FEDERAL SUPPLY SCHEDULE PRICE LIST

TITLE: Professional Services | CONTRACT #: 47QRAA21D0014

General Services Administration
Multiple Award Schedule

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: GSAAdvantage.gov.

Category Attachment Code: H
H08. Marketing and Public Relations Subcategory
FSC/PSC Code: R499; D304; R701; R708; R422

Category Attachment Code: G

Title: Miscellaneous
G06. Complementary SINs
Subcategory
FSC/PSC Code: 0000

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

CONTRACTOR
MSSmedia, Inc.
2200 NW 24th Ave.
Miami, FL 33142-7242

CONTRACT PERIOD
December 8, 2020 through December 7, 2025

CONTACT FOR CONTRACT ADMINISTRATION
Barbara Gretsch, CEO
Telephone: (305) 358-8888
Mobile: (773) 208-2992
FAX Number: (866) 853-3908
E-mail: barbara@mssmedia.com
Website: www.mssmedia.com
Business Size: Small Business
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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. Not Applicable

1c. If the contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. Please see pricing information included.

2. Maximum Order: SINs 541430, 541511, 541613, 541810, 541910, 541820; OLM: $1,000,000.00; OLM RC: $250,000

3. Minimum Order: $100.00


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**: Up to 1% discount for a single task order valued between $500,000.00 and $999,999.99; and up to 1.5% discount for a single task order exceeding $1,000,000.00

8. **Prompt payment terms**: 0%, 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 (list items by country of origin)**: Not Applicable

10c. **Time of Delivery**: To Be Negotiated with Ordering Agency

10b. **Expedited Delivery**: Items available for expedited delivery are noted in this price list. To Be Negotiated with Ordering Agency

10c. **Overnight and 2-day delivery**: To Be Negotiated with Ordering Agency

10d. **Urgent Requirements**: To Be Negotiated with Ordering Agency

11. **F.O.B Points(s)**: Destination

12a. **Ordering Address(es)**: Same as Contractor

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(es)**: Same as company address

14. **Warranty Provision**: Contractor’s Standard Commercial Warranty Terms and Conditions

15. **Export Packing Charges (if applicable)**: Not Applicable

16. **Terms and conditions of rental, maintenance, and repair (if applicable)**: Not Applicable

17. **Terms and conditions of installation (if applicable)**: Not Applicable

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable)**: Not Applicable

18b. **Terms and conditions for any other services (if applicable)**: Not Applicable

19. **List of service and distribution points (if applicable)**: Not Applicable

20. **List of participating dealers (if applicable)**: Not Applicable

21. **Preventive maintenance (if applicable)**: Not Applicable

22a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants)**: Not Applicable

22b. **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 (e.g., contractor’s website or other location.) The EIT standards can be found at**: Not Applicable

23. **Data Universal Numbering System (DUNS) Number**: 928521017

24. **Notification regarding registration in System for Award Management (SAM) database**: Contractor is registered and active in SAM. CAGE Code 868D7
ABOUT US

MSSmedia is a full-service advertising agency providing clients with succinct, optimized, and successful integrated marketing solutions for over 15 years. We offer unparalleled marketing solutions, successfully targeting niche audiences, ensuring that objectives are attained effectively and efficiently - on time and on budget. Like many advertising agencies, we offer graphic design and communication services to support our clients’ goals. However, the value our unique holistic approach provides for our customers cannot be overstated. We build exceptional full funnel marketing campaigns, utilizing a range of proven marketing tactics that speak directly to each client’s target audience in the most efficient and effective ways possible.

As a certified Women-Owned Small Business, we are deeply committed to realizing our clients’ goals and delivering real results for all partners.


At MSSmedia, we recognize that to create a sincere difference for our clients, we need to have a deep understanding of their goals. We fuel our experience and expertise with research, enabling us to create and execute media strategies that succeed.

We are an organization that aims for optimal efficiency and best value, delivering results on-time and on-budget. From strengthening brand awareness, to driving traffic to websites, to converting qualified leads, we focus on metrics that truly matter to achieve real results. As campaign reporting and analytic experts, we use robust reporting software to meet and exceed client expectations while delivering the data clients need to demonstrate operational success.

OUR MISSION

Your goals are our motivation. And our mission is to propel your message further to achieve the best possible outcomes. What sets us apart is that we deliver real results for our partners 100% of the time.
## OUR SERVICES

### Discover

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### Execute

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Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract as it applies to the entire Multiple Award Schedule and all services provided. The prices for the cited SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the below SCLS matrix. The price awarded is in line with the geographic scope of the contract (i.e., nationwide).
LABOR CATEGORY DESCRIPTIONS

ACCOUNT DIRECTOR/MANAGEMENT SUPERVISOR
Functional Responsibilities: Oversees multiple client engagements by creating overarching vision. Responsible for developing relationships with client management on assigned engagements. Meets with government program manager to discuss performance initiatives and priorities as needed.
Education/Experience: Bachelor's with at least ten (10) years’ experience in Marketing Account Management and Budget Planning or related field
Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

CREATIVE DIRECTOR
Functional Responsibilities: Oversees all creative projects and staff. Is responsible for the overall quality of work produced by the creative team. Ensures client’s marketing strategies are translated into creative elements.
Education/Experience: Bachelor’s in Graphic Design, Art, Marketing or Visual Communications with at least seven (7) years’ experience in Graphic Design, Art Direction, Visual Communications
Applicable SINs: 541430, 541810, 541850

DIGITAL STRATEGIST
Functional Responsibilities: Provides interactive marketing strategies for client engagements based on campaign analysis, media analytics, syndicated and primary research. Utilizes deep understanding of client’s brand, target audience, and competitive landscape to solidify strategy. Develops insights to provide reporting of campaign activity.
Education/Experience: Bachelor's with at least six (6) years’ experience in Digital Marketing Strategy, Leading Digital Activations and Optimizations
Applicable SINs: 541511, 541613, 541810, 541820

ACCOUNT SUPERVISOR
Functional Responsibilities: Primary client points of contact. Manages the day-to-day relationship with key client contacts and successfully focus the efforts of the internal team to ensure projects are completed as planned. Leads all aspect of research, design, and production.
Education/Experience: Bachelor's with at least five (5) years’ experience as an Account Supervisor
Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

ACCOUNT EXECUTIVE
Functional Responsibilities: Manages specific client engagements, campaigns, and projects. Develops creative briefs focused on client objectives by identifying the key project outcomes, communication messaging, and creative feedback. Monitors timelines and budgets. Coordinates with internal team to execute multi-faceted programs.
Education/Experience: Bachelor's with at least two (2) years’ experience in a marketing Account Executive role
Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850
LABOR CATEGORY DESCRIPTIONS

ACCOUNT COORDINATOR

Functional Responsibilities: Supports team by preparing reports and analysis as needed. Keeps records and maintains job progress reports.

Education/Experience: Bachelor’s with at least one (1) year experience in an Account Coordinator role

Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

TRAFFIC MANAGER

Functional Responsibilities: Works with media planner and media buyer to ensure that all advertising mechanical files arrive to media outlet per schedule. Collects tear sheets to validate run of ad insertion and maintains advertising files.

Education/Experience: Bachelor’s with at least five (5) years’ experience as a Traffic Manager or related role

Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

ADMINISTRATIVE CLERICAL

Functional Responsibilities: Assists with administrative needs related to engagement. Coordinates all telephone, courier, proofreading, billing, accounts receivable and data entry.

Education/Experience: Associate’s with at least one (1) year experience in an office administrative or clerical role

Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

RESEARCH ANALYST

Functional Responsibilities: Reviews and analyzes research (existing or new), drafts recommendations for use in marketing plans. Performs statistical analysis to measure campaign success.

Education/Experience: Bachelor’s with at least three (3) years’ experience as a Research Analyst

Applicable SINs: 541910, 541810

ACCOUNT MANAGER

Functional Responsibilities: Manages a variety of client engagements. Participates in all project status and production meetings with clients, outside vendors, and internal team. Presents to clients and leads training sessions. Ensures client’s end-to-end engagement requirements are met.

Education/Experience: Bachelor’s with at least five (5) years’ experience in a Project Management role

Applicable SINs: 541430, 541511, 541613, 541810, 541820, 541850

GRAPHIC DESIGNER

Functional Responsibilities: Manages the design, development, and production design assignment for major creative projects. Collaborates with internal team to develop and create innovative visual solutions that meet client’s marketing strategies.

Education/Experience: Bachelor’s in Graphic Design, Art, Visual Communications, or similar field with at least two (2) years’ experience and demonstration of past work performed (portfolio)

Applicable SINs: 541430, 541511, 541613, 541810, 541850
DIGITAL SPECIALIST
Functional Responsibilities: Leads and implements digital media initiatives. Implements digital strategies and tactics, tracks, and reports results. Provides updates to clients as needed.
Education/Experience: Bachelor’s with at least three (3) years’ experience in digital marketing activations
Applicable SINs: 541511, 541613, 541810

COPYWRITER
Functional Responsibilities: Researches, conceptualizes, writes, proofreads and edits original content and digital experiences. Works with creative staff and client to develop copy content for all print, web and multimedia deliverables. Experienced in technical writing as well as traditional advertising/marketing copywriting.
Education/Experience: Bachelor’s with at least five (5) years’ experience and demonstrated work performance (portfolio)
Applicable SINs: 541511, 541613, 541810, 541820

MEDIA PLANNER/BUYER
Functional Responsibilities: Works closely with clients to define strategies for media solutions. Conducts media research and prepares media plans per budget and target audiences to maximize allocated advertising and media funds. Implement all media plans; negotiates advertising rates with all media outlets; collects tear sheets and coordinates vendor payments; maintains advertising files. Participates in the negotiation and purchase of media and event, and sponsorship packages. Tracks media expenditures to ensure budget compliance.
Education/Experience: Bachelor’s with at least five (5) years’ experience in media buying and planning
Applicable SINs: 541511, 541613, 541810

MEDIA ASSISTANT
Functional Responsibilities: Assists with media plans for clients. Conducts media research and statistical analysis for specific media campaigns. Monitors client billing, invoicing and resolves related issues.
Education/Experience: Associate’s with at least one (1) year experience as a media assistant or similar role
Applicable SINs: 541511, 541613, 541810
OTHER DIRECT COSTS

<table>
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<tr>
<th>SERVICE</th>
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<th>CONTRACTOR/CUSTOMER SITE</th>
<th>GSA PROPOSED PRICE W/IFF</th>
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<tr>
<td>Digital Media Buy (12 Months)</td>
<td>Program</td>
<td>Customer Site</td>
<td>$438,997.43</td>
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<tr>
<td>Postage, Deliveries, and Mailing Services</td>
<td>Deliverable</td>
<td>Customer Site</td>
<td>$15,869.02</td>
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DESCRIPTIONS OF OTHER DIRECT COSTS

**Digital Media Buy (Per Program over 12 Months)**—Includes purchase of digital media (text, graphics, audio, video) that can be transmitted over the internet or computer networks.

**Postage, Deliveries, and Mailing Services (Per Deliverable)**—Includes packaging, postage, delivery and tracking of packages via ground shipment methods.

**CONTRACTOR**
MSSmedia, Inc.
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**CONTACT FOR CONTRACT ADMINISTRATION**
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