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 menudriven database system. The INTERNET address for GSA Advantage! is [http://www.gsaadvantage.gov](http://www.gsaadvantage.gov)

**SCHEDULE TITLE:**
MAS - MULTIPLE AWARD SCHEDULE

**FSC GROUP:**
PROFESSIONAL SERVICES

**CONTRACT NUMBER:**
47QRAA21D005J

**CONTRACT PERIOD:**
May 12, 2021 through May 11, 2026

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

**CONTRACTOR:**
TECHGRAPH LLC dba KEVA
29 Harold St.
Staten Island, NY 10314–5206
Phone number: (347) 415–9194
Fax number: (347) 415–9194
Email: akiva@kevanyc.com

**CONTRACTOR’S ADMINISTRATION SOURCE:**
AKIVA LEITNER
TECHGRAPH LLC dba KEVA
29 Harold St.
Staten Island, NY 10314–5206
Phone number: (347) 415–9194
Fax number: (347) 415–9194
Email: akiva@kevanyc.com

**Website:** [www.kevanyc.com](http://www.kevanyc.com)

**BUSINESS SIZE:** Small Business

**BUSINESS TYPE:** Woman Owned Business; Woman Owed 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>511130</td>
<td>Books and Pamphlets</td>
</tr>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541850</td>
<td>Exhibit Design and Advertising Services</td>
</tr>
<tr>
<td>561920</td>
<td>Conference, Meeting, Event and Trade Show Planning Services</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</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 B - GSA PROPOSED PRICE LIST

- 511130 - Director of Finance - $90.00
- 512110 - Director of Finance - $90.00
- 541613 - Director of Finance - $90.00
- 541511 - Director of Finance - $90.00
- 541810 - Director of Finance - $90.00
- 541850 - Director of Finance - $90.00
- 541920 - Director of Finance - $90.00
- 541910 - Director of Finance - $90.00

1c. **HOURLY RATES (Services only):**

See attached APPENDIX B - GSA PROPOSED PRICE LIST

2. **MAXIMUM ORDER**: $1,000,000.00

**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, and Puerto Rico
5. POINT(S) OF PRODUCTION: N/A

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached Appendix B - GSA PROPOSED PRICE LIST.

7. QUANTITY DISCOUNT(S): 1.00% discount applies once the dollar amount of the award exceeds $250K on any task order or supplemental orders that makes the award contract above $250K. On a Blank Purchase Agreement (BPA), each call that results in an award over $250K, a 1.00% discount will apply.

8. PROMPT PAYMENT TERMS: 0.00%; Net 30 Days
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: Subject to Task Order Level

10b. EXPEDITED DELIVERY: Contact Contractor

10c. OVERNIGHT AND 2-DAY DELIVERY: Contact Contractor

10d. 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.

11. FOB POINT: Destination

12a. ORDERING ADDRESS: Same as Contractor

12b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, Information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. PAYMENT ADDRESS: Same as Contractor

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

15. EXPORT PACKING CHARGES: 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
18. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not Applicable

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

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

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

22. PREVENTIVE MAINTENANCE (IF APPLICABLE): Not Applicable

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

24. Section 508 Compliance for Electronic and Information Technology (EIT): Not Applicable

25. UNIQUE ENTITY IDENTIFIER (UEI) NUMBER: 117034990

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an Active Registration in the SAM database. Cage Code: 8AG75
APPENDIX A
LABOR CATEGORY DESCRIPTIONS

Accounts Director
Years exp – 3
Education – bachelors
Maintains and manages current accounts. Actively seeks new accounts when provided the opportunity. Acts as the direct point of contact between client and Keva NYC for project information including timeline, deliverables, product samples etc.

Creative Director
Years exp – 3
Education – bachelors
Responsible for leading and managing Keva NYC’s creative team of in-house and 1099 subcontractor talent. Close collaboration and teamwork with Visual Communications Director, Copywriting Director and Social-Media/Creative Writing Director on all booklets and pamphlets.

Marketing/Strategy Director
Years exp – 1
Education – bachelor
Providing managerial guidance to the marketing team by evaluation of and contributions to general marketing strategies as well as project specific strategies. Constructing campaigns to build awareness for growth of clients’ companies/products. In close collaboration with the Accounts Director, Creative Director and Web Development Director to maintain consistency across company values and methods. Assist with marketing strategies on books and pamphlets.

Web Development Director
Years exp – 2
Education – bachelors
Management and oversight of website development from conception to implementation to maintenance. Development and design of web architecture and continued support and improvements on technical infrastructure. Assists with web based side of books and pamphlets.

Director of Finance
Years exp – 2
Education – bachelor
Supervision of accounting and bookkeeping subcontractors. Oversight of company budget, including as a whole and on a per-project basis. Ensuring profitability, setting targets, coordinating, and organizing funding rounds (if necessary) and monitoring Keva NYC’s financial compliances. responsible for budget.
Visual Communications Director
Years exp - 2
Education - Bachelor’s
Initiate and drive visual communications strategies for both Keva NYC company-centric advertisement and for project-based needs. Manage communications teams and ensure that projects are accurately and efficiently using visual aids for communication needs. Development, editing and propagating of visual content. Responsible for the visual side of advertisement.

Copywriting Director
Years exp - 3
Education - Associates
Planning and implementation of editorial/publishing calendars. Development of agency writing guidelines, rules and formats. Delegation of content creation to the writing team. Serves as lead writer and head editor for all projects. Develop methodology to organize project needs and demands.

Social Media Director
Years exp - 3
Education - Bachelor’s
Staying up-to-date with current social media trends and advances. Flawless communication skills both written and verbal. Creativity is paramount – writing concise yet powerful copy that can propagate Keva NYC and its projects through social media outlets with regards to books and pamphlets.
## APPENDIX B - GSA PRICE LIST - TECHGRAPH LLC dba KEVA MAS - MULTIPLE AWARD SCHEDULE

### 2.30% EPA Clause 1-FSS-000 (5)(1) – Fixed Escalation with Out Year Pricing

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Current Market Rates</th>
<th>GSA % BASIC DISCOUNT</th>
<th>GSA PRICE without IFF</th>
<th>GSA PRICE + IFF</th>
<th>GSA PRICE + IFF</th>
<th>GSA PRICE + IFF</th>
<th>GSA PRICE + IFF</th>
<th>GSA PRICE + IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>511130/RC</td>
<td>Accounts Director</td>
<td>$ 125.00</td>
<td>0.00%</td>
<td>$ 125.00</td>
<td>$ 125.94</td>
<td>$ 128.84</td>
<td>$ 131.80</td>
<td>$ 134.84</td>
<td>$ 137.94</td>
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<tr>
<td>512130/RC</td>
<td>Creative Director</td>
<td>$ 125.00</td>
<td>0.00%</td>
<td>$ 125.00</td>
<td>$ 125.94</td>
<td>$ 128.84</td>
<td>$ 131.80</td>
<td>$ 134.84</td>
<td>$ 137.94</td>
</tr>
<tr>
<td>511130/RC</td>
<td>Marketing/Strategy Director</td>
<td>$ 125.00</td>
<td>12.59%</td>
<td>$ 109.27</td>
<td>$ 110.09</td>
<td>$ 112.63</td>
<td>$ 115.22</td>
<td>$ 117.87</td>
<td>$ 120.58</td>
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<tr>
<td>511130/RC</td>
<td>Web Development Director</td>
<td>$ 125.00</td>
<td>20.60%</td>
<td>$ 99.25</td>
<td>$ 100.00</td>
<td>$ 102.30</td>
<td>$ 104.65</td>
<td>$ 107.06</td>
<td>$ 109.52</td>
</tr>
<tr>
<td>511130/RC</td>
<td>Director of Finance</td>
<td>$ 125.00</td>
<td>28.54%</td>
<td>$ 89.33</td>
<td>$ 90.00</td>
<td>$ 92.07</td>
<td>$ 94.19</td>
<td>$ 96.35</td>
<td>$ 98.57</td>
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<tr>
<td>511130/RC</td>
<td>Visual Communications Director</td>
<td>$ 125.00</td>
<td>20.60%</td>
<td>$ 99.25</td>
<td>$ 100.00</td>
<td>$ 102.30</td>
<td>$ 104.65</td>
<td>$ 107.06</td>
<td>$ 109.52</td>
</tr>
<tr>
<td>511130/RC</td>
<td>Copywriting Director</td>
<td>$ 125.00</td>
<td>20.60%</td>
<td>$ 99.25</td>
<td>$ 100.00</td>
<td>$ 102.30</td>
<td>$ 104.65</td>
<td>$ 107.06</td>
<td>$ 109.52</td>
</tr>
<tr>
<td>511130/RC</td>
<td>Social Media Director</td>
<td>$ 125.00</td>
<td>-4.57%</td>
<td>$ 110.29</td>
<td>$ 120.19</td>
<td>$ 122.95</td>
<td>$ 125.78</td>
<td>$ 128.67</td>
<td>$ 131.63</td>
</tr>
</tbody>
</table>