GENERAL SERVICES ADMINISTRATION
Federal Acquisition Service
Authorized Federal Supply Schedule Catalog/Price List
Multiple Award Schedule

Contract Number: 47QSWA18D001S

Contract Period: 02-05-2018 to 02-04-2023

Contractor Name: Communications Professionals, Inc.
Address: 2265 Livernois Road, Suite 900
Troy, MI 48083
Telephone: (248) 557-0100
Fax: (248) 557-8700
Website: http://www.cpgp.com

Contractor’s Administrator Source: Andrew Wallace
(248) 557-0100
awallace@cpgp.com

Business Size: Small Disadvantage Business, Minority-Owned

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: GSAAdvantage.gov

Price list current as of Modification #PS-0025 effective 09/01/2022

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov
CONTRACTOR INFORMATION:

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>325612</td>
<td>Disinfectants, Sterilants and Deodorizers, Includes disinfectants, sterilants, and deodorizers.</td>
</tr>
<tr>
<td>339994</td>
<td>Hand Floor Cleaning Equipment, Includes equipment for cleaning the floor by hand, such as mops, buckets, wringers, squeegees, cleaning products, and related items.</td>
</tr>
<tr>
<td>325611</td>
<td>Cleaning Products, Includes cleaning products such as laundry cleaner, floor/carpet cleaners, sorbents, biodegradable cleanser/degreasers, and other related cleaning chemicals, dispensing equipment and system</td>
</tr>
<tr>
<td>335210</td>
<td>Personal Care Items, Includes personal care items, such as barber supplies, shoe polish, saddle soap, combs, brushes, salon supplies, etc.</td>
</tr>
<tr>
<td>314120</td>
<td>Lodging and Hospitality Supplies and Services, Includes lodging hospitality supplies and services, such as air cleaners and purifiers, houseware items for furnishing guest rooms or living quarters, mattresses, safety and security components, amenities, outdoor furniture and equipment, etc.</td>
</tr>
<tr>
<td>336999</td>
<td>Food Center Concepts, Includes products related to food service and holding carts, food transport equipment, and food kiosks.</td>
</tr>
<tr>
<td>332215T</td>
<td>Cooking Utensils, Includes tableware, such as flatware (stainless, silver, and silver-plated), glassware, and disposable tableware.</td>
</tr>
<tr>
<td>311423</td>
<td>Non Perishable foods, Includes non-perishable provisions and food service support, such as water filtration units, portable water, non-perishable subsistence meals, beverages, portable kitchen units, etc.</td>
</tr>
<tr>
<td>333241</td>
<td>Food Preparation Equipment, Includes food preparation equipment related to cooking, beverage serving, and/or concessions.</td>
</tr>
</tbody>
</table>
326199 Waste and Recycling Containers and Receptacles - Outdoor and Indoor Use, Includes waste and recycling containers/receptacles for indoor and outdoor use.

541430 Graphic Design Services

541511 Web Based Marketing

324191 Commercial Coatings, Removers, Adhesives, Sealants and Lubricants, Petroleum and Waxes

333TOOL Tools (Powered and Non-Powered), Tool Kits, Tool Boxes and Accessories

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 the pricelist

1c. N/A

2. Maximum Order Limit:

<table>
<thead>
<tr>
<th>Item Code</th>
<th>Maximum Order Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>325612</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>339994</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>325611</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>335210</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>314120</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>336999</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>332215T</td>
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</tr>
<tr>
<td>311423</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>333241</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>326199</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>541430</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>541511</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>324191</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>333TOOL</td>
<td>$275,000.00</td>
</tr>
</tbody>
</table>

3. Minimum Order Limit: $150.00

4. Geographic Coverage Domestic Only; Lower 48 Contiguous States and the District of Columbia
5. **Point(s) of Production:** United States, Afghanistan, Canada, Columbia, Germany, France, Mexico, Taiwan

6. **Discount from List Prices:** Basic discount of 8.19% - 64.89% from the awarded commercial price list.

   For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price).

   The current IFF is 0.75% and should be calculated as follows: Negotiated price divided by (1 minus .0075) which equates to Negotiated price divided by 0.9925. Example: ($100,000 / 0.9925) = $100,755.67

7. **Quantity Discounts:** N/A

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:** As Applicable

   a. **Time of Delivery:** Shipped within 30 Days, after receipt of order

   b. **Expedited Delivery:** None Offered

   c. **Overnight/2-Day delivery:** None Offered

   d. **Urgent Requirements:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **F.O.B.:** Destination

12a. **Ordering Address:** Communications Professionals, Inc.
     2265 Livernois Road, Suite 900
     Troy, MI 48083
     Phone: 248-557-0100
     Fax: 248-557-8700
     E-mail: awallace@cpgp.com
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 Ordering Address

14. **Warranty Provision:** Standard Factory Warranty. Customer should contact contractor for a copy of the warranty

15. **Export Packing Charges:** None

16. **Terms and Conditions of Rental, Maintenance, and Repair:** N/A

17. **Terms and Conditions of Installation:** N/A

18a. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:** N/A

18b. **Terms and Conditions for any other Services:** N/A

19. **List of Service and Distribution Point(s):** N/A

20. **List of Participating Dealers:** N/A

21. **Preventive Maintenance:** N/A

22a. **Special Attributes such as Environmental Attributes:** N/A

22b. **Section 508 compliance information for Electronic and Information Technology (EIT) supplies and services:** As Applicable

23. **Unique Entity Identifier (UEI) number:** JHU8EL7N1485

24. Notification regarding registration in System for Award Management (SAM) database: **Communications Professionals, Inc.** is active in the SAM database. Our Cage Code is 1U4Q7.
LABOR CATEGORY DESCRIPTIONS

ART DIRECTOR

Responsibilities:

- Formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics, animation, video, and sound
- Manage own accounts and projects, working within budget and scheduling requirements
- Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.
- Present final layouts to clients for approval
- Review and approve art materials, copy materials, and proofs of printed copy developed by staff members
- Work with creative directors to develop design solutions
- Create custom illustrations or other graphic elements
- Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques
- Review illustrative material to determine if it conforms to standards and specifications
- Negotiate with printers and estimators to determine what services will be performed
- Attend photo shoots and printing sessions to ensure that the products needed are obtained
- Research current trends and new technology, such as printing production techniques, computer software, and design trends
- Hire, train, and direct staff members who develop design concepts into art layouts or who prepare layouts for printing

Education and Experience:

- Bachelor’s Degree Minimum
- 5 years Minimum Experience
COPYWRITER

Responsibilities:

• Write to customers in their terms and on their level so that the advertiser's sales message is more readily received
• Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy
• Write advertising copy for use by publication, broadcast, or internet media to promote the sale of goods and services
• Present drafts and ideas to clients
• Vary language and tone of messages based on product and medium
• Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy
• Edit or rewrite existing copy as necessary, and submit copy for approval by supervisor
• Develop advertising campaigns for a wide range of clients, working with an advertising agency's creative director and art director to determine the best way to present advertising information
• Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material
• Conduct research and interviews to determine which of a product's selling features should be promoted
• Invent names for products and write the slogans that appear on packaging, brochures and other promotional material
• Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products

Education and Experience:

• Bachelor’s Degree Minimum
• 5 years Minimum Experience

GRAPHIC DESIGNER

Responsibilities:

• Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects
• Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts
• Determine size and arrangement of illustrative material and copy, and select style and size of type
• Confer with clients to discuss and determine layout design
• Develop graphics and layouts for product illustrations, company logos, and websites
• Review final layouts and suggest improvements as needed
• Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes
• Use computer software to generate new images
• Key information into computer equipment to create layouts for client or supervisor
• Maintain archive of images, photos, or previous work products
• Prepare notes and instructions for workers who assemble and prepare final layouts for printing
• Draw and print charts, graphs, illustrations, and other artwork, using computer
• Study illustrations and photographs to plan presentation of materials, products, or services
• Research new software or design concepts

Education and Experience:

• Bachelor’s Degree Minimum
• 5 years Minimum Experience

ILLUSTRATOR

Responsibilities:

• Create original artwork using any of a wide variety of media and techniques
• Use materials such as pens and ink, watercolors, charcoal, oil, or computer software to create artwork
• Integrate and develop visual elements, such as line, space, mass, color, and perspective, to produce desired effects, such as the illustration of ideas, emotions, or moods
• Confer with clients, editors, writers, art directors, and other interested parties regarding the nature and content of artwork to be produced
• Submit preliminary or finished artwork or project plans to clients for approval, incorporating changes as necessary
• Maintain portfolios of artistic work to demonstrate styles, interests, and abilities
• Create finished art work as decoration, or to elucidate or substitute for spoken or written messages
• Cut, bend, laminate, arrange, and fasten individual or mixed raw and manufactured materials and products to form works of art
Monitor events, trends, and other circumstances, research specific subject areas, attend art exhibitions, and read art publications to develop ideas and keep current on art world activities

Study different techniques to learn how to apply them to artistic endeavors

**Education and Experience:**

- Bachelor’s Degree Minimum
- 7 years Minimum Experience

**SENIOR GRAPHIC DESIGNER**

**Responsibilities:**

- **Creativity and Design** – Must possess exceptional creative talent capable of quick execution and professional presentation. Experience in-house graphic design, including document layout, logo design, branding and imagery. A focus on advertising design or brand development a plus
- **Web Technologies** – Working knowledge of web facing content management systems such as Magento and Wordpress. Moderate coding experience with HTML, CSS, Javascript, mobile web technologies and responsive design required, as well as SEO fundamentals and optimization
- **Video and Media** – Well Versed in media production, communication, and dissemination techniques and methods. Experience with video capture, editing and publishing a plus
- **Sales and marketing** - Knowledge of principles and methods for branding, presenting, promoting, and selling of products or services. Familiarity with primary marketing channels and results analysis
- **Language and Writing** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Creative or technical writing experience a plus
- **Technical aptitude** – A comfortable level of experience using and adapting to new software tools and the ability to interpret technical specifications and product information
- **Organizational Skills** – Along with attention to detail, having the ability to record, track and organize all materials in a consistent manner. The right candidate will demonstrate the aptitude and desire to maintain or devise processes that enable others to easily find and consume material

**Education and Experience**

- Bachelor’s Degree Minimum
• 7 years Minimum Experience

SENIOR WEBSITE DESIGNER

Responsibilities:

• Defines site objectives by analyzing user requirements; envisioning system features and functionality
• Designs and develops user interfaces to Internet/intranet applications by setting expectations and features priorities throughout development life cycle; determining design methodologies and tool sets; completing programming using languages and software products; designing and conducting tests
• Recommends system solutions by comparing advantages and disadvantages of custom development and purchase alternatives
• Integrates applications by designing database architecture and server scripting; studying and establishing connectivity with network systems, search engines, and information servers.
• Creates multimedia applications by using authoring tools
• Completes applications development by coordinating requirements, schedules, and activities; contributing to team meetings; troubleshooting development and production problems across multiple environments and operating platforms
• Supports users by developing documentation and assistance tools
• Updates job knowledge by researching new internet/intranet technologies and software products; participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
• Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
• Supports and develops web application developers by providing advice, coaching and educational opportunities

Education and Experience

• Bachelor’s Degree Minimum
• 7 years Minimum Experience

WEBSITE DESIGNER

Responsibilities:

• Design, create, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity
Communications Professionals, Inc. | 2265 Lивernois Road, Suite 900 | Troy | Michigan | 48083 | 248-557-0100 | Fax 248-557-8700

- May integrate Web sites with other computer applications
- May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content

- Design, build, or maintain Web sites, using authoring or scripting languages, content creation tools, management tools, and digital media
- Perform or direct Web site updates
- Write, design, or edit Web page content, or direct others producing content
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions
- Back up files from Web sites to local directories for instant recovery in case of problems
- Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction
- Evaluate code to ensure that it is valid, is properly structured, meets industry standards, and is compatible with browsers, devices, or operating systems
- Maintain understanding of current Web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups
- Analyze user needs to determine technical requirements
- Develop or validate test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types
- Develop databases that support Web applications and Web sites
- Renew domain name registrations
- Collaborate with management or users to develop e-commerce strategies and to integrate these strategies with Web sites
- Write supporting code for Web applications or Web sites
- Communicate with network personnel or Web site hosting agencies to address hardware or software issues affecting Web sites
- Design and implement Web site security measures, such as firewalls or message encryption
- Perform Web site tests according to planned schedules, or after any Web site or product revision
- Select programming languages, design tools, or applications
- Incorporate technical considerations into Web site design plans, such as budgets, equipment, performance requirements, or legal issues including accessibility and privacy
- Respond to user email inquiries, or set up automated systems to send responses
- Develop or implement procedures for ongoing Web site revision
- Develop and document style guidelines for Web site content
- Develop Web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards
- Establish appropriate server directory trees
Communications Professionals, Inc.

- Identify or maintain links to and from other Web sites and check links to ensure proper functioning
- Recommend and implement performance improvements
- Create searchable indices for Web page content
- Register Web sites with search engines to increase Web site traffic
- Provide clear, detailed descriptions of Web site specifications, such as product features, activities, software, communication protocols, programming languages, and operating systems software and hardware
- Monitor security system performance logs to identify problems and notify security specialists when problems occur
- Create web models or prototypes that include physical, interface, logical, or data

Education and Experience:

- Bachelor’s Degree Minimum
- 5 years Minimum Experience

Services Contract Labor Standard (SCLS) Matrix

<table>
<thead>
<tr>
<th>SCLS Eligible Labor Category</th>
<th>SCLS Equivalent Code Title</th>
<th>Wage Determination No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Director</td>
<td>13012 Exhibits Specialist II</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Copywriter</td>
<td>30461 Technical Writer</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>15080 Graphic Artist</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Illustrator</td>
<td>13041 Illustrator I</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Website Designer</td>
<td>13042 Illustrator II</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Senior Website Designer</td>
<td>13043 Illustrator III</td>
<td>2015-4867</td>
</tr>
<tr>
<td>Senior Art Director</td>
<td>13013 Exhibits Specialist III</td>
<td>2015-4867</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards (SCLS) Statement

Communications Professionals, Inc. confirms the following: The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS eligible labor categories. The prices for the cited SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix above. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCLS rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.
### GSA PRICING (SERVICES)

<table>
<thead>
<tr>
<th>SIN(s) Proposed</th>
<th>Service Proposed (e.g. Labor Category or Job Title/Task)</th>
<th>Minimum Education / Certification Level</th>
<th>Minimum Years of Experience (cannot be a range)</th>
<th>Contractor or Customer Facility or Both</th>
<th>Domestic or Overseas</th>
<th>Unit of Issue (e.g. Hour, Task, Sq Ft)</th>
<th>Price Offered to GSA (including IFF)</th>
<th>Discount Offered to GSA (off MFC Prices) (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Copywriter</td>
<td>Bachelor's Degree</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 31.74</td>
<td>10.00%</td>
</tr>
<tr>
<td>541511</td>
<td>Senior Website Designer</td>
<td>Masters Degree</td>
<td>10</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 81.36</td>
<td>5.00%</td>
</tr>
<tr>
<td>541511</td>
<td>Website Designer</td>
<td>Bachelor's Degree</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 46.85</td>
<td>7.00%</td>
</tr>
<tr>
<td>541430</td>
<td>Art Director</td>
<td>Bachelor's Degree</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 79.65</td>
<td>7.00%</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Designer</td>
<td>Bachelor's Degree</td>
<td>5</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 50.98</td>
<td>8.00%</td>
</tr>
<tr>
<td>541430</td>
<td>Illustrator</td>
<td>Bachelor's Degree</td>
<td>7</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 67.00</td>
<td>5.00%</td>
</tr>
<tr>
<td>541430</td>
<td>Senior Graphic Designer</td>
<td>Masters Degree</td>
<td>10</td>
<td>Both</td>
<td>Domestic Only</td>
<td>Hour</td>
<td>$ 71.79</td>
<td>5.00%</td>
</tr>
</tbody>
</table>

Volume/Quantity discount: None (0.00%)

Other discounts/concessions offered: None