



**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

On-line 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>.

Contract Number: **GS-00F-111CA**

For more information on ordering from Federal Supply Schedules  
click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

**Contract Period: April 24, 2015 – April 23, 2025**

Contractor: Avisar, Inc.

Business Size: Small, SBA Small Disadvantaged (SBD), SBA 8(a), & Service Disabled Veteran Owned Small Business (SDVOSB).

2111 Wilson Blvd., Suite 700  
Arlington, VA 22201  
(703) 351-5036 (p)  
(703) 351-0381 (f)  
[www.avisarinc.com](http://www.avisarinc.com)  
[dbeauchamp@avisarinc.com](mailto:dbeauchamp@avisarinc.com)

Contract Administrator: Donovan Beauchamp

Price list current as of Modification #PS-A812 effective March 6, 2020

**CUSTOMER INFORMATION:**

**1a. Awarded Special Item Number(s):**

SIN	Recovery	SIN Description
512110	512110RC	Video / Film Production
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541611	541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541613	541613RC	Marketing Consulting Services
541810	541810RC	Advertising Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
541820	541820RC	Public Relations Services
541850	541850RC	Exhibit Design and Advertising Services
541910	541910RC	Market Research and Analysis
541922	541922RC	Commercial Photography Services
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
OLM	OLMRC	Order Level Materials

**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 on page 4**

- 1c. **Descriptions of all corresponding commercial job titles with experience, functional responsibility and education:** See descriptions on page 5
2. **Maximum Order:** \$1,000,000
3. **Minimum Order:** \$100
4. **Geographic Coverage:** Domestic and Overseas
5. **Point of Production:** Same as company address
6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted). See pricing page 4
7. **Quantity Discount:** For SINS 541810, 541810ODC, 541820, 541511, 541910, 512110, 541850, 561920, 541922, 541430 & 541613: 2% for orders \$300,000 - \$500,000 and 3% for orders exceeding \$500,000
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
- 9a. **Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Contractor will accept Government purchase cards.
10. **Foreign Items:** None
- 11a. **Time of Delivery:** Specified on the Task Order
- 11b. **Expedited Delivery:** Consult with Contractor
- 11c. **Overnight/2-Day Delivery:** Consult with Contractor
- 11d. **Urgent Requirements:** Consult with Contractor
12. **FOB Point:** Destination
- 13a. **Ordering Address:** Same as company address
- 13b. **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.
14. **Payment Address:** Same as company address
15. **Warranty Provisions:** Contractor's standard commercial warranty
16. **Export Packing charges:** N/A
17. **Terms and conditions of Government Purchase Card Acceptance:** Contact contractor
18. **Terms and conditions of rental, maintenance, and repair:** N/A
19. **Terms and conditions of installation:** N/A

20. **Terms and conditions of repair parts:** N/A
21. **List of service and distribution points:** N/A
22. **List of participating dealers:** N/A
23. **Preventive maintenance:** N/A
- 24a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 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 can be found at [www.avisarinc.com](http://www.avisarinc.com). The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).**
25. **DUNS Number:** 13-5175052
26. **Notification regarding registration in System for Award Management (SAM):** Registered

**GSA HOURLY RATES FOR SIN 541611**

<i>Labor Category</i>	<i>Customer or Contractor Site</i>	<i>4/24/19 – 4/23/20</i>	<i>4/24/20 – 4/23/21</i>	<i>4/24/21 – 4/23/22</i>	<i>4/24/22 – 4/23/23</i>	<i>4/24/23 – 4/23/24</i>	<i>4/24/24 – 4/23/25</i>
<b>Analyst I</b>	Both	\$208.34	\$129.00	\$131.84	\$134.74	\$137.70	\$140.73
<b>Analyst II</b>	Both	\$178.58	\$112.00	\$114.46	\$116.98	\$119.56	\$122.19
<b>Analyst III</b>	Both	\$119.05	\$99.00	\$101.18	\$103.40	\$105.68	\$108.00
<b>Program Manager</b>	Both	\$297.63	\$199.00	\$203.38	\$207.85	\$212.43	\$217.10
<b>Project Administrator I</b>	Both	\$113.10	\$100.00	\$102.20	\$104.45	\$106.75	\$109.09
<b>Project Administrator II</b>	Both	\$89.29	\$65.00	\$66.43	\$67.89	\$69.39	\$70.91
<b>Project Administrator III</b>	Both	\$53.57	\$55.18	\$56.39	\$57.63	\$58.90	\$60.20
<b>Project Manager</b>	Both	\$208.34	\$158.00	\$161.48	\$165.03	\$168.66	\$172.37
<b>Subject Matter Expert I</b>	Both	\$297.63	\$236.00	\$241.19	\$246.50	\$251.92	\$257.46
<b>Subject Matter Expert II</b>	Both	\$238.10	\$183.00	\$187.03	\$191.14	\$195.35	\$199.64
<b>Subject Matter Expert III</b>	Both	\$208.34	\$156.00	\$159.43	\$162.94	\$166.52	\$170.19

**GSA HOURLY RATES FOR SINs 541810, 541810ODC, 541820, 541511, 541910, 512110, 541850, 561920, 541922, 541430 & 541613**

<i>Labor Category</i>	<i>Customer or Contractor Site</i>	<i>4/24/19 – 4/23/20</i>	<i>4/24/20 – 4/23/21</i>	<i>4/24/21 – 4/23/22</i>	<i>4/24/22 – 4/23/23</i>	<i>4/24/23 – 4/23/24</i>	<i>4/24/24 – 4/23/25</i>
<b>Content Specialist I</b>	Both	\$137.35	\$139.00	\$142.06	\$145.18	\$148.38	\$151.64
<b>Content Specialist II</b>	Both	\$181.81	\$145.00	\$148.19	\$151.45	\$154.78	\$158.19
<b>Content Specialist III</b>	Both	\$220.14	\$149.00	\$152.28	\$155.63	\$159.05	\$162.55
<b>Design Specialist I</b>	Both	\$121.16	\$103.00	\$105.27	\$107.58	\$109.95	\$112.37
<b>Design Specialist II</b>	Both	\$168.33	\$117.00	\$119.57	\$122.20	\$124.89	\$127.64
<b>Manager I</b>	Both	\$214.65	\$164.00	\$167.61	\$171.30	\$175.06	\$178.92
<b>Manager II</b>	Both	\$243.63	\$173.00	\$176.81	\$180.70	\$184.67	\$188.73
<b>Manager III</b>	Both	\$328.93	\$170.00	\$173.74	\$177.56	\$181.47	\$185.46
<b>Marketing I</b>	Both	\$223.68	\$134.00	\$136.95	\$139.96	\$143.04	\$146.19
<b>Marketing II</b>	Both	\$284.88	\$181.00	\$184.98	\$189.05	\$193.21	\$197.46
<b>Technology Specialist I</b>	Both	\$137.35	\$100.00	\$102.20	\$104.45	\$106.75	\$109.09
<b>Technology Specialist II</b>	Both	\$193.39	\$115.00	\$117.53	\$120.12	\$122.76	\$125.46
<b>Technology Specialist III</b>	Both	\$247.38	\$128.00	\$130.82	\$133.69	\$136.64	\$139.64

**The Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCLA), as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract

## **Labor Category Descriptions**

### **SIN 541611**

#### **Analyst I**

**Functional Responsibility:** Undertakes studies and analyses to identify areas for productivity improvements. Makes use of tools, spreadsheets and databases in performing job duties. Provides support in the areas of analysis, design and development, and the implementation of management, organizational and business improvement processes. Serves as senior-level team member. Responsibilities include team performance, project assignments and mission tracking.

**Min Experience:** 10 years of relevant management, organizational or technical experience.

**Min Education:** Bachelor's degree in an associated technical discipline

#### **Analyst II**

**Functional Responsibility:** Undertakes studies and analyses to identify areas for productivity improvements. Makes use of tools, spreadsheets and databases in performing job duties. Provides support in the areas of analysis, design and development, and the implementation of management, organizational and business improvement processes. Serves as high-level functional member of the team.

**Min Experience:** 7 years of relevant management, organizational or technical experience.

**Min Education:** Bachelor's degree in an associated technical discipline

#### **Analyst III**

**Functional Responsibility:** Undertakes studies and analyses to identify areas for productivity improvements. Makes use of tools, spreadsheets and databases in performing job duties. Provides support in the areas of analysis, design and development, and the implementation of management, organizational and business improvement processes. Serves as functional member of the team.

**Min Experience:** 5 years of relevant management, organizational or technical experience.

**Min Education:** Bachelor's degree in an associated technical discipline

#### **Program Manager**

**Functional Responsibility:** Capability to manage or lead large and complex projects, effective leadership skills, and the ability to monitor and supervise project teams and performances to ensure completion of projects on-time and within established budgets. Serves as prime point of contact for clients and in-house technical advisor.

**Min Experience:** 15 years of progressive experience in high level technical and organizational support services.

**Min Education:** Master's degree in an associated technical discipline

### **Project Manager**

**Functional Responsibility:** Capability to manage large and complex projects, effective leadership skills, and the ability to monitor and supervise project teams and performances to ensure completion of projects on-time and within established budgets. Serves as prime point of contact for clients.

**Min Experience:** 10 years of progressive experience in high level technical and organizational support services.

**Min Education:** Master's degree in an associated technical discipline

### **Project Administrator I**

**Functional Responsibility:** Provides project administration or administration/operation. Applies, administers, or operates appropriate office automation and management information tools in the creation, acquisition, entry, conversion, manipulation, storage, or retrieval of information, documents, or other project artifacts. Performs high-level project administration and analytical assignments.

**Min Experience:** 5 years of relevant experience in the requisite technical area.

**Min Education:** Bachelor's degree in an associated technical discipline

### **Project Administrator II**

**Functional Responsibility:** Provides project administration or administration/operation. Applies, administers, or operates appropriate office automation and management information tools in the creation, acquisition, entry, conversion, manipulation, storage, or retrieval of information, documents, or other project artifacts. Performs mid-level project administration assignments as directed.

**Min Experience:** 3 years of relevant experience in the requisite technical area.

**Min Education:** Bachelor's degree in an associated technical discipline or 2 additional years of experience.

### **Project Administrator III**

**Functional Responsibility:** Provides project administration or administration/operation. Applies, administers, or operates appropriate office automation and management information tools in the creation, acquisition, entry, conversion, manipulation, storage, or retrieval of information, documents, or other project artifacts. Performs project administration assignments as directed.

**Min Experience:** 1 year of relevant experience in the requisite technical area.

**Min Education:** Bachelor's degree in an associated technical discipline or 2 additional years of experience.

**Subject Matter Expert I**

**Functional Responsibility:** Develops and applies advanced techniques in various areas including, but not limited to, business process reengineering, strategic planning services, decision support services, education and training development, organizational performance, and generalized program support.

**Min Experience:** 15 years of progressive experience in high level technical and organizational support services.

**Min Education:** Master's degree in an associated technical discipline

**Subject Matter Expert II**

**Functional Responsibility:** Develops and applies advanced techniques in various areas including, but not limited to, business process reengineering, strategic planning services, decision support services, education and training development, organizational performance, and generalized program support.

**Min Experience:** 10 years of progressive experience in high level technical and organizational support services.

**Min Education:** Master's degree in an associated technical discipline

**Subject Matter Expert III**

**Functional Responsibility:** Develops and applies advanced techniques in various areas including, but not limited to, business process reengineering, strategic planning services, decision support services, education and training development, organizational performance, and generalized program support.

**Min Experience:** 7 years of progressive experience in high level technical and organizational support services.

**Min Education:** Master's degree in an associated technical discipline

## Education/Experience Substitution

Labor category minimum requirements			Substitutions				
Labor Category	Min EDU	Min EXP	PhD	Masters	Bachelors	Associate	High School
Program Manager	Masters	15	13	15	17	19	21
Project Manager	Masters	10	8	10	12	14	16
Subject Matter Expert I	Masters	15	13	15	17	19	21
Subject Matter Expert II	Masters	10	8	10	12	14	16
Subject Matter Expert III	Masters	7	5	7	9	11	13
Analyst I	Bachelors	10	6	8	10	12	14
Analyst II	Bachelors	7	3	5	7	9	11
Analyst III	Bachelors	5	1	3	5	7	9
Project Administrator I	Bachelors	5	1	3	5	7	9
Project Administrator II	Bachelors	3	0	1	3	5	7
Project Administrator III	Bachelors	1	0	0	1	3	5
Marketing I	Bachelors	5	1	3	5	7	9
Marketing II	Bachelors	8	4	6	8	10	12
Manager I	Bachelors	5	1	3	5	7	9
Manager II	Bachelors	8	4	6	8	10	12
Manager III	Bachelors	10	6	8	10	12	14
Technology Specialist I	Bachelors	3	0	1	3	5	7
Technology Specialist II	Bachelors	5	1	3	5	7	9
Technology Specialist III	Bachelors	8	4	6	8	10	12
Content Specialist I	Bachelors	3	0	1	3	5	7
Content Specialist II	Bachelors	5	1	3	5	7	9
Content Specialist III	Bachelors	8	4	6	8	10	12
Design Specialist I	Bachelors	3	0	1	3	5	7
Design Specialist II	Bachelors	7	3	5	7	9	11

**Labor Category Descriptions**  
**SINs 541810, 541810ODC, 541820, 541511, 541910,**  
**512110, 541850, 561920, 541922, 541430 & 541613**

**Content Specialist I**

**Functional Responsibility:** Capability to develop content products in support of strategic marketing and communications programs including but not limited to speeches, brochures, conference materials, websites, technical reports, advertising copy, magazine articles, op-ed pieces, presentations, research studies, social media content, and program evaluations.

**Min Experience:** 3 years of progressive experience in marketing content development.

**Min Education:** Bachelor's degree

**Content Specialist II**

**Functional Responsibility:** Capability to develop content products in support of strategic marketing and communications programs including but not limited to speeches, brochures, conference materials, websites, technical reports, advertising copy, magazine articles, op-ed pieces, presentations, research studies, social media content, and program evaluations.

**Min Experience:** 5 years of progressive experience in marketing content development.

**Min Education:** Bachelor's degree

**Content Specialist III**

**Functional Responsibility:** Capability to develop content products in support of strategic marketing and communications programs including but not limited to speeches, brochures, conference materials, websites, technical reports, advertising copy, magazine articles, op-ed pieces, presentations, research studies, social media content, and program evaluations.

**Min Experience:** 8 years of progressive experience in marketing content development.

**Min Education:** Bachelor's degree

**Design Specialist I**

**Functional Responsibility:** Capability to develop multimedia design products in support of strategic marketing and communications programs including but not limited to conference materials, advertisements, websites, publications, animation, videos, presentations and social media platforms.

**Min Experience:** 3 years of progressive experience in design.

**Min Education:** Bachelor's degree

## **Design Specialist II**

**Functional Responsibility:** Capability to develop multimedia design products in support of strategic marketing and communications programs including but not limited to conference materials, advertisements, websites, publications, animation, videos, presentations and social media platforms.

**Min Experience:** 7 years of progressive experience in design.

**Min Education:** Bachelor's degree

## **Manager I**

**Functional Responsibility:** Capability to manage strategic marketing and communication projects including tracking progress, costs, and compliance.

**Min Experience:** 5 years of progressive experience in marketing project management.

**Min Education:** Bachelor's degree

## **Manager II**

**Functional Responsibility:** Capability to manage strategic marketing and communication projects including tracking progress, costs, and compliance. Capability to manage task-level strategic marketing and communication managers according to contract terms and conditions.

**Min Experience:** 8 years of progressive experience in marketing project management.

**Min Education:** Bachelor's degree

## **Manager III**

**Functional Responsibility:** Capability to manage complex strategic marketing and communication contracts consisting of multiple task areas. Monitors progress, costs, staffing, and compliance according to contract terms and conditions.

**Min Experience:** 10 years of progressive experience in marketing project management.

**Min Education:** Bachelor's degree

## **Marketing I**

**Functional Responsibility:** Capability to develop strategic marketing plans and/or marketing materials in support of outreach and communications programs.

**Min Experience:** 5 years of progressive experience in marketing program development and support.

**Min Education:** Bachelor's degree

## **Marketing II**

**Functional Responsibility:** Capability to develop strategic marketing plans and/or marketing materials in support of outreach and communications programs. Capability to advise customer leadership on broad range of marketing strategy and outreach and communication policy.

**Min Experience:** 8 years of progressive experience in marketing program development and support.

**Min Education:** Bachelor's degree

## **Technology Specialist I**

**Functional Responsibility:** Capability to develop technical and technological products in support of strategic marketing and communications programs including but not limited to multimedia software and systems, websites, media monitoring applications, search engines, social media applications, and database systems.

**Min Experience:** 3 years of progressive experience in technological product development.

**Min Education:** Bachelor's degree

## **Technology Specialist II**

**Functional Responsibility:** Capability to develop technical and technological products in support of strategic marketing and communications programs including but not limited to multimedia software and systems, websites, media monitoring applications, search engines, social media applications, and database systems.

**Min Experience:** 5 years of progressive experience in technological product development.

**Min Education:** Bachelor's degree

## **Technology Specialist III**

**Functional Responsibility:** Capability to develop technical and technological products in support of strategic marketing and communications programs including but not limited to multimedia software and systems, websites, media monitoring applications, search engines, social media applications, and database systems.

**Min Experience:** 8 years of progressive experience in technological product development.

**Min Education:** Bachelor's degree