



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsadvantage.gov>

SCHEDULE TITLE: 00CORP: The Professional Services Schedule

SPECIAL ITEM NUMBER: 541 3: Web Based Marketing Services, 541-3RC

CONTRACT NUMBER: GS-00F-155DA

CONTRACT PERIOD: May 16, 2016- May 17, 2021

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

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CONTRACTOR'S ADMINISTRATION SOURCE: Richard Kahn | 888.245.9481 | rich@ezanga.com

BUSINESS SIZE: Small

Socioeconomic Indicators: SBA Certified Small Disadvantaged Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541 3	Web Based Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541 3	Test Campaign	\$99.75 Each

1c. HOURLY RATES: (Services Only)

Please see page 4 for all services offered.

2. MAXIMUM ORDER*: The maximum order for SIN 541 3 is \$1,000,000 per order

*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE: 50 States

5. POINT(S) OF PRODUCTION: NA for Services

6. DISCOUNT FROM LIST PRICES: 1% basic discount

7. QUANTITY DISCOUNT(S): 1.5% discount off task order valued between \$25,000 and \$49,999.99; 2.5% discount off task order valued between \$50,000 and \$249,999.99; 4% discount off task orders valued more than \$250,000.00

8. PROMPT PAYMENT TERMS: 1% 10 Days, Net 30

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.

10. FOREIGN ITEMS: N/A for Services

11a. TIME OF DELIVERY: As agreed to at the Task Order Level

11b. EXPEDITED DELIVERY: As agreed to at the Task Order Level

11c. OVERNIGHT AND 2-DAY DELIVERY: As agreed to at the Task Order Level

11d. URGENT REQUIRMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: As agreed to at the Task Order Level

13a. ORDERING ADDRESS: same

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty
16. **EXPORT PACKING CHARGES:** None
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level may be inserted by 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 AVAILABLE):** 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. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance for EIT:** as applicable
25. **DUNS NUMBER:** 784146222
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:**
Contractor has an Active Registration in the SAM database.

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule 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.

Services Provided:

SIN Awarded	Service Awarded	Description of Services	Price Awarded (including IFF)
541-3/RC	TEST CAMPAIGN	Test Campaign	\$ 99.75
541-3/RC	PPC CAMPAIGN PACKAGE A	<ul style="list-style-type: none"> *\$500 in pay per click advertising to redirect a user upon clicking to any website of choice *2,500 – 5,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 498.74
541-3/RC	PPC CAMPAIGN PACKAGE B	<ul style="list-style-type: none"> *\$1,000 in pay per click advertising to redirect a user upon clicking to any website of choice *5,000-10,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 997.48
541-3/RC	PPC CAMPAIGN PACKAGE C	<ul style="list-style-type: none"> *\$3,000 in pay per click advertising to redirect a user upon clicking to any website of choice *15,000-30,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 2,992.44
541-3/RC	PPC CAMPAIGN PACKAGE D	<ul style="list-style-type: none"> *\$5,000 in pay per click advertising to redirect a user upon clicking to any website of choice *25,000-50,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 4,987.41
541-3/RC	PPC CAMPAIGN PACKAGE E	<ul style="list-style-type: none"> *\$10,000 in pay per click advertising to redirect a user upon clicking to any website of choice *50,000-100,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 9,974.81

541-3/RC	PPC CAMPAIGN PACKAGE F	<ul style="list-style-type: none"> *\$15,000 in pay per click advertising to redirect a user upon clicking to any website of choice *75,000-150,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 14,962.22
541-3/RC	PPC CAMPAIGN PACKAGE G	<ul style="list-style-type: none"> *\$25,000 in pay per click advertising to redirect a user upon clicking to any website of choice *100,000-200,000 unique visitors *Text based advertisements with any text of choice (within size limits) *Dedicated Account Manager *Ad copy recommendations *Campaign planning *National, State or City level targeting 	\$ 19,949.62