Multiple Award Schedule

Federal Supply Group:
Professional Services

Contract Number: GS-00F-104GA

Contract Period
February 05, 2017 – February 04, 2027
MOD LADHDK4C

Contract Contact
Julie Koch-Beinke
Partner
223 W 29th Street
New York, NY 10001
212.239.0600
julie@altny.com

Business Size
Woman-Owned Small Business (WOSB)

Price list current as of modification #PO-0008 effective July 22, 2021

alternatives is pleased to offer an expanded range of relevant services through our Federal Supply Schedule Contract for Multiple Award Schedule (MAS). This Federal Supply Schedule is a flexible, easy-to-use task order contract available to all Federal agencies and government-owned corporations.

This catalog describes our services available through the Multiple Award Schedule contract and provides all of the necessary details concerning prices and the ordering of services.

Our team of creative professionals is made up of a unique group of individuals with a diverse combination of skills and expertise ranging from design and marketing strategy and communications, graphic and industrial design, interactive and digital design, copywriting, business planning and research analysis.

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: GSAAdvantage.gov

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

we help brands communicate with quality and efficiency | altny.com
About Alternatives

From the big picture to the smallest details, we deliver branding and marketing strategies and creative solutions that add value and increase revenue.

We work with companies and organizations to enhance the customer experience. This includes brand development, identity, extensions and campaigns, branding systems and style guides, digital marketing, social media and websites, advertising, promotion, packaging, product ideation, retail environments and point-of-sale for brands and brand licensed products.

We focus on strengthening the impression of everything our clients do across all forms of brand, media and retail communication. With 30+ years in business, we’ve assisted a diverse range of clients in many industries, helping them to succeed and achieve their goals. We value and respect our clients and work together with them as a team. We strive to make all components of a project work together in harmony to present the strongest, most memorable image possible. We do this by strategically maximizing all opportunities to connect with the product or brand.

Our work has encompassed award winning and business building programs for many highly successful US and international companies. Start-ups and Fortune 500 companies alike need to succeed while making every dollar count. When everything works together, budgets are also maximized and a company or organization is able to offer more—development, service and value—fueling their growth.

Government Expertise

We have a solid history of working with education, non-profit and government entities—including the IRS Design Office for the past 11 years—were we developed a wide range of programs and materials to help increase quality, communication, functionality, efficiency, and synergy. We are well versed in working with and for government agencies and stakeholders and we understand the role of stewardship for each of the particular agencies which we have done work for.
Special Item Number (SIN) Definition

**SIN 541511: Web Based Marketing**
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.

**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.

**SIN 541430: Graphic Design Services**
Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills. Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre-existing materials, developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

**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.

**SIN 541613: Marketing Consulting Services**
Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns. Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support; assistance with conducting the challenge/contest/competition, facilitating events; and supporting the judging of events are included. The challenge/contest/competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

**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.
Customer Information

1a. Awarded Services:
- 541511: Web Based Marketing Services
- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- Order-Level Materials (OLMs)

1b. Labor Category: Prices, shown in the price list, are net, all discounted deducted, and valid for all areas within the US. See Table 1-3, page 5 and 6 for details.

Other Direct Costs

<table>
<thead>
<tr>
<th>support item</th>
<th>unit rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>photocopiers</td>
<td>$ 0.17</td>
</tr>
<tr>
<td>black &amp; white color output 8.5 x 11</td>
<td>$ 0.58</td>
</tr>
<tr>
<td>black &amp; white color output 11 x 17</td>
<td>$ 1.16</td>
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<tr>
<td>color computer output 8.5 x 11</td>
<td>$ 3.48</td>
</tr>
<tr>
<td>color computer output 11 x 17</td>
<td>$ 5.79</td>
</tr>
<tr>
<td>ink jet / photo prints</td>
<td>$ 17.38</td>
</tr>
<tr>
<td>cd rom or dvd burning</td>
<td>$ 17.38</td>
</tr>
<tr>
<td>working scans</td>
<td>$ 17.38</td>
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<tr>
<td>kodak approval proofs 8.5 x 11</td>
<td>$ 75.31</td>
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<tr>
<td>kodak approval proofs 11 x 17</td>
<td>$ 139.04</td>
</tr>
<tr>
<td>poster enlargements</td>
<td>$ 69.52</td>
</tr>
<tr>
<td>presentation books / materials</td>
<td>$ 31.06</td>
</tr>
<tr>
<td>stock photography low resolution</td>
<td>$ 28.97</td>
</tr>
<tr>
<td>stock photography medium resolution</td>
<td>$ 57.93</td>
</tr>
<tr>
<td>stock photography high resolution</td>
<td>$ 115.87</td>
</tr>
</tbody>
</table>

6. Discount From List Prices or Statement of Net Price: Government net prices (with discounts already deducted). See Table 1-3, pages 5 and 6 for details.

7. Quantity Discounts:
- 3% discount for task orders equal to or exceeding $50,000
- 5% discount for task orders equal to or exceeding $200,000

8. Prompt Payment Terms: Net 30 days (3% discount for net 10 days)

9. Foreign Item (list items by country of origin): None

10a. Time of Delivery: Specified on the Task Order

10b. Expedited Delivery: Specified on the Task Order or Contact Contractor

10c. Overnight & Two-Day Delivery: Specified on the Task Order or Contact Contractor

10d. Urgent Requirements: Under I-FSS-140-B, the Agency may contact us for the purpose of obtaining accelerated delivery.

11. F.O.B. Point: Destination

12a. Ordering Address: 223 W 29th Street, New York, NY 10001
Customer Information

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:**
223 W 29th Street, New York, NY 10001

14. **Warranty Provision:** Contractor’s standard commercial warranty.

15. **Export Packing Charges:** N/A

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 Points:** N/A

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

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

22a. **Environmental and Other Special Attributes:** N/A

22b. **Electronic and Information Technology:** Section 508 Compliance Information is available on our website altny.com

22. **Unique Entity Identifier (UEI) Number:** 144644564

23. **Registered with System for Award Management (SAM) Database:** Yes

Pricing List and Rates

**SIN 541511: Web Based Marketing Services**

Table 1—Awarded Labor Categories & Rates

<table>
<thead>
<tr>
<th>labor category for GSA schedule</th>
<th>hourly rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>principal</td>
<td>$143.58</td>
</tr>
<tr>
<td>art director</td>
<td>$119.65</td>
</tr>
<tr>
<td>marketing director</td>
<td>$119.65</td>
</tr>
<tr>
<td>account manager</td>
<td>$95.72</td>
</tr>
<tr>
<td>senior designer</td>
<td>$95.72</td>
</tr>
<tr>
<td>content planner / developer</td>
<td>$95.72</td>
</tr>
<tr>
<td>web &amp; multimedia designer / developer</td>
<td>$95.72</td>
</tr>
<tr>
<td>research coordinator</td>
<td>$95.72</td>
</tr>
<tr>
<td>copy writer / editor / proof reader</td>
<td>$71.79</td>
</tr>
</tbody>
</table>

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Pricing List and Rates

**SIN 541430: Graphic Design Services**

Table 2—Awarded Labor Categories & Rates

<table>
<thead>
<tr>
<th>labor category for GSA schedule</th>
<th>hourly rate</th>
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<tbody>
<tr>
<td>principal</td>
<td>$ 143.58</td>
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</tr>
<tr>
<td>marketing director</td>
<td>$ 119.65</td>
</tr>
<tr>
<td>account manager</td>
<td>$ 95.72</td>
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<tr>
<td>production manager</td>
<td>$ 119.65</td>
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<tr>
<td>senior designer</td>
<td>$ 95.72</td>
</tr>
<tr>
<td>designer</td>
<td>$ 71.79</td>
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<tr>
<td>digital production artist</td>
<td>$ 72.80</td>
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<tr>
<td>content planner / developer</td>
<td>$ 95.72</td>
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<tr>
<td>web &amp; multimedia designer / developer</td>
<td>$ 95.72</td>
</tr>
<tr>
<td>social media strategist</td>
<td>$ 95.72</td>
</tr>
<tr>
<td>digital photographer / retoucher**</td>
<td>$190.00</td>
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<tr>
<td>research coordinator</td>
<td>$ 95.72</td>
</tr>
<tr>
<td>copy writer / editor / proof reader</td>
<td>$ 71.79</td>
</tr>
<tr>
<td>administrative support**</td>
<td>$ 71.79</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCA eligible labor category</th>
<th>SCA equivalent code title</th>
<th>wage determination no</th>
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</thead>
<tbody>
<tr>
<td>administrative support</td>
<td>01020/Administrative Assistant</td>
<td>2015-4187</td>
</tr>
<tr>
<td>digital photographer / retoucher</td>
<td>13075/Photographer V</td>
<td>2015-4187</td>
</tr>
</tbody>
</table>

The Services Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (*) SCA labor categories are based on the US Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

**SIN 541613: Marketing Consulting Services**

Table 3—Awarded Labor Categories & Rates

<table>
<thead>
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<tr>
<td>content planner / developer</td>
<td>$ 95.72</td>
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**Labor Categories Descriptions**

**principal**

Orchestrates strategic and creative planning and activity for all accounts within the agency. Ensures deliverables are met in an efficient and timely manner. Identifies opportunities to constantly improve the quality of thinking applied to client business. Develops project budgets, makes creative presentations and oversees, assists and manages design and production teams in all phases of work. Develops creative programs and design concepts that meet the client’s business objects and that advance the brand strategy. Analyzes client needs and makes recommendations for most effective communication solutions. Meets and consults with clients as necessary to discuss progress, propose initiatives, and establish priorities.

**General Experience:** Ability to think creatively with proven evidence of success in developing brands and delivering them to market. Experience in a broad range of design services including marketing, communication, advertising, branding, print and multimedia. Has thorough experience in all aspects of design, including hands-on software program expertise and knowledge of printing, production and manufacturing processes.

**Minimum Education:** Bachelor’s degree+ and 20 years experience in design and business.

**art director**

Develops creative programs and design concepts that meet the client’s business objects and advance the brand strategy. Implements and oversees creative designs and strategies through a wide variety of print and electronic communication tools and provides direction to team members. Works closely with principals to generate ideas for pitches and proposals, and helps shape, develop, and provide guidance for projects. Oversees projects from initial to final stages. Manages quality control over projects, outside vendors, production and distribution.

**General Experience:** Experience in all aspects of print production, including hands-on program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator. Has thorough knowledge of printing process, color and scanning techniques.

**Minimum Education:** Bachelor’s degree+ and 15 years of extensive working experience in design and hands-on production.

**marketing director**

Reviews marketing strategies, programs, and goals for focused integration into overall marketing plan. Assesses, develops, plans, and directs the execution of marketing projects. Customizes marketing principles and practices to respond to the needs of the clients. Formulates and implements marketing policy and procedures. Develops long and short range marketing operation plans. Responsible for marketing, public relations, special events, and social networking campaigns to support business development efforts.

**General Experience:** Experience in message crafting and developing innovative marketing strategies. Strong leadership and management skills, attention to detail and an eye for quality. Excellent written and verbal communication skills and hands-on program expertise in Microsoft Office—PowerPoint, Word and Excel.

**Minimum Education:** Bachelor’s degree and 15 years experience in marketing.
Labor Categories Descriptions

**account manager**

Assists principal with the development of budgets, schedules and proposals for client engagements. Meets with client to determine best process for achieving goals. Works closely with design team to ensure the production of high quality work, within budget and deadline. Negotiates and manages contracts with outside vendors and special services and oversees printing and other outside services. Ultimately responsible for overseeing all deliverables, reconciling budget, and project schedule.

**General Experience:** Broad experience with project management responsibilities related to branding, visual design campaigns and publication design. Excellent organizational and management skills, as well as the ability to manage multiple tasks and hands-on program expertise in Microsoft Office—PowerPoint, Word and Excel.

**Minimum Education:** Bachelor’s degree and 5 years experience in management role.

**production manager**

Responsible for maintaining relationship with current suppliers. Sources and evaluates quotes from vendors and determines the best source for the job. Creates specifications, reviews retouching, color correction and proofs, prepares comps, and pre-flights all files before going to press. Reviews files for best quality, printability, scaling, cropping and repositioning. Oversees press inspections and reviews markup, dieline and color proofs.

**General Experience:** Thorough knowledge of the printing process, color, and scanning techniques and all aspects of print production, including hands-on program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator.

**Minimum Education:** Bachelor’s degree and 15 years experience in hands-on production.

**senior designer**

Takes lead responsibility for day to day project progress and design excellence. Responsible for project research as necessary, ideation, creative problem solving, design and production of the project. Develops creative concepts for visual communication in various media, including print, online, marketing and branding materials. Coordinates closely with design team to review progress and notifies account manager of scheduling conflicts and changes. Writes specifications for printing, chooses paper and inks and works closely with production manager to achieve desired results.

**General Experience:** Thorough experience in all aspects of design, including hands-on software program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator—and Microsoft Office—PowerPoint, Word and Excel. Experience in a broad range of design services including print, marketing, branding, communication, advertising and multimedia.

**Minimum Education:** Bachelor’s degree in design and 10 years experience as a designer in a variety of product areas.
Multiple Award Schedule | Authorized Federal Supply Service Price List

Labor Categories Descriptions

designer

Responsible for project research as necessary, ideation, creative problem solving, design and production of the project. Develops creative concepts for visual communication in various media, including print, online, marketing and branding materials. Works closely with design team to produce high quality work, within budget and deadline. Writes specifications for printing, chooses paper, inks and works closely with production manager to achieve desired results.

General Experience: Experience in all aspects of design, including hands-on software program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator—and Microsoft Office—PowerPoint, Word and Excel. Experience in a broad range of design services including print, marketing, communication, branding, advertising and multimedia.

Minimum Education: Bachelor’s degree in design and 2 years experience as a designer in a variety of product areas.

digital production artist

Works closely with designers and production manager to produce a variety of printed projects from magazines and technical reports to advertising and marketing materials. Responsible for scaling, cropping, retouching, repositioning and file setup and optimization. Reviews color proofs, prepares comps, checks all files before going to press and archives and updates final artwork files.

General Experience: Experience in all aspects of print production and thorough knowledge of the printing process and hands-on program expertise in Adobe Creative Suite—InDesign, Photoshop and Illustrator.

Minimum Education: Bachelor’s degree and 2 years experience in hands-on production.

content planner / developer

Works directly with partners to determine project scope and specifications for websites and multimedia presentations. Works with clients to understand their business models and goals and helps define strategy, content and features for design of their websites. Analyzes audiences and their information and functional needs. Organizes planning, development and deployment of websites and defines site architecture that serves as a blueprint. Gathers data, writes and edits copy that best reflects the client’s objectives. Coordinates and tracks progress of design and development teams to implement designs. Ensures overall quality of website.

General Experience: Experience in management role, website and multimedia presentation design, user experience best practices, usability standards and content management systems. Excellent writing skills with understanding of advertising and marketing principles, web trends and analytics.

Minimum Education: Bachelor’s degree and 5 years experience in management role.
Labor Categories Descriptions

web & multimedia design / developer

Works with content planner to create websites and multimedia presentations. Designs overall look including graphics, typography and navigation, and incorporates content. Integrates client requirements and user feedback into design revisions, animations and content styles. Understands image optimization, effective layout, typography, and usability standards for websites. Develops code in HTML, CSS, JavaScript and additional web standard scripting languages and is knowledgeable in various content management systems. Incorporates content, tests sites on multiple platforms and browsers, and assists in the configuration of web server settings. Revises graphics and updates site content as required.

General Experience: Experience and knowledge of professional web design programs including Adobe Photoshop, After Effects, Dreamweaver and Flash, CODA and other web development applications and Final Cut Pro. Understanding of the role of web design and multimedia tools in overall communications strategy and brand awareness.

Minimum Education: Bachelor’s degree and 2 years experience in design specifically designing website and multimedia interfaces.

social media strategist

Works with team members and agency clients to create persuasive messaging for all social media types. Assists with marketing strategy, writing and content development and selectively chooses platforms that will enhance the client’s marketing strategy. Creates and edits messaging and copy that reflects the client’s marketing strategy and objectives. Oversees creative concepts that best reflect the client’s objectives across all social media platforms. Follows emerging social media and technology trends.

General Experience: Thorough understanding of social media management tools and various social media platforms, including Facebook, Twitter, Tumblr, LinkedIn, and others. Has related experience in writing documents and scripts for media-based projects, interactive presentations and websites.

Minimum Education: Bachelor’s degree and 2 years experience in social media.

digital photographer / retoucher

Experienced professional responsible for all photography needs for a project, including capturing images in studio or on location of subjects and still life for use on marketing & collateral materials. Prepares and delivers high resolution files and provides post production retouching and editing.

General Experience: Photography, composition, lighting and digital retouching.

Minimum Education: Bachelor’s degree in photography and/or professional training and 5 years experience in photography and photo retouching.
Labor Categories Descriptions

research coordinator
Leads and oversees the prospect and research function and works closely with client to help them achieve their goals. Responsible for selecting the appropriate research methodology and supporting techniques to meet a defined business objective. Develops and assists in the development of research instruments to ensure successful execution of fieldwork. Reviews collected data, authors reports, and makes business-oriented recommendations to client.

General Experience: Experience and proficiency in conceptualizing and developing proactive methodologies. Academic and practical experience with a wide array of new product, brand, advertising, and customer satisfaction research methodologies. Strong analytical skills with some experience in statistical modeling and analysis and hands-on program expertise in Microsoft Office—PowerPoint, Word and Excel.

Minimum Education: Bachelor’s degree and 5 years experience in research analysis.

copywriter / editor / proofreader
Gathers data, writes and edits copy that best reflects the marketing strategy and client’s objectives for various forms of publications, marketing materials, advertisements, websites, online and multimedia projects. Reads through documents and proofs for grammar, spelling and punctuation. Reviews artwork for layout consistency, proper hyphenation and use of typography.

General Experience: Experience in copywriting, editing and proofreading for all types of publications and hands-on program expertise in Microsoft Office—PowerPoint, Word and Excel. Proficiency in English grammar, spelling, proofreaders marks and thorough knowledge of standard style manuals.

Minimum Education: Bachelor’s degree and 5 years experience in copy creation.

administrative support
First interface for client’s experience and is responsible for client hospitality. Maintains office supplies, coordinates travel, oversees messenger, shipping, telephone and other vital office services and logistics. Facilitates a seamless work environment by ensuring that other office members can maximize their time and potential on projects. Maintains time and expenses records, timely account payables and receivables and works with principal on monthly billing.


Minimum Education: Bachelor’s degree and 1 years experience in office management.

we look forward to helping you achieve your goals
Contact us or visit our website for more information on how we can meet your needs and complement your team.