
GENERAL SERVICES ADMINISTRATION SERVICES**FEDERAL SUPPLY SERVICE AUTHORIZED
FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

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: Multiple Award Schedule (MAS)

Large Category	Subcategory	PSC
Professional Services	Marketing and Public Relations	DD01 R701
Miscellaneous	Complementary Special Item Numbers (SINs)	0000

*For more information on ordering from Federal Supply Schedules click on the **GSA Schedules** link at www.gsa.gov*

Contract Number: 47QRAA22D004A

Contract Period: January 5, 2022 to January 4, 2027

Contractor: Content Executive, Inc.
1901 Locust St
Saint Louis, MO 63103
www.blayzer.com

Contractor's Administration Source:
Brad Goldenberg
Phone: 314-446-3393 ext. 1001
Fax: 314-899-4430
Email: bgoldenberg@blayzer.com

Business Size: Small Business

Prices shown herein are Net (Discount deducted)

FEDERAL SUPPLY SERVICE**CUSTOMER INFORMATION:****1a. Awarded Special Item Numbers (SINs)**

SINs	SIN Title
541511	Web Based Marketing
541810	Advertising Services
OLM	Order Level Materials

1b. Lowest Priced Model Number and Price For Each SIN: N/A**1c. Hourly & Service Rates:** See price list on page 5**2. MAXIMUM ORDER:**

SINs	Maximum Order
541511	\$1,000,000
541810	\$1,000,000
OLM	\$250,000

3. MINIMUM ORDER: \$100**4. GEOGRAPHIC COVERAGE:** Domestic**5. POINT(S) OF PRODUCTION:** Same as contractor**6. DISCOUNT FROM LIST PRICES:** Prices shown are GSA Net, discount deducted.**7. QUANTITY DISCOUNT(S):** None**8. PROMPT PAYMENT TERMS:** 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: Not Applicable**10a. TIME OF DELIVERY:** Determined on the Task Order Level

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- 10b. EXPEDITED DELIVERY:** Contact contractor
- 10c. OVERNIGHT AND 2-DAY DELIVERY:** Contact contractor
- 10d. URGENT REQUIRMENTS:** 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:** N/A
- 16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 21. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 22b. Section 508 Compliance for EIT:** N/A
- 23. Unique Entity Identifier (UEI) Number:** 828131990
- 24. Contractor has an active registration in the SAM database.**

PROFESSIONAL SERVICES WORK SCOPE

SIN	SIN Title	Subcategory
541511	Web Based Marketing	Marketing and Public Relations
<p>DESCRIPTION: Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.^^^Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.</p> <p>NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.</p>		
SIN	SIN Title	Subcategory
541810	Advertising Services	Marketing and Public Relations
<p>DESCRIPTION: Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. ^^Services include, but are not limited to the following components: advertising objective determination, message decision/creation, media selection, outdoor marketing and media services, broadcastmedia (radio, TV, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.</p> <p>NOTE: Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.</p>		
SIN	SIN Title	Subcategory
OLM	Order-Level Materials (OLM)	Complementary Special Item Numbers (SINs)
<p>DESCRIPTION: OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs. OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.OLM SIN-Level Requirements/Ordering Instructions:</p> <p>OLMs are:</p> <ul style="list-style-type: none"> - Purchased under the authority of the FSS Program - Unknown until an order is placed - Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs) - Only authorized for use in direct support of another awarded SIN. - Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) - Subject to a Not To Exceed (NTE) ceiling price <p>OLMs are not:</p> <ul style="list-style-type: none"> - Open Market Items. - Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level) <p>OLM Pricing:</p> <ul style="list-style-type: none"> - Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). - The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%. <p>NOTE: When used in conjunction with a Cooperative Purchasing eligible SIN, this SIN is Cooperative Purchasing Eligible.</p>		

PROFESSIONAL SERVICES AWARDED PRICES & LABOR CATEGORIES

SIN	Labor Title	Hourly GSA Price w/ IFF
541511	Web Designer	\$90.68
541511	Web Developer	\$100.76
541511	Web Copywriter	\$90.68
541511	Digital Marketing Specialist	\$90.68
541511	Social Media Expert	\$90.68
541810	Copywriter	\$90.68
541810, 541511	Google Ads Specialist	\$90.68
541511	User Experience Designer	\$100.76

Labor Title	Labor Description	Minimum Education	Minimum Experience
Web Designer	A web designer works on the creative side of producing a website. They are responsible for designing visual elements for use online, reflecting a brand and design aesthetic. They create user interfaces, web site and page designs, flow charts, and layouts for various areas of a website or online store and test different designs to see which are most effective. Web designers often work closely with marketing and sales teams to create designs that will help to increase engagement and drive desired outcomes on a website. Web designers use many technologies including HTML, CSS, and additional web design tools.	Bachelor's Degree	3 years
Web Developer	A web developer is a type of programmer who specializes in the development of websites and web-based software applications. A web developer codes in programming languages and frameworks such as HTML, PHP, CodeIgniter, Laravel, Java, ReactJS, and more. A web developer is usually concerned with the back-end or programming aspects of creating and maintaining a solution. They are typically responsible for the coding, functionality, and technical performance of a website or web application.	Bachelor's Degree	3 years
Web Copywriter	A web copywriter writes copy for websites and digital content. This can include web page copy, short- and long-form blog posts, instructional and educational content, presentations, emails, online ads, social media posts and profiles, and much more. They use words strategically to inform users and get them to take action. A web copywriter is adept at research, writing, and editing, as well as Search Engine Optimization and the art of persuasion.	Bachelor's Degree	3 years
Digital Marketing Specialist	A digital marketing specialist is responsible for maintaining and promoting a brand through online marketing campaigns. They work closely with other marketing professionals to determine unique ways to spread awareness about the brand and drive sales. Their duties include performing market research, collecting and reviewing data, identifying target audiences, and creating content to aid in the success of marketing campaigns. They leverage digital platforms such as search engines, advertising networks, social media platforms, and more to promote a business and its offers online.	Bachelor's Degree	3 years
Social Media Expert	A social media expert is marketing team member who is a specialist in social media marketing. They are responsible for utilizing social media platforms to build an audience, raise awareness, and promote the brand through organic and paid initiatives. Social media experts have in-depth knowledge of analytics and the tools, rules, and capabilities of various social media	Bachelor's Degree	3 years

	platforms. A key skill of this position is managing change - platforms, trends and communication are constantly evolving, and social media experts must be able to keep up and adapt.		
Copywriter	A copywriter is a professional writer responsible for writing the text, or copy, used in marketing, advertising, and other promotional materials. Unlike a web copywriter who focuses solely in online media, a copywriter writes for a wider range of media types, including digital media, print materials, and spoken-word content. Copywriters use words to persuade people in a targeted audience to take a desired action. They perform research, write and edit copy, coordinate with other marketing and creative professionals, and may also do some project and task management.	Bachelor's Degree	3 years
Google Ads Specialist	A Google Ads specialist is a marketing professional with a focus in Google advertising. They are tasked with assessing a brand's goals and tailoring a strategy for search, display, video, and mobile advertising campaigns on Google platforms. Google Ads specialists create ad campaigns and content, often in collaboration with other marketing professionals. A Google Ads specialist will be able to analyze campaigns, pinpoint areas of improvement, and deliver a solution to improve ROI. A Google Ads specialist must be certified in Google Ads (Search, Display, Video, Shopping, Apps, and Measurement) and Google Analytics.	Bachelor's Degree	3 years
User Experience Designer	A user experience designer is an individual who designs the entire interface, components, and overall interaction of a user with a computing device or application. They have an in-depth understanding of the principles of human computer interaction. The user experience designer looks at user flow and makes the experience as fluid as possible to get the greatest outcome from the flow of the design. Duties include researching, identifying, and evaluating all aspects, perceptions, and points of interaction between a user and a computer system. They are ultimately responsible for designing information systems that are simple and efficient for the human user.	Bachelor's Degree	3 years

Service Contract Labor Standards: The 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. While no specific labor categories/services 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 Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.