



General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Contract #GS-02F-0079T

Contract Period: April 2, 2007 - April 1, 2012

2016 Mt. Vernon Ave.

Alexandria, VA 22301

mindandmedia.com

phone: 703 837 0121

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Schedule 69 – Training Aids & Devices

Special Item Number: 27-500 – Course Development

Business Size: Large

Online 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: www.GSAAdvantage.gov.

For more information on ordering from FSS, go to www.fss.gsa.gov.

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How To CONTRACT US

We make it easy for you to do!

Start by consulting the GSA program schedule. You may work directly with approved GSA contractors to obtain Schedule 69, Training Aids & Devices, services and products.

- **For orders less than \$3,000**, place an order with your contractor of choice.
- **For orders exceeding \$3,000**, follow these four easy steps:

Step 1: Prepare a request (Request for Work or other communication tool) that includes:

- *A Statement of Work* describing the scope of work to be accomplished,
- A request for a firm-fixed price or a ceiling price if it is not possible at the time of placing the order to estimate accurately the extent or duration of the work, and
- A description of the basis of selecting the contractor to receive the order.

Step 2: Transmit the request to three GSA vendors.

Step 3: Conduct a “Best Value” review of at least three vendors based on the selection criteria stated in the request (i.e., review of vendor price lists, solicitation of written proposals, or oral presentations).

Step 4: Select the awardee and issue a contract order. GSA contract specialists are available to assist you, but are not required to be involved in your procurement process. The awardee will undertake work and invoice you directly.

BASIC CONTRACT INFORMATION

General Services Administration

Federal Supply Service

- Authorized Federal Supply Schedule Price List
- Schedule 69 – Training Aids & Devices
- SIN 27-500 – Course Development
- Contract Number: GS-02F-0079T
- Contract Period: April 2, 2007 – April 1, 2012
- Business Size: Large

Products and ordering information are available on the GSA Advantage! System. For more information on ordering from Federal Supply Schedules, click on the "FSS Schedule" button at www.fss.gsa.gov.

Contact Information

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2016 Mt. Vernon Ave.
Alexandria, Virginia 22301

Phone: (703) 837-0121
Fax: (703) 837-0936
Website: www.mindandmedia.com

CUSTOMER INFORMATION

GSA Contract Number: GS-02F-0079T

- 1a. **Awarded Special Item Numbers:**
 - SIN 27-500 – Course Development
- 1b. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide – See page 6.
- 1c. **Labor Category Descriptions:** See page 7.
2. **Maximum Order:** The total dollar value of any order will be \$1,000,000 except for requirements exceeding the Maximum Order, which will be processed in accordance with clause I-FSS-125.
3. **Minimum Order:** \$100
4. **Geographic Coverage:** Worldwide
5. **Points of Production:** Alexandria, Virginia; Winchester, Virginia
6. **Statement of Net Prices:** See page 6.
7. **Quantity Discounts:** Purchasers who place orders equal to or greater than \$100,000 will receive a volume discount of 3%.
8. **Prompt Payment Terms:** Not Applicable
- 9a. **Government Purchase Cards:** Mind & Media will accept the government card for orders under \$3,000.
- 9b. **Government Purchase Cards:** Mind & Media will not accept the government card for orders over \$3,000.
10. **Foreign Items:** Not Applicable
- 11a. **Time of Delivery:** Mind & Media will adhere to the delivery schedule as specified by the agency's purchase order.
- 11b. **Expedited Delivery:** Mind & Media will provide expedited delivery if requested by clients. Please contact Mind & Media for additional information on how this relates to your project.
- 11c. **Overnight and 2-Day Delivery:** Contact Mind & Media for overnight or 2-day delivery requirements.

- 11d. **Urgent Requirements:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact Mind & Media for the purpose of obtaining accelerated delivery. Mind & Media shall reply to the inquiry within 3 workdays after receipt. Telephonic replies shall be confirmed by Mind & Media in writing. If Mind & Media offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
- 12. **FOB Points:** Destination
- 13a. **Ordering Address:** Mind & Media, Inc., 2016 Mt. Vernon Ave., Alexandria, VA 22301.
- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. **Payment Address:** Mind & Media, Inc., ATTN: Margaret Caro, 15 N. Loudoun Street, Winchester, VA 22601
- 15. **Warranty Provision:** Mind & Media warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in the contract.
- 16. **Export Packing Charges:** Not Applicable
- 17. **Terms and Conditions of Government Purchase Card Acceptance:** Mind & Media will accept the government purchase card for orders from \$100 - \$3,000.
- 18. **Terms and Conditions of Rental, Maintenance, and Repair:** Not Applicable
- 19. **Terms and Conditions of Installation:** Not Applicable
- 20. **Terms and Conditions of Repair Parts, etc. :** Not Applicable
- 20a. **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. **Preventive Maintenance:** Not Applicable
- 24a. **Environmental Attributes:** Not Applicable
- 24b. **Section 508 Compliance Information:** Not Applicable
- 25. **Data Universal Number System (DUNS) Number:** 963030465
- 26. **Notification Regarding Registration in Central Contractor Registration (CCR Database):** Mind & Media is a registered contractor with the CCR Database.

Date Effective: April 2, 2007

LABOR RATES

SIN 27-500—Course Development

Hourly rates include a minimum 10% discount from Mind & Media's commercial rates.

NOTE – The following rates include GSA's 0.75% Industrial Funding Fee.

Labor Category	Hourly Rate	Labor Category	Hourly Rate
Account Coordinator I	\$72.00	Designer I	\$64.80
Account Coordinator II	\$82.80	Designer II	\$78.30
Account Coordinator III	\$95.40	Designer III	\$93.60
Account Coordinator IV	\$109.80	Designer IV	\$117.00
Account Coordinator V	\$126.00	Designer V	\$145.80
Project Manager I	\$80.96	Instructional Technologist I	\$53.10
Project Manager II	\$93.28	Instructional Technologist II	\$61.20
Project Manager III	\$106.48	Instructional Technologist III	\$70.20
Project Manager IV	\$128.48	Instructional Technologist IV	\$81.00
Project Manager V	\$154.00	Instructional Technologist V	\$97.20
Content Developer I	\$60.30	Instructional Technologist VI	\$121.50
Content Developer II	\$69.30	Instructional Technologist VII	\$151.20
Content Developer III	\$79.20	Subject Matter Expert I	\$153.90
Content Developer IV	\$90.90	Subject Matter Expert II	\$192.60
Content Developer V	\$109.80	Subject Matter Expert III	\$240.30
Content Developer VI	\$131.40	Administrative Support I	\$37.84
Content Developer VII	\$157.50	Administrative Support II	\$56.32
Programmer I	\$64.80	Administrative Support III	\$73.92
Programmer II	\$78.30		
Programmer III	\$93.60		
Programmer IV	\$117.00		
Programmer V	\$145.80		

Travel and per diem costs are negotiated outside of the contract.

Prices shown herein are net (discount deducted).

LABOR CATEGORIES

SIN 27-500—Course Development

Account Coordinator I

General Experience: 2+ years of experience managing client relationships

Responsibilities: Serves as the main contact for Project and Contract officers and manages contract concerns.

Education: Bachelor's degree or a combination of education and relevant work experience.

Account Coordinator II

General Experience: 3+ years of experience managing client relationships

Responsibilities: Serves as the main contact for Project and Contract officers and manages contract concerns.

Education: Bachelor's degree or a combination of education and relevant work experience.

Account Coordinator III

General Experience: 5+ years of experience managing client relationships

Responsibilities: Serves as the main contact for Project and Contract officers and manages contract concerns; engages in strategic planning, budget development, forecasting.

Education: Bachelor's degree or a combination of education and relevant work experience.

Account Coordinator IV

General Experience: 7+ years of experience managing client relationships

Responsibilities: Serves as the main contact for Project and Contract officers and manages contract concerns; engages in strategic planning, budget development, forecasting.

Education: Bachelor's degree or a combination of education and relevant work experience.

Account Coordinator V

General Experience: 10+ years of experience managing client relationships

Responsibilities: Serves as the main contact for Project and Contract officers and manages contract concerns; addresses complex issues; engages in strategic planning; resolves contract related concerns.

Education: Bachelor's degree or a combination of education and relevant work experience.

Project Manager I

General Experience: 2+ years of experience managing projects

Responsibilities: Prepares product plans; coordinates the production process; updates clients on project-related activities.

Education: Bachelor's degree or a combination of education and relevant work experience.

Project Manager II

General Experience: 3+ years of experience managing projects

Responsibilities: Prepares product plans; coordinates the production process; updates clients on project-related activities.

Education: Bachelor's degree or a combination of education and relevant work experience.

Project Manager III

General Experience: 5+ years of experience managing projects

Responsibilities: Prepares product plans; coordinates the production process; updates clients on project-related activities.

Education: Bachelor's degree or a combination of education and relevant work experience.

Project Manager IV

General Experience: 7+ years of years experience managing projects

Responsibilities: Prepares product plans; coordinates the production process; updates clients on project-related activities.

Education: Bachelor's degree and PMP certification

Project Manager V

General Experience: 10+ years of experience managing projects

Responsibilities: Prepares product plans; coordinates the production process; updates clients on project-related activities.

Education: Bachelor's degree and PMP certification

Content Developer I

General Experience: 2+ years of writing for training products; proofreading, and editing experience.

Responsibilities: Develops content for training products such as web sites, print, video, multimedia products, etc.; conducts research on a variety of relevant topics for video, web, print, and multimedia projects.

Education: Bachelor's degree or a combination of education and relevant work experience.

Content Developer II

General Experience: 3+ years of writing for training products; proofreading, and editing experience.

Responsibilities: Develops content for training products such as web sites, print, video, multimedia products, etc.; conducts research on a variety of relevant topics for video, web, print, and multimedia projects.

Education: Bachelor's degree or a combination of education and relevant work experience.

Content Developer III

General Experience: 5+ years of writing for training products; proofreading, and editing experience.

Responsibilities: Copy edits/proofreads content for web, print, video, and multimedia products; ensures formatting consistency and performing fact-checking.

Education: Bachelor's degree or a combination of education and relevant work experience.

Content Developer IV

General Experience: 7+ years of writing for training products; proofreading, and editing experience.

Responsibilities: Develops content for training products such as web sites, print, video, multimedia products, etc.; conducts research on a variety of relevant topics for video, web, print, and multimedia projects.

Education: Bachelor's degree or a combination of education and relevant work experience.

Content Developer V

General Experience: 10+ years of writing for training products; proofreading, and editing experience; experience in client relations.

Responsibilities: Develops content for training products such as web sites, print, video, multimedia products, etc.; conducts research on a variety of relevant topics for video, web, print, and multimedia projects.

Education: Bachelor's degree or a combination of education and relevant work experience.

Content Developer VI

General Experience: 12+ years of writing for training products; proofreading, and editing experience; experience in client relations.

Responsibilities: Advises clients on developing content to meet their training objectives; conducts research on a variety of relevant topics for video, web, print, and multimedia projects; identifies training objectives; develops strategies for training content development.

Education: Master's degree or a combination of education and relevant work experience.

Content Developer VII

General Experience: 15+ years of writing for training products; proofreading, and editing experience; experience in client relations.

Responsibilities: Advises clients on developing content to meet their training objectives; conducts research on a variety of relevant topics for video, web, print, and multimedia projects; identifies training objectives; develops strategies for training content development.

Education: Master's degree or a combination of education and relevant work experience.

Programmer I

General Experience: 1+ years of years experience in web and multimedia programming

Responsibilities: Develops products using a variety of software languages, applications and skill sets.

Education: Associate's degree or a combination of education and relevant work experience.

Programmer II

General Experience: 3+ years of experience in web and multimedia programming

Responsibilities: develops products using a variety of software, languages, applications, and skill sets; works with other programmers and designers to build multi-faceted products; validates and function-checks products and code.

Education: Associate's degree or a combination of education and relevant work experience.

Programmer III

General Experience: 5+ of experience in web and multimedia programming; experience in client relations.

Responsibilities: advises clients on appropriate technologies, applications, and strategies to meet end goals; develops products using a variety of software, languages, applications, and skill sets; works with other programmers and designers to build multi-faceted products; validates and function-checks products and code.

Education: Bachelor's degree or a combination of education and relevant work experience.

Programmer IV

General Experience: 7+ years of experience in web and multimedia programming; experience in client relations.

Responsibilities: Advises clients on appropriate technologies, applications, and strategies to meet end goals; conducts quality control and usability testing; conducts research, authors code, troubleshoots and edits existing code; leads teams of programmers and graphic designers in building multi-faceted products.

Education: Bachelor's degree or a combination of education and relevant work experience.

Programmer V

General Experience: 10+ years of experience in web and multimedia programming; experience in client relations.

Responsibilities: Advises clients on appropriate technologies, applications, and strategies to meet end goals; conducts quality control and usability testing; conducts research, authors code, troubleshoots and edits existing code; leads teams of programmers and graphic designers in building multi-faceted products.

Education: Bachelor's degree or a combination of education and relevant work experience.

Designer I

General Experience: 1+ years experience in print, Web, and motion media graphics; familiarity with various computer platforms such as Mac, PC, and NT.

Responsibilities: Creates graphics, animations, interactive interfaces, and special effect designs for web, print, video, and multimedia products.

Education: Associate's degree or a combination of education and relevant work experience.

Designer II

General Experience: 3+ years experience in print, web, and motion graphics; familiar with various computer platforms, such as Mac, PC, and NT; high-level conceptualization, leadership, communication, and creative skills.

Responsibilities: Creates graphics, animations, interactive interfaces, and special effects designs for web, print, video, and multimedia products.

Education: Associate's degree or a combination of education and relevant work experience.

Designer III

General Experience: 5+ years experience in print, web, and motion graphics; familiar with various computer platforms, such as Mac, PC, and NT; high-level conceptualization, leadership, communication, and creative skills; experience in client relations.

Responsibilities: Interacts with clients; creates graphics, animations, interactive interfaces, and special effects designs for web, print, video, and multimedia products.

Education: Bachelor's degree or a combination of education and relevant work experience.

Designer IV

General Experience: 7+ years experience in print, web, and motion graphics; familiar with various computer platforms, such as Mac, PC, and NT; high-level conceptualization, leadership, communication, and creative skills; experience in client relations.

Responsibilities: interacts with clients; creates graphics, animations, interactive interfaces, and special effects designs for web, print, video, and multimedia products.

Education: Bachelor's degree or a combination of education and relevant work experience.

Designer V

General Experience: 10+ years experience in print, web, and motion graphics; familiar with various computer platforms, such as Mac, PC, and NT; high-level conceptualization, leadership, communication, and creative skills; experience in client relations.

Responsibilities: interacts with clients; creates graphics, animations, interactive interfaces, and special effects designs for web, print, video, and multimedia products.

Education: Bachelor's degree or a combination of education and relevant work experience.

Instructional Technologist I

General Experience: 1+ years of experience with video/film production and a basic understanding of broadcast equipment; provides general technical support.

Responsibilities: Coordinates pre-production and post-production logistics; executes the lighting plan for film/television production; manages equipment for field/studio video/television/film production.

Education: Associate's degree or a combination of education and relevant work experience.

Instructional Technologist II

General Experience: 3+ years experience in field/studio, audio/video/television/film production.

Responsibilities: Operates audio and video equipment; monitors equipment performance, diagnoses equipment failures and corrects malfunctions; coordinates pre-production and post-production logistics.

Education: Associate's degree or a combination of education and relevant work experience.

Instructional Technologist III

General Experience: 5+ years of experience coordinating production, writing, and providing logistical support; ability to oversee technical aspects of pre-production and post-production activities; knowledge of transmission requirements and techniques.

Responsibilities: Operates video and audio equipment; monitors equipment performance, diagnoses equipment failures and corrects malfunctions; coordinates pre-production and post-production logistics; manages professional talent.

Education: Bachelor's degree or a combination of education and relevant work experience.

Instructional Technologist IV

General Experience: 7+ years of experience coordinating production; knowledge of lighting techniques and familiarity with field/studio audio equipment; experience with webcasting procedures, switched productions, and satellite hook-ups.

Responsibilities: Coordinates pre-production and post-production logistics; manages professional talent; edits video and incorporates graphics, text, music, and other elements as required.

Education: Bachelor's degree or a combination of education and relevant work experience.

Instructional Technologist V

General Experience: 10+ years of experience with video production; familiarity with field/studio audio equipment; experience with client relations.

Responsibilities: Coordinates pre-production and post-production logistics; manages professional talent; edits video and incorporates graphics, text, music, and other elements as required.

Education: Bachelor's degree or a combination of education and relevant work experience.

Instructional Technologist VI

General Experience: 12+ years of experience with video production; familiarity with field/studio audio equipment; experience with client relations.

Responsibilities: edits video and incorporates graphics, text, music, and other elements as required; manages all video and audio production logistics; advises clients on the usage of audio and video training tools to meet learning objectives.

Education: Master's degree or a combination of education and relevant work experience.

Instructional Technologist VII

General Experience: 15+ years of experience with video production; experience with client relations.

Responsibilities: Edits video and incorporates graphics, text, music, and other elements as required; manages video and audio production logistics; advises clients on the usage of audio and video training tools to meet learning objectives.

Education: Master's degree or a combination of education and relevant work experience.

Subject Matter Expert I

General Experience: 5+ years of relevant specialized experience

Responsibilities: Provides relevant industry expertise, research, and professional recommendations relating to training products.

Education: Master's degree or higher and significant work experience and relevant expertise.

Subject Matter Expert II

General Experience: 10+ years of relevant specialized experience

Responsibilities: Provides relevant industry expertise, research, and professional recommendations relating to training products.

Education: Master's degree or higher and significant work experience and relevant expertise.

Subject Matter Expert III

General Experience: 15+ years of relevant specialized experience

Responsibilities: Provides relevant industry expertise, research, and professional recommendations relating to training products.

Education: Master's degree or higher and significant work experience and/or relevant expertise.

Administrative Support I

General Experience: 2+ years of experience; knowledge of MS Word, Excel, and PowerPoint.

Responsibilities: Provides general clerical support; schedules meetings and appointments; organizes and maintains paper and electronic files; manages projects as assigned; aids in managing and disseminating large volume telephone calls and e-mail.

Education: Associate's degree or a combination of education/work experience.

Administrative Support II

General Experience: 5+ years of experience; knowledge of MS Word, Excel, and PowerPoint.

Responsibilities: Provides general clerical support; schedules meetings and appointments; organizes and maintains paper and electronic files; manages projects as assigned; aids in managing and disseminating large volume telephone calls and e-mail.

Education: Associate's degree or a combination of education and relevant work experience.

Administrative Support III

General Experience: 7+ years of experience; knowledge of MS Word, Excel, and PowerPoint.

Responsibilities: Provides general clerical support; schedules meetings and appointments; organizes and maintains paper and electronic files; manages projects as assigned; aids in managing and disseminating large volume telephone calls and e-mail.

Education: Bachelor's degree or a combination of education and relevant work experience.