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

SCHEDULE TITLE: MAS – MULTIPLE AWARD SCHEDULE

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER: 47QRAA22D001G

CONTRACT PERIOD: NOVEMBER 02, 2021 through NOVEMBER 01, 2026

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

CONTRACTOR: INCITE MEDIA, LLC
10455 Jefferson HWY Ste 240
Baton Rouge, Louisiana 70809-7211
Phone number: (225) 752-7366
Fax number: (225) 752-7366
Email: shouser@theamgroup.com

CONTRACTOR’S ADMINISTRATION SOURCE: STUART HOUSER
INCITE MEDIA, LLC
10455 Jefferson HWY Ste 240
Baton Rouge, Louisiana 70809-7211
Phone number: (225) 752-7366
Fax number: (225) 752-7366
Email: shouser@theamgroup.com

WEBSITE: www.incitemedia.com
BUSINESS SIZE: Small Business

BUSINESS TYPE: Self Certified Small Disadvantaged 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>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>512110</td>
<td>Video/Film Production</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 A – GSA PROPOSED PRICE LIST

541810 – Media Buying – 15.11%

512110 – Onsite Shoot - $1,086.15

1c. HOURLY RATES (Services only):
See attached APPENDIX A – GSA PROPOSED PRICE LIST

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

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: 48 Contiguous States; Washington DC
5. **POINT(S) OF PRODUCTION:** N/A

6. **DISCOUNT FROM LIST PRICES:** *GSA Net Prices are shown on the attached GSA Pricelist.*

7. **QUANTITY DISCOUNT(S):** Media Buying:
   - Tier 1: $10,000 - $30,000: 14.00%
   - Tier 2: $30,000 - $60,000: 13.00%
   - Tier 3: $60,000 - $100,000: 12.00%
   - Tier 4: $100,000+: 11.00%

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

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 (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. **PAYMENT ADDRESS:** Same as Contractor

14. **WARRANTY PROVISION:** Not Applicable
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

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)**: 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. **Section 508 Compliance for Electronic and Information Technology (EIT)**: Not Applicable

23. **UNIQUE ENTITY IDENTIFIER (UEI) NUMBER**: 046255104

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE**: Contractor has an Active Registration in the SAM database. Cage Code: 8UVR5

APPENDIX A SERVICE DESCRIPTIONS

APPENDIX B GSA PRICE LIST
APPENDIX A
SERVICE DESCRIPTIONS

MEDIA BUYING

Research Given Market. Decide on the best stations for the given product and budget. Negotiate the best rate for the client. Purchase spots in specific time slots. Audit the invoice after airtime to ensure all ran as ordered.

TV PRODUCTION

Create content for Televison storyboard that will deliver the desired message. Select Voice Talent and style of read. Decide on specific shots. Produce the commercial.

RADIO PRODUCTION

Create content for radio script that will deliver the desired message. Select voice talent and style of read.

ONSITE SHOOT

Shoot with a camera, different angles of the facility or shoot on camera talent, aka spokesperson.

DIGITAL BUYING

Assess the digital need, determine which digital service will fulfill that need. We offer several digital services: DVP, Email Blast, FB Advertising, FB Dynamic Retargeting, Mobile Geo Fencing, OTT- Connected TV, Programmatic Display, YouTube, SEM, Programmatic Audio, Site Retargeting.
<table>
<thead>
<tr>
<th>SINs</th>
<th>Service Category</th>
<th>Location</th>
<th>Awarded Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>Media Buying</td>
<td>Contractor</td>
<td>15.11%</td>
</tr>
<tr>
<td>512110</td>
<td>TV Production</td>
<td>Contractor</td>
<td>$2,015.11</td>
</tr>
<tr>
<td>541810</td>
<td>Radio Production</td>
<td>Contractor</td>
<td>$296.22</td>
</tr>
<tr>
<td>512110</td>
<td>Onsite Shoot</td>
<td>Customer</td>
<td>$1,086.15</td>
</tr>
<tr>
<td>541810</td>
<td>Digital Buying</td>
<td>Contractor</td>
<td>20.15%</td>
</tr>
</tbody>
</table>