



# GENERAL SERVICES ADMINISTRATION

## **Federal Acquisition 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 is available through **GSA Advantage!**<sup>™</sup>, a menu-driven database system. The INTERNET address for **GSA Advantage!**<sup>™</sup> is: <http://www.GSAAdvantage.gov>.

### **Schedule for Professional Services Schedule (PSS)**

**Federal Supply Group: 00CORP**

**Contract Number: GS-00F-112DA**

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

**Contract Period: 04 Apr 2016-03 Apr 2021**

**Contractor:** Fig Leaf Software, Inc.  
1400 16th St NW, Suite 450  
Washington, DC 20036 2239

**Business Size:** Small, Veteran Owned, Service Disabled Veteran Owned Small business

**In accordance with 13 C.F.R. 121.404, the Contractor is ineligible to participate in any RFQ that is set aside for small business where the subject contract's awarded size status for the preponderance NAICS designated in the RFQ is "other than small".**

**Telephone:** (202) 658-7611

**FAX Number:** (202) 797-7715

**Web Site:** [www.figleaf.com](http://www.figleaf.com)

**E-mail:** [gsa@figleaf.com](mailto:gsa@figleaf.com)

**Contract Administration:** Bret Peters/ [bpeters@figleaf.com](mailto:bpeters@figleaf.com)



# CUSTOMER INFORMATION:

**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4F	541-4FRC	Commercial Art and Graphic Design Services

**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See attached pricing**

**1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See attached pricing**

**2. Maximum Order:** \$1,000,000.00

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (delivery Area):** Domestic only

**5. Point(s) of production (city, county, and state or foreign country):** Same as company address

**6. Discount from list prices or statement of net price:** Government net prices (discounts already deducted). See Attachment.

**7. Quantity discounts:** 2% for orders between \$100,000 and \$249,999.99, 3% for orders between \$250,000 and \$499,999.99, and 5% for orders over \$500,000

**8. Prompt payment terms:** Net 30 days

**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:** will not accept over \$2,500

**10. Foreign items (list items by country of origin):** None

**11a. Time of Delivery (Contractor insert number of days):** Specified on the Task Order

**11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:** Contact Contractor



- 11c. **Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. **Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor
12. **F.O.B Points(s):** Destination
- 13a. **Ordering Address(es):** Same as Contractor
- 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 ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
14. **Payment address(es):** Same as company address
15. **Warranty provision:** Contractor’s standard commercial warranty.
16. **Export Packing Charges (if applicable):** N/A
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
18. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
19. **Terms and conditions of installation (if applicable):** N/A
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. **Terms and conditions for any other services (if applicable):** N/A
21. **List of service and distribution points (if applicable):** N/A
22. **List of participating dealers (if applicable):** N/A
23. **Preventive maintenance (if applicable):** 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 (e.g. contactor’s website or other location.) The EIT standards can be found at:** [www.Section508.gov/](http://www.Section508.gov/).
25. **Data Universal Numbering System (DUNS) number:** 969617620
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered
27. **Final Pricing:**  
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

**Fig Leaf Software, Inc. GSA Awarded Pricing:**

SIN	Awarded Labor Category	Contractor / Customer Facility	GSA Hourly Awarded Rate Year 1	GSA Hourly Awarded Rate Year 2	GSA Hourly Awarded Rate Year 3	GSA Hourly Awarded Rate Year 4	GSA Hourly Awarded Rate Year 5
541-1; 541-3; 541-4A; 541-4F	Marketing Consultant	Both	\$138.24	\$141.42	\$144.67	\$148.00	\$151.40
541-1; 541-3; 541-4A; 541-4F	Marketing Specialist	Both	\$123.43	\$126.26	\$129.17	\$132.14	\$135.18
541-1; 541-3; 541-4A; 541-4F	Creative Director	Both	\$97.53	\$99.77	\$102.07	\$104.42	\$106.82
541-1; 541-3; 541-4A; 541-4F	Graphic Artist	Both	\$92.40	\$94.53	\$96.70	\$98.92	\$101.20
541-1; 541-3; 541-4A; 541-4F	Information Architect	Both	\$95.62	\$97.82	\$100.07	\$102.37	\$104.73
541-1; 541-3; 541-4A; 541-4F	Instructional Designer	Both	\$100.65	\$102.96	\$105.33	\$107.76	\$110.23
541-1; 541-3; 541-4A; 541-4F	Interactive Media Programmer	Both	\$135.89	\$139.02	\$142.21	\$145.48	\$148.83
541-1; 541-3; 541-4A; 541-4F	Marketing Project Manager	Both	\$148.11	\$151.52	\$155.00	\$158.57	\$162.21

**Fig Leaf Software, Inc. GSA Awarded Labor Categories:**

SINs	Labor Category	Functional Responsibility	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
541-1; 541-3; 541-4A; 541-4F	Marketing Consultant	Researches companies and evaluates current marketing strategies, and creates new and innovative strategies to implement a web-based inbound marketing campaign that meets the clients' needs. Manages day-to-day client activities and is the primary client contact for all marketing and advertising needs. 2 years minimum experience in supporting senior executive, marketing, or project management team.	Bachelor Degree	2 years of professional design experience
541-1; 541-3; 541-4A; 541-4F	Marketing Specialist	Recommends, prioritizes, develops, plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the client; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals/metrics and analysis of data.	Bachelor Degree	Entry Level

541-1; 541-3; 541-4A; 541-4F	Creative Director	Provide creative and technical guidance and direction to staff. Set design standards and ensure client satisfaction. Work with sales and marketing department to drive business. Organize and facilitate client creative sessions. Coordinate with design staff to define visual and technical direction for project. Monitor project progression and provide feedback to staff and project team. Review site maps and screen flows for usability, feasibility and architectural soundness. Maintain client relationships to ensure satisfaction. Troubleshoot project related problems and provide solutions. Collaborate with departmental officers (programming, project management) to set development process standards and ensure compliance. Mentor creative staff. Provide additional design support for all projects as necessary.	Bachelor Degree in Art	5 years of professional design experience
541-1; 541-3; 541-4A; 541-4F	Graphic Artist	Assist Art Director in all aspects of graphic production. Produce graphics according to design standards set forth by Art Director and/or Creative Director. Optimize graphics. Layout and assembly.	Associate Degree in Art	1 year of professional design experience
541-1; 541-3; 541-4A; 541-4F	Information Architect	Meet with clients and project team to gather technical and application design requirements. Develop methodologies to acquire user profile or demographic information [focus groups, interviews, SMEs, questionnaires, etc]. Participates in team meetings to improve product design and consistency to increase application usability. Consider interface design as it relates to usability and the clarity of instructions. Creates, assembles, and edits technical and end user documentation according to applicable style guidelines. Ensures grammar, style, formatting, and consistency are applied throughout all marketing documentation. Translates technical information into a format that is appropriate for technical and non-technical audiences. Designs site hierarchy and informational structure. Specifies application requirements. Gathers information for documentation deliverables.	Bachelor Degree in English, Communications, or a related field	2 years of professional experience
541-1; 541-3; 541-4A; 541-4F	Instructional Designer	Meet with clients and project team to gather technical and application design requirements. Coordinate with Creative Director to define technical and visual direction for project. Work with client, subject matter experts and Producer to define project approach to infuse innovative design with substance to match our client's marketing requirements.	Bachelor Degree majoring in educational, liberal arts, media or communication fields	2 years of professional instructional design experience
541-1; 541-3; 541-4A; 541-4F	Interactive Media Programmer	Meet with clients and development team to gather technical requirements. Design client/server interaction and develop technical specification. Develop, code, test, and debug applications. Work with team and QA to understand technical issues and provide resolution. Keep up to date on new technologies and integration of various rich media types. Documents and comments code.	Bachelor Degree	2 years of professional experience
541-1; 541-3; 541-4A; 541-4F	Market Project Manager	Serves as client point of contact and executes needs assessment, requirements analysis, and scope monitoring as required. Acts as liaison between client and Fig Leaf Software, to ensure that client's marketing goals and objectives are clearly identified and needs are met. Responsible for the overall management of the specific project tasks and ensuring that the technical solutions and schedules in the project are implemented in a timely and cost effective manner. Manages and enhances client	Bachelor Degree	3 years of experience managing large projects

		<p>expectations on a daily basis, as well as manage a project team from engagement through delivery. Creates and maintains project plan, cost estimates, budgets, schedules, scope documents, and specification documents. Works with account and project team to determine, communicate, and document project strategies, functional design, look and feel, technical requirements, Q/A and maintenance needs. Identifies risks or roadblocks to these tasks and take timely and appropriate actions to resolve them to the satisfaction of both the client and the project team. Facilitates functional specification requirements interviews and creative sessions.</p>		
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**Service Contract Act:** The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) and all services provided. While no specific labor categories have been identified as being subject to SCA 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 SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.