<tr>
<td>Digital Project Manager</td>
<td>3</td>
<td>BS degree in Marketing, Communications, Business or Digital Media</td>
<td>Hour</td>
</tr>
<tr>
<td>Digital Strategist</td>
<td>3</td>
<td>BS degree in Marketing, Digital media or relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Integrated Producer/Art Buyer</td>
<td>4</td>
<td>BS degree in Marketing, Advertising, Digital or Broadcast production</td>
<td>Hour</td>
</tr>
<tr>
<td>Managing Director-Multicultural</td>
<td>10</td>
<td>BS degree in Marketing, Communications, Business or relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Media Director</td>
<td>10</td>
<td>BS in Marketing, Business Administration or similar field</td>
<td>Hour</td>
</tr>
<tr>
<td>Media Planner/Buyer</td>
<td>5</td>
<td>BS in Marketing or related field</td>
<td>Hour</td>
</tr>
<tr>
<td>Print Production Director</td>
<td>10</td>
<td>BS in Marketing, Business Administration or similar field</td>
<td>Hour</td>
</tr>
<tr>
<td>Labor Category</td>
<td>Minimum Years of Experience</td>
<td>Minimum Education</td>
<td>Unit of Issue</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>5</td>
<td>BS in Marketing, Communications, Business or another relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Senior Digital Designer</td>
<td>5</td>
<td>BS degree in an art or design major such as fine art, visual communications or digital media</td>
<td>Hour</td>
</tr>
<tr>
<td>Senior Digital Strategist</td>
<td>5</td>
<td>BS degree in Marketing, Digital media or relevant field</td>
<td>Hour</td>
</tr>
<tr>
<td>Spanish Language Specialist</td>
<td>3</td>
<td>BS degree in communications or languages</td>
<td>Hour</td>
</tr>
<tr>
<td>Studio Artist</td>
<td>3</td>
<td>BS degree in an art or design major such as fine art, visual communications or digital media</td>
<td>Hour</td>
</tr>
</tbody>
</table>

2. MAXIMUM ORDER: $1,000,000

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE (Delivery Area): Domestic

5. POINT(S) OF PRODUCTION: Denver CO, Denver County

6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE: Government Net Prices (discounts already deducted.)

7. QUANTITY DISCOUNT(S): None

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.

9. FOREIGN ITEMS: Not Applicable

10a. TIME OF DELIVERY: To be determined at the Task Order Level

10b. EXPEDITED DELIVERY: Contact Contractor
10c. **OVERNIGHT AND 2-DAY DELIVERY**: The schedule customer may contact the Contractor for rates for overnight and 2 day delivery.

10d. **URGENT REQUIREMENTS**: To be determined at the Task Order Level

11. **FOB POINT**: Destination

12a. **ORDERING ADDRESS**: Heinrich Marketing, Inc.
2228 Blake Street, Suite 200
Denver, CO 80205

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**: Heinrich Marketing, Inc.
2228 Blake Street, Suite 200
Denver, CO 80205

14. **WARRANTY PROVISION**: Standard Commercial Warranty Terms and Conditions

15. **EXPORT PACKING CHARGES**: Not applicable

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR**: Not applicable

17. **TERMS AND CONDITIONS OF INSTALLATION**: Not applicable

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES**: Not applicable

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES**: Not applicable

19. **LIST OF SERVICE AND DISTRIBUTION POINTS**: Not applicable

20. **LIST OF PARTICIPATING DEALERS**: Not applicable

21. **PREVENTIVE MAINTENANCE**: Not applicable

22a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants)**: Not Applicable
22b. **SECTION 508 COMPLIANCE INFORMATION**: If applicable, Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and will be addressed on a task order basis. The EIT standards can be found at [www.Section508.gov](http://www.Section508.gov). Not applicable

23. **DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER**: 095750758

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE**: Contractor registered and active in SAM.
APPENDIX A: LABOR CATEGORY DESCRIPTIONS

ACCOUNT DIRECTOR
Responsibilities:
• Direct account teams through the development and execution of sound, relevant marketing and advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis.
• Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives.
• Collaborate with Media Director(s) to ensure all media plans and purchases meet client business objectives.
• Maintain and grow client relationships at the senior level.
• Demonstrate in-depth understanding of client’s business and working knowledge of their internal structure and limitations.

Requirements:
• Excellent written and oral communication skills. Ability to interact with clients at all levels
• Highly organized and process-driven; ability to work within a fast-paced environment
• Demonstrated ability to effectively manage staff and lead those who manage others
• BS degree in Marketing, Communications, Business or another relevant field
• 5 years of experience in a similar role

ACCOUNT EXECUTIVE
Responsibilities:
• Manage projects, strictly adhering to agency procedures and knowing the status of work in progress at all times.
• Meets with clients frequently, serving as contact between the client and creative/advertising team.
• Route all project/program materials, as appropriate, before they are released to client or vendor. Approve copy, layout, and finished art, coordinating with supervisor, as appropriate. Must be extremely detailed in every regard.
• Organize cost estimates and billing to stay within client budgets. Monitor and control client budgets. Demonstrate budget cost-consciousness.
• Responsible for delivering completed projects to the client on time.

Requirements:
• Self-motivated and energetic
• Strong written and oral communication skills
• Highly organized and process-driven; ability to work within a fast-paced environment
• BS degree in Marketing, Communications, Business or another relevant field
• 3 years of experience in a similar role

ACCOUNT SERVICES SUPERVISOR
Responsibilities:
• Lead account team through the development and execution of sound, relevant marketing and advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis.
• Develop strategic marketing plans for new and existing clients, based on a thorough understanding of objectives, deadlines and budget.
• Work in conjunction with Creative Services to ensure team provides insightful, strategic and relevant solutions to meet our clients’ business objectives.
• Work in conjunction with Media Department to research, plan and purchase appropriate media, as required by client and/or project.
• Manage day-to-day account and client requirements, as needed. Assist and support Account Executives with the same.

Requirements:
• Strong interpersonal skills that encourage team cooperation, promote enthusiasm and motivate strategic thinking
• Excellent written and oral communication skills
• Highly organized and process-driven; ability to work within a fast-paced environment
• BS degree in Marketing, Communications, Business or another relevant field
• 4 years of experience in a similar role

ART DIRECTOR
Responsibilities:
• Complete understanding of marketing/advertising disciplines, formats, and testing philosophies/strategies.
• Thorough understanding of Macintosh system with specific mastery of Adobe Creative Suite.
• Must be able to take creative from initial concept ideation to final output and be able to integrate client/campaign concepts through various media.
• Work with production managers/buyers, in project management, time/cost control, monitoring for both effectiveness and quality.
• Procure all necessary photography and illustration to support creative direction within time/cost controls.

Requirements:
• Must have consumer and business-to-business experience. Additional experience in the development of customer acquisition, loyalty and frequent buyer programs is a plus.
• Work cooperatively with copywriter(s) to develop sound, client-focused campaigns
• Demonstrated ability to solve complex problems
• BS/BA degree in an art or design major such as fine art, visual communications or digital media
• 3 years of experience in a similar role
ASSOCIATE MEDIA DIRECTOR
Responsibilities:
• Help manage the media team through the development and execution of sound, relevant media plans and post-campaign analysis that support client business objectives.
• Develop strategic media plans for new and existing clients, based on a thorough understanding of objectives, deadlines and budget.
• Negotiate and place optimal media buys for new and existing clients.
• Collaborate with Account and Creative to ensure all media strategies meet client business objectives.
• Help identify future opportunities and approach client business with strategic vision.

Requirements:
• Strong interpersonal skills that encourage team cooperation, promote enthusiasm and motivate strategic thinking
• Extensive experience in media planning and buying (traditional + digital)
• Demonstrated ability to effectively manage staff
• BS degree in Marketing, Communications, Business or another relevant field
• 3 years of experience in a similar role

COPYWRITER
Responsibilities:
• Write clear, attractive, compelling copy with a distinct voice
• Collaborate with designers, PR and other professionals on large- and small-scale marketing projects
• Edit and proofread copy as needed
• Writes emails, websites, social posts, decks, scripts and more.
• Producing copy on time and managing workflow.

Requirements:
• Proven experience as a copywriter or related role
• Knowledge of online content strategy and creation, if required
• Excellent writing, editing and proofreading skills
• BS/BA in marketing, English, journalism or another related field
• 2 years of experience in a similar role

CREATIVE DIRECTOR
Responsibilities:
• Direct creative team through development and execution of sound, relevant and of creative concepting, effective design and messaging solutions that support client business objectives.
• Collaborate with Account Director(s) to ensure all creative deliverables meet client business objectives.
• Manage and mentor senior staff members. Set goals, provide them with growth opportunities and track their progress.
Train and inspire junior staff to consistently deliver creative excellence, maintain a positive attitude within the agency to encourage productive relationships.
Anticipate future opportunities and approach client objectives and challenges with strategic vision.

Requirements:
- Proven experience in developing strategically sound creative concepts.
- Strong understanding of the optimal use of all marketing channels, online and offline.
- Excellent written and oral communication skills. Ability to interact with clients at all levels.
- BS/BA degree in an art or design major such as fine art, visual communications or digital media.
- 7 years of experience in a similar role.

CREATIVE STRATEGY DIRECTOR
Responsibilities
- Establishes and enforces a process that ensures our creative is on strategy, on budget and meets agency standards.
- Oversees all digital projects, including websites, landing pages, online video, paid social and display.
- Work with the account services team to produce new ideas for branding, promotional campaigns, and marketing communications.
- Evaluate trends, assess new data and keep up-to-date with the latest marketing techniques.
- Supervise the department's daily workflow, assign project workload, and monitor deadlines and budgets.

Requirements:
- A solid understanding of design copy and web practices.
- Have an in-depth knowledge of brand development and multichannel marketing models.
- Must be a creative and strategic thinker.
- 10 years of experience in an external or internal agency.
- BS/BA degree in art, graphic design, marketing, communications, journalism and other relevant fields.

DESIGN DIRECTOR
Responsibilities:
- Works directly on projects to make sure they live up to brand standards and creative standards.
- Concepts with copywriters on campaign-level to tactic-level thinking.
- Oversees the work product of production artists.
- Provides feedback to designers, art directors and copywriters.
- Designs emails, websites, social posts, decks, hats, random signage, storyboards and more, both as a hands-on designer and as a team leader.
Requirements:
• Experience leading teams and presenting to clients.
• Strong interpersonal skills that encourage team cooperation, promote enthusiasm and motivate strategic thinking.
• Excellent written and oral communication skills. Ability to interact with clients at all levels.
• 8 years of experience in an external or internal agency.
• BS/BA degree in an art or design major such as fine art, visual communications or digital media.

DIGITAL CONTENT STRATEGIST
Responsibilities:
• Measure and optimize content marketing efforts to drive traffic, engagement, and leads.
• Co-own (with VP Digital and the Creative team) client content creation projects, including strategy, planning, execution, analysis, and optimization.
• Write short- and long-form content, including social media posts; website copy; blog articles; emails; digital ad copy; podcast, radio, video, and TV scripts; one-pagers, white papers, and more Create and manage multi-platform digital content calendars.
• Co-lead planning meetings with clients, internal teams, and external partners, mapping out multi-channel content needs, timelines, and budgets.
• Manage content approval workflows for client teams.

Requirements:
• Excellent written and oral communication skills. Ability to interact with clients at all levels
• Highly organized and process-driven; ability to work within a fast-paced environment
• BS degree in Marketing, Communications, Business or another relevant field
• 3 years of experience in a similar role

DIGITAL MARKETING DIRECTOR
Responsibilities:
• Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis.
• Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives.
• Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives.
• Direct senior team members in the management of day-to-day account and client requirements, as needed.
• Anticipate future opportunities and approach client objectives and challenges with strategic vision.
Requirements:
• Deep understanding of all digital marketing channels and corresponding best practices.
• Strong leadership skills.
• Excellent written and oral communication skills. Ability to interact with clients at all levels.
• BS degree in Marketing, Communications, Business or Digital Media.
• 10 years of experience in a similar role.

DIGITAL PROJECT MANAGER
Responsibilities:
• Collaborate with Senior Digital Strategists and Digital Strategists to support client’s digital needs.
• Own overall digital project management: help to establish digital project scope; monitor project progress; track action items; conduct design and implementation reviews; examine, research and resolve issues; coordinate requirements, determine resource availability, manage/track project finances and budgeting.
• Coordinate and facilitate discussions, meetings and project plans across client and agency teams. This includes helping to refine processes as needed to communicate with clients and disseminate across the agency.
• Support digital analysis across web, social, email, and data to set goals, measure success, analyze and report results.
• Display a strong understanding of web design best practices and interactive performance measures including various platforms, browsers and languages, including an understanding of user experience best practice.

Requirements:
• Knowledge of web design
• Experience with content management
• BS degree in Marketing, Communications, Business or Digital Media
• 3 years of experience as Digital Media Specialist or Digital Marketing Manager or similar role

DIGITAL STRATEGIST
Responsibilities:
• Acts as the primary day-to-day internal client contact for digital initiatives, as well as the key client contact for all digital strategy.
• Participates in regular client meetings and leads client presentations as it relates to digital solutions.
• Helps to educate clients (internal and external) on the synergy of digital marketing, as well as paid, owned, and earned digital media in conjunction with the Media team.
• Integrates and leads teams across channels and tactical executions to bring strategies to life.
• Along with the VP of Digital Marketing, serves as an educated resource for internal and external clients and a go-to resource for all things digital — search marketing (paid/organic), digital display, social media and content marketing, web marketing/app
development, user experience, email marketing, marketing automation and web analytics/attribution methodologies.

Requirements:
• Knowledge of web design
• Experience with content management
• 3 years of experience as Digital Marketing Manager or similar role
• BS degree in Marketing, Digital media or relevant field

INTEGRATED PRODUCER AND ART BUYER
Responsibilities:
• Collaborates with the Account Team on preparation of marketing recommendations, strategies and actions for the client.
• Monitors all budget and production activity on assigned projects and communicates status of each project to appropriate agency and client personnel in order to meet project deadlines.
• Develop a list of preferred vendors for photos, broadcast and audio.
• Manage shoots from the agency side, working with the creative leadership to determine attendance and roles.
• Manage social video projects, either through Cinebody or through other platforms.

Requirements:
• Experience in Integrated marketing
• Well-versed in executing campaigns across multiple platforms
• Knowledge of broadcast production and post-production.
• 4 years experience as a producer in a creative agency or production environment (digital, production, broadcast, post)
• BS degree in Marketing, Advertising, Digital or Broadcast production

MANAGING DIRECTOR-MULTICULTURAL
Responsibilities:
• Direct account teams through the development and execution of sound, relevant marketing and advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis.
• Lead the account teams to create strategic marketing plans for new and existing clients, based on a thorough understanding of objectives, deadlines and budget.
• Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives.
• Collaborate with Media Director(s) to ensure all media plans and purchases meet client business objectives.
• Demonstrate a deep understanding of cultural differences and effective strategies to reach diverse audiences.

Requirements:
• Knowledge of diverse consumer populations.
• Bilingual (Spanish)
• 10 years of proven multicultural expertise and community leadership.
• BS degree in Marketing, Communications, Business or relevant field.

MEDIA DIRECTOR
Responsibilities:
• Direct Media team through the development and execution of sound, relevant media plans, placement and post-campaign analysis that support client business objectives.
• Lead the media team through the development of strategic media plans for new and existing clients, based on a thorough understanding of objectives, deadlines and budget.
• Lead the media team through the development of optimal media buys for new and existing clients.
• Collaborate with Account and Creative Director(s) to ensure all media strategies meet client business objectives.
• Direct Media team in the management of day-to-day media requirements, including reconciliation and reporting

Requirements:
• Knowledge of different types of media channels
• Familiarity with digital marketing
• Experience with budget planning and KPIs
• 10 years of proven work experience as a Media Director, Media Planner or similar role
• BS in Marketing, Business Administration or similar field

MEDIA PLANNER/BUYER
Responsibilities
• Negotiate the best purchase rates and contracts
• Identify the most appropriate vehicles for building awareness of the firm's brand
• Compile and maintain competitive industry-specific reporting
• Develop, analyze, and monitor reporting on effectiveness of campaigns
• Establish and maintain contacts with media owners, vendors and publishers

Requirements
• Solid understanding of ad formats, segmentation, audiences and trends in paid media and performance marketing
• Must have experience developing, executing and optimizing media plans
• Data-driven with a proven track record of using analytics to provide strategic recommendations
• 5 years' experience buying/planning media with large budgets in competitive markets
• BS in Marketing or related field

PRINT PRODUCTION DIRECTOR
Responsibilities:
• Lead the Print Management team to effectively oversee the consistent printing and mailing of all collateral and direct mail on behalf of agency clients.
• Collaborate with Account and Creative Director(s) to successfully produce all collateral and direct mail meeting client business objectives and timelines.
• Direct Print Management staff in the management of day-to-day print production department requirements, including issuing accurate P.O.’s and vendor invoice processing.
• Anticipate future opportunities and approach client objectives and challenges with strategic vision.
• Investigate and learn new technologies and printing and mailing best practices

Requirements:
• Experience with buying and managing complex collateral and mailing projects.
• Demonstrated ability to effectively manage staff and lead those who manage others.
• 10 years of work experience
• BS in Marketing, Business Administration or similar field

SENIOR ACCOUNT EXECUTIVE
Responsibilities:
• Manage projects, strictly adhering to agency procedures and knowing the status of work in progress at all times.
• Manage the development of realistic schedules and cost estimates, with other agency departments/functions. Anticipate delays and budget adjustments; address these with clients before they occur.
• Demonstrate ability to help clients plan for success by anticipating marketing needs in advance.
• Organize cost estimates and billing to stay within client budgets. Monitor and control client budgets. Demonstrate budget cost-consciousness.
• Maintain a close working relationship with assigned client contacts. Document all client conversations and meetings. Demonstrate in-depth understanding of client’s business and politics. Be able to gather useful intelligence from them.

Requirements:
• Strong interpersonal skills that encourage team cooperation, promote enthusiasm and motivate strategic thinking.
• Strong written and oral communication skills.
• Highly organized and process-driven; ability to work within a fast-paced environment.
• 5 years of experience in a similar role.
• BS in Marketing, Communications, Business or another relevant field.

SENIOR DIGITAL DESIGNER
Responsibilities:
• Concepts with copywriters on campaign- to tactic-level thinking.
• Works with cross-department team to determine optimal UX.
• Collaborating across the agency to drive up standards of digital creativity.
• Knowledge of required software packages and languages.

Requirements:
• In-depth digital design capabilities
• Significant industry experience
• Meticulous attention to detail
• BS degree in an art or design major such as fine art, visual communications or digital media
• 5 years of experience in a similar role

SENIOR DIGITAL STRATEGIST
Responsibilities:
• Leads internal client relationships for digital initiatives and the education of clients (internal and external) on all things related to digital marketing.
• Along with the VP of Digital Marketing, serves as an educated resource for internal and external clients and a go-to resource for all things digital — search marketing (paid/organic), digital display, social media and content marketing, web marketing/app development, user experience, email marketing, marketing automation and web analytics/attribution methodologies.
• Helps client establish goals and objectives and works with Media and Creative to help meet them. Collaborate with strategy and creative teams to ensure that digital strategies are properly integrated within the larger marketing programs.
• Maintains an in-depth understanding of our clients' overall business and marketing objectives and constantly identifies opportunities and offers strategic solutions to the client. This includes identifying and helping to close organic growth opportunities in the digital space with existing clients.
• Analyzes campaign performance (through web analytics and statistical reports) against goals and provides recommendations for change as needed. Uses data to inform decisions on strategic direction and plans.

Requirements:
• Knowledge of web design
• Experience with content management
• 5 years of experience as Digital Marketing Manager or similar role
• BS degree in Marketing, Digital media or relevant field

SPANISH LANGUAGE SPECIALIST
Responsibilities:
• Responsible for transcreating and/or proofing from English to Spanish, including but not limited to audio, radio and video scripts, slogans, books, manuals, labels, legal copy, direct marketing pieces, letters, and websites, programs, Power Point presentations, signage, and packaging.
• Assess, and advise when required, on the level, tone and manner of Spanish for a document or communication.
• Possess an adequate understanding of the subject matter in order to convey information accurately.
• Demonstrate cultural and geographic sensitivity, as required.
• Write copy (or partner with a copywriter) as dictated by client need.
• Research Hispanic subjects relevant to the agency or specific client projects or requests.

Requirements:
• Native Spanish-speaker with 3 years of experience and/or formal training and ATA certification
• Basic knowledge of Adobe InDesign, Photoshop, and Acrobat
• Should have some media experience, as occasional Spanish media interviews will be required

STUDIO ARTIST
Responsibilities:
• Support agency staff in completing updates and revisions to existing files and creating artwork for design, advertising, and other projects. Assist in creation of client presentations, including layout of proposals, producing presentation boards and assembling mock-ups.
• Assist the Creative department on design for both internal and external projects. Produce computer mechanicals based on the creative concept layout and maintain the creative integrity of the original concept.
• Review file specifications prior to releasing files and ensure adherence to standards of both the agency and vendors. Work with Production and the rest of the agency staff to preflight, collect, and distribute artwork.
• Ensure the quality and accuracy of files that are created and sent to print publications or vendors. Review digital and printer proofs for overall printability, including accuracy, clarity, content, registration, and color.

Requirements:
• Solid understanding of Adobe Creative Cloud as it relates to their job, and of programs such as Word, PowerPoint, Acrobat, and Mac OS
• Additionally, must be familiar with printing/production industry standards
• BS degree in an art or design major such as fine art, visual communications or digital media
• 3 years of experience in a design or production art role
# Appendix B: Rates

All pricing includes IFF

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Hourly Rate 11/20/20-11/19/21</th>
<th>Hourly Rate 11/20/21-11/19/22</th>
<th>Hourly Rate 11/20/22-11/19/23</th>
<th>Hourly Rate 11/20/23-11/19/24</th>
<th>Hourly Rate 11/20/24-11/19/25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Director</td>
<td>$125.94</td>
<td>$128.72</td>
<td>$131.55</td>
<td>$134.44</td>
<td>$137.40</td>
</tr>
<tr>
<td>Account Executive</td>
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<td>$128.72</td>
<td>$131.55</td>
<td>$134.44</td>
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</tr>
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<tr>
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<tr>
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<td>Digital Marketing Director</td>
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<td>Digital Project Manager</td>
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<tr>
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<tr>
<td>Media Planner/Buyer</td>
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</tr>
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<td>Hourly Rate 11/20/21-11/19/22</td>
<td>Hourly Rate 11/20/22-11/19/23</td>
<td>Hourly Rate 11/20/23-11/19/24</td>
<td>Hourly Rate 11/20/24-11/19/25</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
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<tr>
<td>Senior Account Executive</td>
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<tr>
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</tr>
</tbody>
</table>

The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), 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 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.