Authorized Federal Supply Schedule Price List

Online 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

Multiple Award Schedule
Federal Supply Group: Professional Services
Contract Number: 47QRAA22D009X
Contract Period: May 16, 2022 - May 15, 2027
Business Size: Small Business

Contractor:
Modthink Marketing
217 East Dickson Street STE 103
Fayetteville, AR 72701
479 966-9122
www.Modthink.com

Contract Administrator:
Brent Robinson
479 790-0526
Brent@Modthink.com

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov
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Thank You 20
1a. Special Item Numbers awarded in the contract.
   - 541613 Marketing Consulting Services
   - 512110 Video/Film Production Services
   - 541430 Graphic Design Services
   - 541511 Web Based Marketing Services
   - 541810 Advertising Services
   - 541910 Market Research and Analysis Services
   - OLM Order-Level Materials (OLM’s)

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 pricing for services page 10.

1c. Description of all commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services.

   Please see the attached labor category descriptions beginning on page 12.

2. Maximum order.

   $1,000,000

3. Minimum order.

   $100

4. Geographic coverage (delivery area).

   Domestic 50 states, Washington D.C., U.S. Territories

5. Point(s) of production (city, county, and State or foreign country).

   Fayetteville, Washington, Arkansas 72701

6. Discount from list prices or statement of net price.

   Prices shown are GSA net (discounts already taken.)

7. Quantity discounts.

   2.0% Discount - $250,000 up to $500,000 for Individual Task Orders.
   3.00% Discount $500,000 up to $1,000,000 for Individual Task Orders.

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.)
   None.

10a. Time of delivery.
   Specified on the Task Order.

10b. Expedited Delivery.
   Contact Contractor.

10c. Overnight and 2 day delivery.
   Contact Contractor.

10d. Urgent Requirements.
   Contact Contractor.

11. F.O.B. point(s).
   Destination.

12a Ordering address(es).
   Modthink Marketing
   217 East Dickson Street, STE 103
   Fayetteville, AR 72701
   479-966-9122
   accounting@modthink.com
   POC: Brent Robinson

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(es).
   Modthink Marketing
   217 East Dickson Street, Suite 103
   Fayetteville, AR 72701
   479-966-9122
   accounting@modthink.com
   POC: Brent Robinson
14. Warranty provision.
   Contractor's standard commercial warranty.

15. Export packing charges, if applicable.
   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.
   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.
   N/A

22b. Section 508 compliance information is available on EIT.
   N/A

23. Unique Entity Identifier (UEI) number.
   ZWZNQEP88KZ6

24. Notification regarding registration in System for Award Management (SAM) database.
   Registered and Active
Understanding your business is what drives us.

Starting with deep marketing research, we strive to understand your objectives and design strategies to provide maximum engagement.

Data drives our campaign management, giving us the intelligence to maximize the effectiveness of every tactic.

Our delivery is based in the agile methodology, so we always have an eye on performance and are ready to shift gears as the situation changes.

Our speciality is helping organizations with complex messages to reach their nuanced target audiences with the right content, at the right time, through the right channels.
541613 Marketing Consulting Services

Modthink will provide assistance on developing marketing campaigns that align with your sales and messaging goals. We handle multi-media campaigns from concept, to strategy, to execution, reporting updates on campaign performance the whole way through. These services include, but are not limited to:

- Campaign development
- Marketing strategy
- Event promotion
- Search engine marketing
- Digital and omnichannel content development
- Project management

512110 Video/Film Production Services

Modthink will provide the production of video and film content to showcase your products and services and/or communicate complex messages to the public. We will coordinate with talent to shoot high-quality, informative videos in industry standard formats. These services include, but are not limited to:

- Shooting video
- Video editing
- Directing
- Script creation
- Showcase videos
- How-tos
- Conference videos
- Promos
- Course and education assets
- Live streams
- Pod/videocasts
- Webinar hosting
- Captions and transcription
- Distribution
41430 Graphic Design Services
Modthink will assist in designing, managing, and producing visual content that conveys complex concepts and messages. We provide assistance on strengthening your corporate identity through branding materials and logos. All images are high-quality and delivered in industry standard formats and dimensions. These services include, but are not limited to:

- Infographics
- Illustrations
- Branding and logo design
- Signage
- Packaging
- Printed materials
- Social media posts and stories
- Sales materials
- One-pagers
- Cut sheets
- Visual website assets
- Visual advertisement assets

541511 Web Based Marketing Services
Modthink will elevate your digital presence through constructing and executing high-level marketing campaigns. We will source, test, and build a technology stack that is right for your organization's needs and develop and maintain websites, social media channels, paid media accounts, and more. These services include, but are not limited to:

- Content marketing
- Copywriting
- Website design and development
- Email marketing
- Website management
- Search engine optimization
- Section 508 compliance
- Webinar hosting
- Online media management
- Interactive marketing
- Technology stack development
541810 Advertising Services

Modthink will help you build public awareness of exactly what you do and break down complex information into language that your audience can understand. We will disseminate information through your industry using multiple channels and advertising strategies. These services include, but are not limited to:

- Paid media
- Google PPC, LinkedIn ads, social media advertisements
- Media selection
- Email marketing
- Recruitment campaigns
- Developing campaign objectives
- Leveraging industry networks
- Message creation
- Results evaluation
- Building industry authority

541910 Market Research and Analysis Services

Modthink will create customized, integrated marketing campaigns and initiatives to target specific audiences and accomplish your goals. We base these campaigns on research into your industry, competition, audience, resources, strengths, gaps, and more. We will distribute surveys and conduct interviews with the public and other stakeholders in order to inform our strategy. These services include, but are not limited to:

- Competitive analysis
- Keyword research
- Market research
- Audience persona development
- Analytics reporting
- Performance analysis
- Interviewing, auditing, and surveying
- Compiling and analyzing results
- Establishing objectives
<table>
<thead>
<tr>
<th>SIN(s)</th>
<th>Labor Category Title</th>
<th>Price Offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613, 541910</td>
<td>Executive Marketing Strategist</td>
<td>$201.01</td>
</tr>
<tr>
<td>541910, 541613</td>
<td>Business Analyst</td>
<td>$95.72</td>
</tr>
<tr>
<td>541810</td>
<td>Creative Writer</td>
<td>$57.43</td>
</tr>
<tr>
<td>541810, 541613, 541511</td>
<td>Social Media Specialist</td>
<td>$71.79</td>
</tr>
<tr>
<td>541810, 541613, 541511</td>
<td>Email Marketing Specialist</td>
<td>$71.79</td>
</tr>
<tr>
<td>541430</td>
<td>Junior Graphic Designer**</td>
<td>$71.79</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Designer**</td>
<td>$119.65</td>
</tr>
<tr>
<td>541430, 512110</td>
<td>Videographer</td>
<td>$76.57</td>
</tr>
<tr>
<td>541511, 541613</td>
<td>Junior Account Executive</td>
<td>$52.64</td>
</tr>
<tr>
<td>541511, 541613</td>
<td>Senior Account Executive</td>
<td>$95.72</td>
</tr>
<tr>
<td>541511</td>
<td>Web Developer</td>
<td>$86.15</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Web Developer</td>
<td>$119.65</td>
</tr>
<tr>
<td>541511</td>
<td>SEO Specialist</td>
<td>$143.58</td>
</tr>
<tr>
<td>541511, 541810, 541613</td>
<td>Digital Advertising Specialist</td>
<td>$76.57</td>
</tr>
<tr>
<td>541511, 541810, 541613</td>
<td>Senior Digital Advertising Specialist</td>
<td>$119.65</td>
</tr>
<tr>
<td>541613, 541910</td>
<td>Marketing Strategist</td>
<td>$71.79</td>
</tr>
<tr>
<td>541613, 541910</td>
<td>Senior Marketing Strategist</td>
<td>$100.50</td>
</tr>
<tr>
<td>541910, 541613</td>
<td>Senior Business Analyst</td>
<td>$138.79</td>
</tr>
<tr>
<td>541810</td>
<td>Senior Creative Writer</td>
<td>$86.15</td>
</tr>
<tr>
<td>541810, 541613</td>
<td>Interactive Specialist</td>
<td>$95.72</td>
</tr>
<tr>
<td>541810, 541613</td>
<td>Content Strategist</td>
<td>$95.72</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Designer**</td>
<td>$95.72</td>
</tr>
<tr>
<td>541430, 512110</td>
<td>Senior Creative Director</td>
<td>$119.65</td>
</tr>
<tr>
<td>541511, 541613</td>
<td>Social Media Manager</td>
<td>$52.64</td>
</tr>
<tr>
<td>541511, 541613</td>
<td>Account Executive</td>
<td>$71.79</td>
</tr>
<tr>
<td>541511, 541613, 541810</td>
<td>Senior Engagement Manager</td>
<td>$229.72</td>
</tr>
</tbody>
</table>
The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (** in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

<table>
<thead>
<tr>
<th>SCA/SCLS Eligible Contract Labor Category</th>
<th>SCA/SCLS Equivalent Code and Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Graphic Designer</td>
<td>15080 - Graphic Artist</td>
<td>2015-5109</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>15080 - Graphic Artist</td>
<td>2015-5109</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>15080 - Graphic Artist</td>
<td>2015-5109</td>
</tr>
</tbody>
</table>
Executive Marketing Strategist

Plans and manages marketing strategies in a consulting or direct role. Work across numerous digital marketing channels using inbound marketing strategies to support client initiatives. Oversee team members and provide marketing strategy development or implementation. Must have experience in senior leadership and strategic planning. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Master's Degree, Five years of relative experience**

Business Analyst

Provide knowledge in business process and system analysis. Use computer resources and personnel to carry out analysis to achieve performance improvement. Review and analyze information, forecasts, methods, systems, and more. Google Analytics training is a bonus.

Requires: **Bachelor's Degree, One year of relative experience**

Creative Writer

Develop and produce original written content for blogs, newsletters, and other forms of digital media. Knowledge of AP Style as well as copywriting and copyediting skills are required.

Requires: **Bachelor's Degree, One year of relative experience**
Social Media Specialist

Develop, implement, and manage social media strategy using competitive research and audience identification. Research, plan, create, and share new content on a daily basis to create meaningful and engaging customer connections while increasing brand awareness. Stay up to date with latest social media trends, practices, and technologies. Collaborate with sales and marketing teams to develop campaigns. Optimize company pages to increase visibility and monitor SEO.

Requires: Bachelor's Degree, One year of relative experience

Email Marketing Specialist

Develop strategy and copy for email campaigns involving customer engagement and retention. Deliver persuasive messages to stakeholders. Implement knowledge of buyer’s journey, marketing concepts, and metrics. Drive traffic to digital content through building relationships with potential and existing customers. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: Bachelor's Degree, Two years of relative experience

Junior Graphic Designer**

Assist in the creation of digital and print designs for marketing needs. Work as part of a team to create multi-channel campaigns that span all forms of media online and offline. Develop concepts, graphics, and layouts for marketing material and websites, determining size and arrangement of illustrative material and copy within brand guidelines. Ensure all creative work fits the brief given and achieves the target goals. Provide assistance in producing high-quality presentations in line with company branding, interactive where applicable, achieving both continuity and creativity in style.

Requires: Bachelor's Degree, One year of relative experience

SEO Specialist

Analyze, review and implement websites and content to be picked up by search engines. Develop content using keywords and phrases to increase traffic. Conduct various design methods, layouts, and advertising techniques to obtain organic and paid traffic. Write calls-to-action and develop strategies to convert visitors. Analyze keywords and SEO techniques used by competitors. Hubspot Inbound Marketing knowledge is a bonus.

Requires: Bachelor's Degree, Two years of relevant experience
Labor Category Descriptions

Senior Designer**
Create and manage digital and print designs for marketing needs. Manage all design work from concept to delivery. Work as part of a team to create multi-channel campaigns that span all forms of media, online and offline. Developing concepts, graphics, and layouts for marketing material and websites, determining size and arrangement of illustrative material and copy within brand guidelines. Ensuring all creative work fits the brief given and achieves the target goals. Provide assistance across departments to produce high quality presentations in line with company branding, interactive where applicable, achieving both continuity and creativity in style. Adobe Illustrator knowledge is a bonus.

Requires: Master’s Degree, Five years of relative experience

Videographer
Responsible for the planning, capture, and editing high-quality video content that furthers the goals of digital marketing campaigns. Ability to work with internal and external teams to produce videos on deadline. Proficiency with camera, studio, audio, and lighting equipment. Ensuring all video content fits the brief given and achieves the target goals.

Requires: Bachelor’s Degree, Two years of relative experience

Junior Account Executive
Apply broad management skills and specialized expertise to assist project teams in delivering client solutions under the supervision of an account executive. Manage the day-to-day operations and tasks of project delivery. Support project controls related to scope, budgets and schedules. Perform straightforward assignments and report results to management.

Requires: Bachelor’s Degree, One year of relative experience
Digital Advertising Specialist
Assist Senior Digital Advertising Specialist in the creation, optimization, and reporting of digital advertising campaigns. Optimize strategies for various markets based on performance analysis. Optimize website and content for SEO. Meet with clients and discuss needs for campaigns, search engines, social media, or other responsibilities. Hubspot Inbound Marketing knowledge is a bonus.

Requires: **Bachelor’s Degree, Two years of relevant experience**

Senior Digital Advertising Specialist
Creation, optimization, and reporting of digital advertising campaigns. Optimize strategies for various markets based on performance analysis. Optimize website and content for SEO. Meet with clients and discuss needs for campaigns, search engines, social media, or other responsibilities. Hubspot Inbound Marketing knowledge is a bonus.

Requires: **Master’s Degree, Five years of relevant experience**

Marketing Strategist
Plan and manage marketing strategies in a consulting role. Work across numerous digital marketing channels using inbound marketing strategies to support client initiatives. Manage brand experience and strategy for various marketing projects. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Bachelor’s Degree, One year of relevant experience**

Content Strategist
Commission and review design deliverables including social media graphics, decks, sales and marketing collateral, and white papers. Ensure all projects are completed on time and deadlines are met. Ensure adherence to client and SEO industry standards for all requests/projects. Source feedback from clients and communicate the status of deliverables. Manage the daily activities of a content team composed of content associates. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Bachelor’s Degree, Two years of relevant experience**
Senior Account Executive
Create/monitor sales targets and identify potential customers. Create strategies to approach customers. Develop long-lasting and strong relationships with customers and clients. Supervise account executives and other team members to ensure that deadlines and goals are achieved. Support the sales team and negotiate contracts. Receive feedback and discover ways to increase stakeholder engagement. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Master’s Degree, Five years of relative experience**

Web Developer
Meet with clients and determine software, coding, and testing software needs. Ensure functionality of software programs to refine cybersecurity measures, storage capacities, and user experience. Maintain and upgrade existing systems. Write and implement efficient code. Hubspot Inbound Marketing knowledge is a bonus.

Requires: **Bachelor’s Degree, Two years of relevant experience**

Senior Web Developer
Meet with clients and determine software, coding, and testing software needs. Ensure functionality of software programs to refine cybersecurity measures, storage capacities, and user experience. Maintain and upgrade existing systems. Write and implement efficient code. Train users and other developers. Work closely with multiple teams including developers, UX designers, business and systems.

Requires: **Bachelor’s Degree, Five years of relevant experience**
Senior Marketing Strategist

Plan and manage marketing strategies in a consulting or direct role. Work across numerous digital marketing channels using inbound marketing strategies to support client initiatives. May oversee team members and provide marketing strategy development or implementation. Hubspot Inbound Marketing and Google Analytics knowledge is a bonus.

Requires: **Bachelor’s Degree, Two years of relevant experience**

Senior Business Analyst

Provide knowledge in business process and system analysis. Use computer resources and personnel to carry out analysis and achieve performance improvement. Implement a comprehensive management plan for projects. Review and analyze information, forecasts, methods, systems, and more. Provide expertise in business and technical analysis, as well as strategic planning. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Bachelor’s Degree, Five years of relevant experience**

Senior Creative Writer

Develop original content for different types of digital media. Produce written content for blogs, newsletters, and other forms of digital media. Edit, revise, and rewrite content. Maintain blogs and stay in touch with various stakeholders. Promote written media content to various stakeholders. Knowledge of AP Style as well as copywriting and copyediting skills are required. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Master’s Degree, Five years of relevant experience**

Interactive Specialist

Produce photos, graphics, animation, video and other forms of media for interactive use/projects. Must be familiar with different types of social media, digital technology, and analytics. Oversee projects from conception to execution. Perform quality assurance testing and maintain existing applications. Research new technologies and methods to create inbound content. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Bachelor’s Degree, Three years of relevant experience**
Graphic Designer**
Create digital and print designs for marketing needs. Work as part of a team to create multi-channel campaigns that span all forms of media, online and offline. Develop concepts, graphics, and layouts for marketing material and websites, determining size and arrangement of illustrative material and copy within brand guidelines. Ensure all creative work fits the brief given and achieves the target goals. Create high-quality presentations in line with company branding, interactive where applicable, achieving both continuity and creativity in style. Adobe Illustrator knowledge is a bonus.

Requires: **Bachelor's Degree, Two years of relevant experience**

Senior Creative Director
Design and create creative marketing materials for company branding, promotional campaigns, and communication efforts. Create marketing plans meeting individual client requirements. Lead brainstorming and creative meetings. Oversee department operations, workflow, workload, and budget. Create consistent brand standards and procedures to ensure proper representation. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Master's Degree, Five years of relevant experience**

Social Media Manager
Develop, implement, and manage social media strategy using competitive research and audience identification. Research, plan, create, and share new content on a daily basis to create meaningful and engaging customer connections while increasing brand awareness. Collaborate with sales and marketing teams to develop campaigns. Stay up to date with the latest social media trends, practices, and technologies. Optimize company pages to increase visibility and monitor SEO.

Requires: **Bachelor's Degree, One year of relevant experience**
Account Executive

Apply broad management skills and specialized expertise to guide project teams in delivering client solutions. Manage the day-to-day operations and tasks of the project delivery. Support project controls related to scope, budgets, and schedules. Perform straightforward assignments and report results to management. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Bachelor's Degree, Two years of relevant experience**

Senior Engagement Manager

Create relationships with customers by assistance using our services. Help solve client problems and manage financial aspects of contracts. Ensure that contracts and agreements are executed according to terms. Act as the client's first point of contact and create strong and long-lasting relationships with each. Hubspot Inbound Marketing knowledge and Google Analytics training are a bonus.

Requires: **Master's Degree, Five years of relevant experience**
This pricing list gives you the basics about our services and capabilities.

What we cannot capture here is our attitude.

We're passionate about marketing, serious about excellence, and sincere about building relationships with trust.

Hopefully we've piqued your interest. To learn more you can always visit modthink.com.

If you have any questions, I will make myself available and do my best to answer them.

Cheers.

Brent Robinson
CEO & Chief Thought Officer
Modthink Marketing

brent@modthink.com