GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List

Güd Marketing, Inc.
1223 Turner St., Ste 101
Lansing, MI 48906
(P) 517-267-9800 (F) 517-267-9815
www.gudmarketing.com
Contract Administrator: Deborah Horak, gudbusiness@gudmarketing.com

Schedule Title: Multiple Award Schedule
Federal Supply Group: Professional Services

Contract Number: 47QRAA22D000V
Period Covered by Contract: 10/18/2021 – 10/17/2026
Business Size: Other than Small Business

Pricelist current through Modification #003, dated 10/28/2021.

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.

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

1a. Awarded Special Item Number(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</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>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations 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. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: See page 4.

1c. Descriptions of all corresponding commercial job titles with experience, functional responsibility and education are provided beginning on page 5.

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage: Worldwide

5. Point of Production: N/A

6. Prices Shown Herein are Net (discount deducted)

7. Quantity Discount: None

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

9. Foreign Items: None

10a. Time of Delivery: Güd Marketing, Inc. shall deliver or perform services in accordance with the terms negotiated in an agency’s order.

10b. Expedited Delivery: Consult with Contractor

10c. Overnight/2-Day Delivery: Consult with Contractor
10d. **Urgent Requirements:** Consult with Contractor

11. **FOB Point:** Destination

12a. **Ordering Address:** Güd Marketing, Inc.
     ATTN: Deborah Horak
     1223 Turner St., Ste 101
     Lansing, MI 48906
     (P) 703-939-1306 (F) 517-267-9815
     gudbusiness@gudmarketing.com

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:** Güd Marketing, Inc.
    ATTN: Accounts Payable
    1223 Turner St., Ste 101
    Lansing, MI 48906
    (P) 567-267-9800 (F) 517-267-9815
    gudbusiness@gudmarketing.com

14. **Warranty Provisions:** Contractor’s Standard Warranty

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:** 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. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** Not applicable

22b. Güd Marketing, Inc. has Section 508 compliance information. The EIT standards can be found at: http://www.section508.gov: N/A.

23. **Unique Entity Identifier (UEI) Number:** 108409657

24. Güd Marketing, Inc. is registered in the System for Award Management (SAM) database.
GSA HOURLY RATES
SINs 512110, 541430, 541511, 541613, 541810, 541820, and 541910

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Account Coordinator</td>
<td>$124.69</td>
<td>$127.18</td>
<td>$129.72</td>
<td>$132.32</td>
<td>$134.96</td>
</tr>
<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Account Manager</td>
<td>$124.69</td>
<td>$127.18</td>
<td>$129.72</td>
<td>$132.32</td>
<td>$134.96</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Art Director</td>
<td>$124.69</td>
<td>$127.18</td>
<td>$129.72</td>
<td>$132.32</td>
<td>$134.96</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Associate Creative Director</td>
<td>$139.65</td>
<td>$142.44</td>
<td>$145.29</td>
<td>$148.19</td>
<td>$151.16</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Client Services Director</td>
<td>$139.65</td>
<td>$142.44</td>
<td>$145.29</td>
<td>$148.19</td>
<td>$151.16</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Creative Director</td>
<td>$164.99</td>
<td>$168.29</td>
<td>$171.66</td>
<td>$175.09</td>
<td>$178.59</td>
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<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Creative Strategist</td>
<td>$149.62</td>
<td>$152.61</td>
<td>$155.67</td>
<td>$158.78</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Digital Marketing Specialist</td>
<td>$124.69</td>
<td>$127.18</td>
<td>$129.72</td>
<td>$132.32</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Media Director</td>
<td>$139.65</td>
<td>$142.44</td>
<td>$145.29</td>
<td>$148.19</td>
<td>$151.16</td>
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<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Media Manager</td>
<td>$124.69</td>
<td>$127.18</td>
<td>$129.72</td>
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<tr>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>Production Coordinator</td>
<td>$84.70</td>
<td>$86.39</td>
<td>$88.12</td>
<td>$89.88</td>
<td>$91.68</td>
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</tbody>
</table>
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 CO and establish an SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number.

<table>
<thead>
<tr>
<th>GSA Labor Category Titles</th>
<th>Occupational Code</th>
<th>WD Number</th>
<th>SCLS Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Manager</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$124.69, $127.18, $129.72, $132.32, $134.96</td>
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<tr>
<td>Public Relations Specialist</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$124.69, $127.18, $129.72, $132.32, $134.96</td>
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<tr>
<td>Research Manager</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$124.69, $127.18, $129.72, $132.32, $134.96</td>
<td></td>
</tr>
<tr>
<td>Senior Account Planner &amp; Strategist</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$139.65, $142.44, $145.29, $148.19, $151.16</td>
<td></td>
</tr>
<tr>
<td>Senior Director of Public Relations</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$139.65, $142.44, $145.29, $148.19, $151.16</td>
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</tr>
<tr>
<td>Social Media Coordinator</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$124.69, $127.18, $129.72, $132.32, $134.96</td>
<td></td>
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<tr>
<td>Web Designer/Coder</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$87.48, $89.23, $91.01, $92.83, $94.69</td>
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<tr>
<td>Writer/Editor</td>
<td>512110, 541430, 541511, 541613, 541810, 541820 &amp; 541910</td>
<td>$109.66, $111.85, $114.09, $116.37, $118.70</td>
<td></td>
</tr>
</tbody>
</table>
Labor Category Descriptions

Account Coordinator

**Functional Responsibilities:** The Account Coordinator efficiently leads the team to deliver marketing strategies, work plans, detailed scope-of-work proposals and comprehensive reports and status updates to guide all marketing initiatives. The Account Coordinator coordinates and manages the status of a client’s projects, ensuring all business and project goals are met while also managing all aspects of the project schedule, resources, and budgets. Acts as liaison and prepares reports and briefs for account team members. Effectively leads and facilitates project meetings and presentations and ensures deadlines are met, with assured quality and within budget. Coordinates internal and external resources in implementing research projects.

Minimum Education: Bachelor's
Minimum Experience: 2 years

Account Manager

**Functional Responsibilities:** The Account Manager is responsible for planning, coordinating, and implementing client programs and activities; ensures that all programs are strategically on target with clients’ business objectives; and reports program results to agency management and client. Acts as liaison between agency and client and fosters client-agency relationship to build trust and become a valuable resource to client. Plays a key role in account activities including special events, media relations, program implementation, etc. Demonstrates ability to effectively develop full range of written materials including press releases, byline articles, speeches, client correspondence, and reports. Develops and monitors program plans and budgets for profitability and reports status to client and agency management on a regular basis. Develops an understanding of various research methods; manages project staff, monitors, and controls expenses; and communicates variances with management and clients.

Minimum Education: Bachelor's
Minimum Experience: 4 years

Art Director

**Functional Responsibilities:** The Art Director develops creative materials through visual representation. The Art Director provides design and art direction to guide brand implementation across multiple formats, including web, collateral, trade show booth design and handouts, advertising design, identity, information graphics, broadcast art direction, and more.

Minimum Education: Bachelor's
Minimum Experience: 4 years
**Associate Creative Director**

**Functional Responsibilities:** The Associate Creative Director works under the Creative Director. The Associate Creative Director helps guide, create, and develop materials for marketing campaigns and is responsible for managing designers and creatives. The Associate Creative Director is a leader, a creative mind, and a Project Manager (PM) all in one.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 4 years

**Client Services Director**

**Functional Responsibilities:** The Client Services Director focuses on client relationship management, meeting client requirements, and organic growth of existing clients. They plan and strategize at a senior level, including collaborating with agency and client-facing senior leadership. Exhibits business expertise, including a deep understanding of client needs. Inspires and directs agency teams to provide integrated solutions that are innovative and relevant to effectively deliver on client work. Focuses on growth – both individual and agencywide – while staying current on marketing and industry issues. Leads and manages account team members by providing consistent feedback, training, and coaching and supporting growth opportunities. Leads presentations for potential and existing clients.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 8 years

**Creative Director**

**Functional Responsibilities:** The Creative Director is in charge of the creative department. Their duties include guiding and monitoring brand campaigns asset development; building and giving creative presentations; and shaping brand standards and direction. The Creative Director guides all projects and is responsible for the overall quality of work produced by the creative department.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 8 years

**Creative Strategist**

**Functional Responsibilities:** The Creative Strategist advises on marketing campaigns including working with creative and media producers. The Creative Strategist uses their expertise to strategize with clients and team members to come up with a plan that will cross a variety of media platforms. The Creative Strategist is an expert in thinking outside of the box to reach as large an audience as possible or to reach a specific audience type.

**Minimum Education:** Bachelor’s  
**Minimum Experience:** 4 years

**Digital Marketing Specialist**

**Functional Responsibilities:** The Digital Marketing Specialist develops, traffics, and monitors successful digital campaign launches, overseeing pacing and delivery, and generating reporting and optimization.
Utilizes data analytics skills to produce reports for client campaigns including programmatic display, video and audio, search, and paid social. Conducts keyword development and market analysis through Google Ads.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 2 years

**Media Director**  
**Functional Responsibilities:** The Media Director determines the best media outlet mix for promotional strategies. They monitor online and offline ad campaigns (e.g. on radio, TV, websites, magazines, and billboards), and regularly report advertising campaign results (including revenues and costs). The Media Director is an expert specialized in ensuring company's effective media presence and brand reputation management. They are responsible for leading and overseeing the media team in strategy, planning, tactical execution, implementation, optimization, and performance analysis.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 8 years

**Media Manager**  
**Functional Responsibilities:** The Media Manager manages and provides direct supervision for agency media team in all paid media details, including planning, placement, monitoring, optimization, reporting, and reconciliation for over $5 million annual media spends. Acts as a strategic consultant for paid media in the development of communication plans for Güd Marketing clients. Experienced in integrating online and offline media campaigns and committed to the constant study of media across all platforms to stay ahead of the ever-changing media buying and audience targeting options. Researches and implements new techniques and technologies that are relevant to clients’ media strategies.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 4 years

**Production Coordinator**  
**Functional Responsibilities:** The Production Coordinator's job includes facilitating the production schedule, budgets, equipment rentals, transportation, locations, catering, billing, and communicating with crew members. Tasks specific to a production coordinator include acting as a production's Point-Of-Contact (POC) with the crew. The Production Coordinator helps the production team with all aspects of the physical act of making films or video production.

**Minimum Education:** Associate’s  
**Minimum Experience:** 2 years

**Production Manager**  
**Functional Responsibilities:** The Production Manager ensures that the production will be cost effective by estimating costs and negotiating and agreeing budgets with both clients and managers. The
Production Manager monitors the production processes and adjust schedules as needed, and monitors productivity rates and product standards. They also implement Quality Control (QC) programs.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 4 years

**Public Relations Specialist**  
**Functional Responsibilities:** The Public Relations (PR) Specialist supports public relations managers and directors by crafting media releases and campaign materials to shape public perception of their organization and increase awareness of its work and goals. The Public Relations Specialist also performs outreach to contacts people in the media who might print or broadcast their material, cover events, etc.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 2 years

**Research Manager**  
**Functional Responsibilities:** The Research Manager has extensive experience in building detailed research plans utilizing a combination of qualitative and quantitative methods – surveys, focus groups, in-depth interviews, and secondary research – to gather valuable data to answer key questions, identify audiences, guide strategy, and develop messaging. Analyzes campaign key performance indicators and makes optimization recommendations. Leads public stakeholder meetings and training sessions.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 4 years

**Senior Account Planner & Strategist**  
**Functional Responsibilities:** The Senior Account Planner & Strategist develops marketing plans and works with both client and agency staff to reach those objectives. Provides client support and effectively executes strategies, problem-solving, and developing solid business relationship. Supports development of workable budgets, work plans/schedules, and establishes deadlines. Monitors progression of marketing campaigns from initial concept through completion and guides and reviews campaign success reports.

**Minimum Education:** Bachelor's  
**Minimum Experience:** 6 years

**Senior Director of Public Relations**  
**Functional Responsibilities:** The Senior Director Of Public Relations creates and maintains a favorable public image for the organization they represent and works with media outlets to publish timely company information, such as press releases, brochures, and other materials. The Senior Director Of Public Relations ensures communication strategy is consistent and reflects the organization’s strategic vision. They set objectives for the PR team and monitors team members’ performance. Maximizes brand presence on various traditional media channels. Cultivates and maintains relationships with media and influential professionals.
**Minimum Education: **Bachelor's  
**Minimum Experience: **6 years

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**Social Media Coordinator**

**Functional Responsibilities:** The Social Media Coordinator maintains a client's social media presence. Their job duties are to research marketing trends, post content on each relevant platform, and encourage audience engagement. They typically will work with a team of content developers or writers and art directors to develop relevant and engaging imagery.

**Minimum Education: **Bachelor's  
**Minimum Experience: **2 years

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**Web Designer/Coder**

**Functional Responsibilities:** The Web Designer/Coder leads the development of websites, from planning to information architecture, for all clients across multiple sectors with a focus on customer experience and satisfaction. Maintains web projects across multiple platforms, including HTML5, JavaScript, PHP, and WordPress, while adding usability and accessibility to ensure websites meet ADA and/or WCAG 2.0 AA compliance. Troubleshoots both front-end and back-end code of existing clients’ websites and provides maintenance and consulting for Güd clients. Experience in mobile development; built app for Microsoft as contract employee using .Net Framework, Xamarin, and C#. Has experience with API designs with Node.js, Python, and PHP. Develops algorithms using C++ and Python.

**Minimum Education: **Bachelor's  
**Minimum Experience: **2 years

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**Writer/Editor**

**Functional Responsibilities:** The Writer/Editor creates marketing materials and are responsible for curating fresh, relevant, and informative content including print and online media. Directs creation of new content and determines when and how to re-surface prior work during relevant news. Helps the team craft and refine ideas, cultivate sources, report, and write articles on a daily basis.

**Minimum Education: **Bachelor's  
**Minimum Experience: **4 years

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**Experience & Degree Substitution Equivalencies**

Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

<table>
<thead>
<tr>
<th>Equivalent Degree</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>High School/GED + 2 years relevant experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience or High School/GED + 4 years relevant experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s + 2 years relevant experience or Associate’s degree + 4 years relevant experience or High School/GED + 6 years of relevant experience</td>
</tr>
</tbody>
</table>
Doctorate: Master’s + 2 years relevant experience or Bachelor’s + 4 years or Associate’s + 6 years relevant experience or High School/GED + 8 years relevant experience