



**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 for GSA Advantage! is: [www.gsaadvantage.gov](http://www.gsaadvantage.gov).]

**Schedule Title: ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)**  
**FSC Group: 541** (also covered under SINs C R701 and C R708)  
**Contract Number: GS-00F-0026L**

For more information on ordering from Federal Supply Schedules click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov)

**Contract Period: April 18, 2006 - April 17, 2011**

**E. L. HAMM & ASSOCIATES, INC.**  
4801 Columbus Street  
Virginia Beach, VA 23462  
TEL: (757) 497-5000  
FAX: (757) 497-4757  
Website: [www.elhamm.com/media](http://www.elhamm.com/media)

**Contract Administrator:**  
Bill Dalton, Vice President/General Manager  
4801 Columbus Street, Suite 400  
Virginia Beach, VA 23462  
Telephone: (757) 497-5000  
Fax: (757) 497-5707  
Email: [elhamm@verizon.net](mailto:elhamm@verizon.net)

**Business Size:** Small

## Customer Information Page

**1a. Special Item Numbers (SIN) available under this schedule:**

- SIN 541-1 and/or SIN C R701 - Advertising Services
- SIN 541-2 and/or SIN C R708 - Public Relations Services
- SIN 541-3 – Web-Based Marketing Services
- SIN 541-4A - Market Research and Analysis
- SIN 541-4B - Video/Film Production
- SIN 541-4C - Exhibit Design and Implementation Services
- SIN 541-4D - Conference, Events and Tradeshow Planning Services
- SIN 541-4E - Commercial Photography Services
- SIN 541-4F - Commercial Art and Graphic Design Services
- SIN 541-5 - Integrated Marketing Services

**1b. Pricing:** See *Attachment 1* for prices (hourly rates) and descriptions of all corresponding commercial job titles, experiences, functional responsibilities, and education for those types of labor categories and personnel who will perform services to be provided. (A fixed price Task Order is proposed and negotiated to meet each customer's specific project requirements or Statement of Work.)

**2. Maximum order:** \$1,000,000

**3. Minimum order:** \$100

**4. Geographic coverage (delivery area):** Domestic (Nationwide)

**5. Point(s) of production (city, county, and state, or foreign country):** Corporate production facilities are located in Virginia.

**6. Discount from list prices or statement of net prices:** See *Attachment 1*.

**7. Quantity discounts:** A discount to standard rates is available on orders over \$75,000. Discounts will be negotiated at the task order level.

**8. Prompt Payment Terms:** Not applicable

**9a. Government purchase cards accepted at or below the micro-purchase threshold?** Yes

**9b. Government purchase cards accepted above the micro-purchase threshold?** Yes

**10. Foreign items:** Not Applicable

- 11a. Time of Delivery:** To be negotiated at the task order level.  
**11b. Expedited delivery:** To be negotiated at the task order level.  
**11c. Overnight and 2-day delivery:** Overnight delivery is available.  
**11d. Urgent Requirements:** See contract clause I-FSS-14-B. Agencies can contact the contact for Contract Administration to obtain faster delivery.

**12. F.O.B point(s):** Destination

**13a. Ordering address:**

E. L. HAMM & ASSOCIATES, INC.  
4801 Columbus Street  
Virginia Beach, VA 23462

**13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage, [www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules).

**14. Payment address:**

E. L. HAMM & ASSOCIATES, INC.  
4801 Columbus Street  
Virginia Beach, VA 23462

**15. Warranty provision:** Not applicable

**16. Export packing charges:** Not applicable

**17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level):** Not applicable.

**18. Terms and conditions of rental, maintenance, and repair:** Not applicable

**19. Terms and conditions of installation:** Not applicable

**20a. Terms and conditions of repair parts:** Not applicable

**20b. Terms and conditions for any other services:** Not applicable

**21. List of services and distribution points:** Not applicable

**22. List of participating dealers:** Not applicable

**23. Preventative maintenance:** Not applicable

**24a. Special attributes such as environmental attributes:** Not applicable

**24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found:**

Not applicable

**25. Data Universal Number System (DUNS) number:** 03-105-2723

**26. Registration in Central Contract Registration (CCR) database:** Registered, 10/22/1997

## Attachment 1



U.S. General Services Administration

### Contract Price List

- SIN 541-1 and/or SIN C R701 - Advertising Services**
- SIN 541-2 and/or SIN C R708 - Public Relations Services**
- SIN 541-3 – Web-Based Marketing Services**
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- SIN 541-4F - Commercial Art and Graphic Design Services**
- SIN 541-5 - Integrated Marketing Services**

The current contract option period (Option Period 1), exercised on April 18, 2006, is for five years, ending on April 17, 2011. The following price list went into effect April 18, 2006 and remains current. It is to be used for pricing any task order issued prior to April 17, 2007. Labor category prices to be used in pricing task orders to be issued during any 12-month period after that date will be no higher than the prices shown below, escalated at a 3% annual rate.

<b>Labor Categories</b>	<b>Government Site Project</b>	<b>Contractor Site Project</b>	
	<b>Unit Price</b>	<b>Unit Price</b>	<b>Unit/ Issue</b>
<b>Project Manager</b>	\$78.90	\$93.72	Hour
<b>Multimedia Specialist</b>	\$40.45	\$48.05	Hour
<b>Media Consultant/Analyst</b>	\$55.63	\$66.08	Hour
<b>Technical Writer</b>	\$45.51	\$54.05	Hour
<b>Engineer, Video/Digital Equipment</b>	\$56.63	\$67.28	Hour
<b>Administrative Support</b>	\$25.30	\$30.05	Hour

Any required travel or material costs can be proposed and handled on a cost-reimbursable basis under the terms of the negotiated task order.

#### **Labor Category Descriptions**

The following labor categories will be used to perform work under negotiated task orders. The descriptions provide the minimum requirements for personnel provided in each particular labor category.

<b>LABOR CATEGORIES</b>	
<b>Job Title</b>	<b>Position Requirements</b>
<b>Project Manager</b>	<p><b>Minimum/General Experience:</b> A Project Manager will have a minimum of five (5) years of progressively more responsible project management experience.</p> <p><b>Functional Responsibility:</b> Acts as the working level manager making day-to-day decisions for assigned projects and delivery orders. The Project Manager will be the liaison between the firm and the Government COR for project-related administrative and technical matters.</p> <p><b>Minimum Education:</b> A Project Manager will have a Bachelors degree from an accredited college. In lieu of a degree, a project manager will have a minimum of ten (10) years of progressive experience in managing, directing, planning, implementing, and staffing complex projects.</p>
<b>Multimedia Specialist</b>	<p><b>Minimum/General Experience:</b> A Multimedia Specialist will have at least one (1) year experience in the use of computer software to design and generate graphics and artwork, or have a 2-year college degree in a related discipline or the equivalent technical training. For photography or video, a Multimedia Specialist will have technical training in the requisite knowledge and skills and a minimum 2 years experience as a photographer or as a videographer/video editor. For design and development of Web sites, a Multimedia Specialist will have at least one (1) year experience in the use of computer software to generate digital imaging and develop Web-based sites and applications.</p> <p><b>Functional Responsibility:</b> Produces digital graphics, exhibits/displays, photographs, and other visual information products, and/or performs production and editing of video products and programs. For Web sites, generates and compiles HTML and digital graphic imaging for Web-based visual information products and programs; supports production, editing, and maintenance of Web-based materials and programs.</p> <p><b>Minimum Education:</b> A Multimedia Specialist will be a graduate of a technical institute with a certificate in the graphic arts, or from college with a related degree.</p>
<b>Media Consultant/Analyst</b>	<p><b>Minimum/General Experience:</b> A Media Consultant/Analyst will have a minimum of three (3) years of progressive experience in applying principles and techniques of advertising, public affairs, information analysis, and other relevant analytical and creative processes to the preparation, design, and development of media programs and materials.</p> <p><b>Functional Responsibility:</b> Acts as a technical expert for information and technology issues in support of research, preparation, and design of mediated informational materials (for print, electronic, and digital formats).</p> <p><b>Minimum Education:</b> A Consultant/Analyst will have a Bachelors degree from an accredited college. In lieu of a degree, a Consultant will have seven (7) years of progressive experience in preparation, design, and development of mediated programs and materials.</p>

<b>LABOR CATEGORIES</b>	
<b>Job Title</b>	<b>Position Requirements</b>
<b>Technical Writer</b>	<p><b>Minimum/General Experience:</b> A Technical Writer will have a minimum of four (4) years of general writing and editing experience.</p> <p><b>Functional Responsibility:</b> Writes and edits materials for reports, manuals, presentations, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures as well as analytical documentation. For Web-based technical and informational productions, writes, assembles, compiles, and edits materials with sources ranging from text to databases to digital imaging.</p> <p><b>Minimum Education:</b> A Technical Writer will have a Bachelors degree from an accredited college. In lieu of a degree, a Technical Writer will have ten (10) years of progressive experience in writing and editing materials for reports, manuals, briefs, proposals, instruction books, catalogs and related technical and administrative publications.</p>
<b>Engineer, Video/Digital Equipment</b>	<p><b>Minimum/General Experience:</b> An Engineer will have a minimum of three (3) years of progressive experience in a production and/or broadcast facility.</p> <p><b>Functional Responsibility:</b> Acts as an engineer for the operation and maintenance of video, film, and digital imaging equipment used for the production, post-production, broadcast, and/or distribution of media programs and materials. Requires capabilities to perform from simple to complex operational and maintenance procedures on sophisticated electronic, electro-mechanical, and digital processing systems and equipment including but not limited to video cameras, routing and switching, equipment, edit controllers (linear and non-linear), VTRs (broadcast quality), video teleconferencing (VTC) devices, audio equipment, satellite and broadcast equipment (analog, ISDN), and a range of digital devices used to support operations. Possesses the knowledge and skills necessary to perform all operational checks, settings, and adjustments as well as to perform diagnostic and troubleshooting procedures necessary to bring or repair equipment to manufacturer's operating specifications.</p> <p><b>Minimum Education:</b> An Engineer will have a Bachelors degree from an accredited college in a relevant discipline. In lieu of a degree, an Engineer will have ten (10) years of progressive technical experience in support of agencies' engineering operations and maintenance of media production facilities.</p>
<b>Administrative Support Staff</b>	<p><b>Minimum/General Experience:</b> At least 2 years of office experience.</p> <p><b>Functional Responsibility:</b> Performs various administrative functions; accomplishes data entry and compiles records and reports; handles incoming and outgoing correspondence and mail; answers phone and performs word processing; performs a variety of mail and document handling duties involving tracking incoming and outgoing mail, routing and delivery, transport, and related functions.</p> <p><b>Minimum Education:</b> Administrative Support Staff will have at least a high school education.</p>

# E. L. Hamm & Associates, Inc.

[Click on the above company logo to be sent to the homepage of our website!](#)

*E.L. Hamm* is an award winning, nationally recognized multimedia services company with corporate offices located in Virginia Beach, VA. We specialize in multimedia presentations, computer-based training, 3-D animation, and video production.

We produce and distribute training, documentary, technical and promotional video and computer-based multimedia programs. The firm owns and operates an extensive multimedia and video production facility. We also staff and operate Federal, government-owned multimedia production facilities at various locations in the United States.

*E.L. Hamm* is dedicated to providing its clients with high quality, cost effective solutions to their needs in areas such as education, training, multimedia presentations, web page design, logos, video documentaries, and 3D computer animation.

*E.L. Hamm* is where creative solutions originate and are then brought to life. We capitalize on our 20 years of industry experience to guide you from conception to project completion. We can choose from a range of solutions to match your specific project needs.

We hope you will visit and enjoy browsing at our web site.

**CONTACT US** if you think we can help with your next project or need.

▶ MULTIMEDIA  
DEVELOPMENT

▶ COMPUTER  
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▶ VIDEO  
PRODUCTION

▶ ANIMATION

▶ DIGITAL  
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