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: 47QRAA22D001V

CONTRACT PERIOD: NOVEMBER 10, 2021 through NOVEMBER 09, 2026

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

CONTRACTOR: COOKSON STRATEGIES CORPORATION
dba COOKSON COMMUNICATIONS
36 Lowell St. Ste 1
Manchester, NH 03101-1649
Phone number: (603) 782-8192
Fax number: (727) 245-0248
Email: matt@cooksoncom.com

CONTRACTOR’S ADMINISTRATION SOURCE: MATTHEW B COOKSON
COOKSON STRATEGIES CORPORATION
dba COOKSON COMMUNICATIONS
36 Lowell St. Ste 1
Manchester, NH 03101-1649
Phone number: (603) 782-8192
Fax number: (727) 245-0248
Email: matt@cooksoncom.com

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

BUSINESS TYPE: 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>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</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

541511 –
541430 –
541810 –
541613 –
541820 -

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: 50 States; Washington DC, US Territories

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): 1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more

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: 056625958

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an Active Registration in the SAM database. Cage Code: 8PTX1

APPENDIX A LABOR CATEGORY DESCRIPTIONS

APPENDIX B GSA PRICE LIST
APPENDIX A

LABOR CATEGORY DESCRIPTIONS

Account Services Principal

Minimum Year Experience: 15 Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Provides strategic and corporate leadership and serves as key decision-maker for campaigns and related contract management. Ensures adherence to master plans and schedules and develops solutions to program problems. Relies on extensive experience and judgment to plan and accomplish goals.

Account Services Director

Minimum Year Experience: 10 Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Provides day-to-day account services and serves as a liaison to the client. Provides strategic leadership and serves as point person for managing projects, strategies, campaigns and related contract management. Develops reports and feedback and works with junior staff to ensure all project components are completed in a comprehensive and timely fashion.

Account Services Manager

Minimum Year Experience: 5+ Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Provides oversight and management of assigned campaigns, including overseeing junior staff and budgets. Research client needs and issues, develop marketing communications strategic plans, oversee measurement and evaluation, and manage staff working on project.
**Account Services Clerical Support**

Minimum Year Experience: 5+ Years  
Minimum Education: Bachelor’s Degree  

**Responsibilities:**  
Coordinates all telephone, courier, proofreading, billing, accounts receivable activities.

---

**Advertising Consultant**

Minimum Year Experience: 10+ Years  
Minimum Education: Bachelor’s Degree  

**Responsibilities:**  
A person with the expertise in the specifics of the subject matter and/or goals of the production. The person provides advice and strategy to enable the successful production of the production.

---

**Animation/Motion Graphics Designer**

Minimum Year Experience: 8+ Years  
Minimum Education: Bachelor’s Degree  

**Responsibilities:**  
Collaborating with the client and production team members to understand needs, review scripts, design storyboards, and create and edit animations using software and other techniques to produce animations. Ensures that the final product aligns with the needs of the client and is delivered on time without exceeded the budget.

---

**Copy Editor**

Minimum Year Experience: 5+ Years  
Minimum Education: Bachelor’s Degree  

**Responsibilities:**  
Responsible for reviewing copy and making edits that follow proper style according to a client style guide. Must be able to edit copy so it aligns with the appropriate marketing and communications vehicle and incorporate keywords, metatags and other processes that are necessary for digital, online, social media, web and advertising materials.
Copy Writer

**Minimum Year Experience:** 10+ Years  
**Minimum Education:** Bachelor’s Degree

**Responsibilities:**  
Responsible for conceptualizing, creating and editing copy for print, interactive, broadcast, etc. And understanding the parameters for all platforms. Must have strong interpersonal skills, including the ability to interview, research and grasp complex subject matter and create copy that aligns with connecting with the target market.

Creative Services – Creative Director

**Minimum Year Experience:** 15+ Years  
**Minimum Education:** Bachelor’s Degree

**Responsibilities:**  
Provides overall vision and direction needed to bring the strategic marketing plan and creative brief to life through the development and production of creative materials, including television, radio, print, digital advertising and product packaging, that resonate with audiences.

Film/Video Director

**Minimum Year Experience:** 10+ Years  
**Minimum Education:** Bachelor’s Degree

**Responsibilities:**  
Responsible for managing video shoots for timely delivery of final product. On set attendance of all commissioned video productions to ensure creative is executed properly. Ability to bring creative ideas to the table and identifying production efficiencies.

Graphic Designer I (English/Spanish)

**Minimum Year Experience:** 5+ Years  
**Minimum Education:** Bachelor’s Degree
Responsibilities:
Responsible creating eye-catching graphics and engaging designs in Print, Digital and Video. Handle graphic projects from start to finish. Develop and maintain image library files.

Graphic Designer II (English/Spanish)

Minimum Year Experience: 8+ Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Responsible for working with clients to understand and determine the goals for creative materials and conceive design concepts that align with goals. Strong design skills as well as process and project management to lead projects from start to finish.

Media Buyer (Print/Digital) (English/Spanish)

Minimum Year Experience: 15+ Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Manages the day-to-day process of all media planning efforts for assigned clients regarding print and digital advertisement(s). Evaluates and analyzes public responses and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities. Meets with Media Director to ensure company media strategies are implemented successfully.

Photo Editing/Retouching

Minimum Year Experience: 5+ Years
Minimum Education: Bachelor’s Degree

Responsibilities:
Responsible for Image retouching, color correction/shifting, clean up, outlining merging multiple images when needed, composting for placement for websites, publications, email campaigns, and advertising.
**Website Developer**

**Minimum Year Experience:** 12 Years  
**Minimum Education:** Bachelor’s Degree

**Responsibilities:**  
Responsible for the planning and delivery of web applications across multiple platforms. Skills include writing efficient code; creating websites/a website using standard HTML/CSS practices; working closely with web designers and programmers to produce the website; project management and staying inconstant communication with other colleagues in the business to develop and deploy their content – and ensuring there is a clear establishment of what can be created within what timeframe. Other skills include researching different software programs, maintaining software documentation; implementing contingency plans in case the website goes down; and maintaining and expanding/enhancing the website once built.
<table>
<thead>
<tr>
<th>SIN/SIN(s) Proposed</th>
<th>Labor Category/Service Title</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience (cannot be a range)</th>
<th>Unit of Issue (e.g. Hour, Daily Rate, Task, Sq Ft)</th>
<th>Price Offered to GSA (including IFF)</th>
<th>Quantity / Volume Discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511, 541810, 541820, 541613, 541430,</td>
<td>Account Services Principal</td>
<td>Bachelor’s Degree</td>
<td>15</td>
<td>Hour</td>
<td>$175.92</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
</tr>
<tr>
<td>541511, 541810, 541820, 541613, 541430,</td>
<td>Account Services Director</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>Hour</td>
<td>$124.99</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
</tr>
<tr>
<td>541511, 541810, 541820, 541613, 541430,</td>
<td>Account Services Manager</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>Hour</td>
<td>$114.99</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
</tr>
<tr>
<td>Code</td>
<td>Position</td>
<td>Degree</td>
<td>Hours</td>
<td>Rate</td>
<td>Task Order Value and Fee Schedule</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------</td>
<td>--------------------</td>
<td>-------</td>
<td>------</td>
<td>-----------------------------------</td>
<td></td>
</tr>
<tr>
<td>541511,</td>
<td>Account Services Clerical Support</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$57</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541810, 541820, 541613, 541430,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>541810, 541430,</td>
<td>Advertising Consultant</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$146.60</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541430, 541810</td>
<td>Animation/Motion Graphics Designer</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$122.17</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541820, 541810, 541430,</td>
<td>Copy Editor</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$91</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541820, 541810, 541430,</td>
<td>Copy Writer</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$114.99</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Position</td>
<td>Education Level</td>
<td>Hours</td>
<td>Rate</td>
<td>Task Order Valuation</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------</td>
<td>-----------------</td>
<td>-------</td>
<td>-----------</td>
<td>---------------------------------------</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541430,</td>
<td>Creative Services – Creative Director</td>
<td>Bachelor’s Degree</td>
<td>15</td>
<td>$159.98</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511, 541613, 541810, 541820</td>
<td>Film/Video Director</td>
<td>Bachelor’s Degree</td>
<td>10</td>
<td>$159.98</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541430,</td>
<td>Graphic Designer I (English/Spanish)</td>
<td>Bachelor’s Degree</td>
<td>5</td>
<td>$97.73</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541430,</td>
<td>Graphic Designer II (English/Spanish)</td>
<td>Bachelor’s Degree</td>
<td>8</td>
<td>$114.99</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541810</td>
<td>Media Buyer (Print/Digital) (English/Spanish)</td>
<td>Bachelor’s Degree</td>
<td>15</td>
<td>$114.99</td>
<td>1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Job Title</td>
<td>Degree</td>
<td>Duration</td>
<td>Rate</td>
<td>Fee Calculation</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------</td>
<td>-------------------</td>
<td>----------</td>
<td>-------</td>
<td>--------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>541511, 541810, 541430</td>
<td>Photo Editing/Retouching</td>
<td>Bachelor's Degree</td>
<td>5</td>
<td>Hour</td>
<td>$114.99 1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
<tr>
<td>541511</td>
<td>Website Developer</td>
<td>Bachelor's Degree</td>
<td>12</td>
<td>Hour</td>
<td>$138.99 1% for each task order valued at $300,000 - $399,000; 2% for each task order valued at $400,000 - $499,000; 3% for each task order valued at $500,000 or more</td>
<td></td>
</tr>
</tbody>
</table>