GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule 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 are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: GSAAAdvantage.gov.

Multiple Award Schedule

FSC Group: Professional Services  FSC Class: Marketing and Public Relations

Contract Number: 47QRAA22D008P

Contract period: April 22, 2022 through April 21, 2027

Contractor: VISUAL APP, INC.
2425 N Central Expy, STE 475
Richardson, Texas 75080
Phone: 972-235-5353
Fax: 972-234-8608
www.Visualapp.com

Contract Administrator: Steven Snyder, President
steve@visualapp.com

Business Size: Small Business

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

Price list current as of effective 4/22/2022

*This is the MOST RECENTLY awarded Contractor Initiated Modification and does NOT include any Mass Modifications
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1. Awarded SINS
   a. SIN 541810ODC, SIN 541511

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
<th>Large Category</th>
<th>Subcategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
<td>Professional Services</td>
<td>Marketing and Public Relations</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
<td>Professional Services</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

Not applicable for this item.

c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employee or subcontractors who will perform services shall be provided.

See table below on page 3.

2. Maximum Order: $1,000,000

3. Minimum Order: $1,000

4. Geographic coverage: Domestic Only, 50 States, DC, Territories

5. Point of Production: Richardson, Texas

6. Discount from list prices or statement of net price: Government Net Prices (discounts already deducted.)

7. Quantity discounts:
   b. $100,000 - $200,000 1% discount

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c. $200,000- $300,000  2% discount
d. $300,000- $400,000  3% discount

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

9. Foreign items (list items by country of origin): Not Applicable

10. a. Time of delivery: To Be Determined at the Task Order level

10. b. Expedited Delivery: To Be Determined at the Task Order level

10. c. Overnight and 2-day delivery: To Be Determined at the Task Order level

10. d. Urgent Requirements: To Be Determined at the Task Order level

11. F.O.B. point(s): Richardson, Texas

12. a. Ordering address(es): 2425 N Central Expy, STE 475, Richardson, Texas 75080

12. b. 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(es): 2425 N Central Expy, STE 475, Richardson, Texas 75080

14. Warranty provision: Not applicable

15. Export packing charges, (if applicable): Not application

16. Terms and conditions of rental, maintenance, and repair (if applicable): Not applicable

17. Terms and conditions of installation (if applicable): Not applicable

18. a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not applicable

18. b. Terms and conditions for any other services (if applicable): Not applicable
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19. List of service and distribution points: Richardson Texas
20. List of participating dealers (if applicable): Not applicable
21. Preventive maintenance (if applicable): Not applicable
22. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants) (if applicable): Not applicable
23. Unique Entity Identifier: VJ2PFCCW5KP9
24. Notification regarding registration in System for Award Management (SAM) database: Visual App, Inc is registered in System for Award Management (SAM) database

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories 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/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

**47QRAA22D008P Price List**

**Visual App, Inc DBA Visual App Price List (Labor Hourly Rates)**

<table>
<thead>
<tr>
<th>Service</th>
<th>Labor Category</th>
<th>Min. Education</th>
<th>Years Exp</th>
<th>Rate</th>
<th>Unit of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing Project Manager</td>
<td>Project Manager</td>
<td>Bachelor’s</td>
<td>4+</td>
<td>$148.11</td>
<td>HR</td>
</tr>
<tr>
<td>Senior Web Developer</td>
<td>Senior Web Developer</td>
<td>Bachelor’s, High School</td>
<td>4+</td>
<td>$148.11</td>
<td>HR</td>
</tr>
<tr>
<td>Web Designer</td>
<td>Web Designer</td>
<td>Bachelor’s, High School</td>
<td>2+</td>
<td>$148.11</td>
<td>HR</td>
</tr>
<tr>
<td>Website Manager</td>
<td>Database Manager</td>
<td>Bachelor’s</td>
<td>2+</td>
<td>$118.49</td>
<td>HR</td>
</tr>
</tbody>
</table>
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Labor Category Descriptions

Digital Marketing Project Manager
The Digital Marketing Project Manager will be responsible for the coordination of online marketing and website content development between the client and the production team to ensure client goals and objectives are achieved. The Digital Marketing Project Manager role is for someone looking to focus and develop themselves into a strong account management/client relationship role with an emphasis on internet marketing.

Job Functions:
- Assist with client relationships, setting expectations, communicating to the client
- Assist the team to develop clear strategic solutions for our clients
- Coordinate with clients on execution of marketing programs and web content management
- Track and report on campaign results, data analysis
- Client retention and business development
- Monitor industry changes and translate those into actionable recommendations
- Develop and maintain project plans to update clients on status of programs

Skills and Experience
- Bachelor’s Degree
- Minimum of 4+ years of Digital Marketing and Search Engine Optimization experience
- Strong written and verbal communication skills with internal and external contacts
- Proven experience with demonstrated results across a range of clients
- Excellent time management skills and the ability to work efficiently under tight deadlines
- Ability to work both independently and in a team-oriented environment
- Search engine optimization (SEO) experience
- Copywriting skills
- Technical competence (understanding web technology and new marketing techniques)
- Strong teamwork and interpersonal skills
- Self-motivation and the ability to deal with changing priorities
- Handle stressful situations and deadline pressures well
- Extremely detail oriented
- Plan and carry out responsibilities with minimal direction

This person will work hands-on with clients for all digital marketing initiatives, investigate search trends, website analysis and reporting, and partner with other internal teams to ensure the delivery of superior results.
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Senior Web Developer
The Senior Web Developer will be responsible for the coordination of online marketing and website content development within the production team to ensure client goals and objectives are achieved. The web design tools and vendors are changing constantly. This role requires consistent research and ongoing training to keep our shop on the leading edge of technology.

Job Functions:
- Assist the team to develop clear strategic solutions for our clients
- Monitor industry changes and translate those into actionable recommendations
- Develop and maintain project plans and update production team on status of projects

This person will work hands-on with our production team for all digital marketing initiatives, investigate search trends, website analysis and reporting, and partner with other internal teams to ensure the delivery of superior results.

Skills and Experience
- Bachelor's Degree, High School
- Minimum of 4+ years of web design experience with increased responsibility
- Strong written and verbal communication skills with internal and external contacts
- Proven experience with demonstrated results across a range of clients
- Excellent time management skills and the ability to work efficiently under tight deadlines
- Ability to work both independently and in a team-oriented environment
- Search engine optimization (SEO) experience
- Copywriting skills
- Technical competence (understanding web technology and new marketing techniques)
- Strong teamwork and interpersonal skills
- Self-motivation and the ability to deal with changing priorities
- Handle stressful situations and deadline pressures well
- Extremely detail oriented
- Plan and carry out responsibilities with minimal direction
- Ability to problem solve and think logically

Web Designer

Web designer positions must be capable of independently functioning, prioritizing, and keeping multiple projects moving forward. This position is part of a team responsible for designing and maintaining websites.

Responsibilities:
- Designing and coding websites in HTML, CSS, Wordpress, Craft, Magento and other CMS platforms
- Formatting of content to client websites including copy, images, etc.
- Modification to client websites, both in development and live
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Requirements:

- Bachelor’s Degree, High School
- Minimum or 2+ years of experience as a web designer, preferably in an agency environment
- Proficient in HTML, CSS, Photoshop, and jQuery
- Experience developing or modifying websites using the WordPress platform
- Good verbal and written communication skills as well as organizational and problem resolution skills
- Technical competence (understanding web technology and new marketing techniques)
- Strong teamwork and interpersonal skills
- Self-motivation and the ability to deal with changing priorities
- Handle stressful situations and deadline pressures well
- Extremely detail oriented

Website Manager

Web manager positions must be capable of independently functioning, prioritizing, and keeping multiple projects moving forward. This position is part of a team responsible for maintaining websites, database scripts and schema.

Responsibilities:

- Maintenance, and coding websites in HTML, CSS, Wordpress, Craft, Magento and other CMS platforms
- Formatting of content to client websites including copy, images, etc.
- Modification to client websites, both in development and live environments

Requirements:

- Bachelor’s Degree
- Minimum of 2+ years of experience as a web designer, preferably in an agency environment
- Proficient in HTML, CSS, Photoshop, and jQuery
- Experience developing or modifying websites using the WordPress platform
- Good verbal and written communication skills as well as organizational and problem resolution skills
- Technical competence (understanding web technology and new marketing techniques)
- Strong teamwork and interpersonal skills
- Self-motivation and the ability to deal with changing priorities
- Handle stressful situations and deadline pressures well
- Extremely detail oriented
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Other Direct Costs: SIN 541810ODC

Awarded Other Direct Costs for Marketing and Public Relations Services for SIN 541810ODC are directly applicable to services provided.