

# General Services Administration Federal Supply 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 are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

## Mission Oriented Business Integrated Services (MOBIS Schedule 874)

- 874-1 – Consulting Services
- 874-4 – Instructor-Led/Web Based Training and Education Courses, Course Development and Test Administration
- 874-7 – Program & Project Management Services
- 874-9 – Off-the-Shelf and Customizable Print, Audio and Visual Instructional Training Devices

Contract No.: GS-02F-0185Y

Contract Period: September 11, 2012 through September 10, 2017

Solicitation No.: TFTP-MC-000874-B (Refresh #19)

Business Size: Small Business, Small Veteran Owned Business

Prices Shown Herein are Net (base discount deducted)



3320 Breckenridge Way  
Riva, MD 21140

Web: [www.iconlogic.com](http://www.iconlogic.com)  
Email: [orders@iconlogic.com](mailto:orders@iconlogic.com)  
Fax: 443-782-2366  
Phone: 410-956-4949 Ex. 701  
888-812-4827 Ex. 701

Teresa Siegel, Contract Administrator  
[tsiegel@iconlogic.com](mailto:tsiegel@iconlogic.com)

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

## Company Overview

IconLogic, Inc. is a leading provider of instructor-led training, consulting, production, and co-development services. Our approach is to provide an environment for easy and rapid learning that enables learners to intuitively tackle new challenges.

During more than 25 years of service in both government and commercial environments, IconLogic has gained extensive experience in adult learning. Since 1992, we have directly trained thousands of professionals on hundreds of applications. We've written and published hundreds of training manuals and created documentation for print, online and mobile consumption. We've managed and supported development projects including courseware, eLearning and on-line help.

Throughout our years of experience, one theme is prominent – we distill and deliver clear, focused information in a manner that communicates relevance and usability.

## IconLogic Service Offerings

### Workbooks

Each IconLogic workbook is designed to quickly bring users to proficiency through practical hands-on exercises and independent challenge activities to reinforce learning. Alone or in conjunction with an IconLogic training class, our “skills and drills” workbooks make learning easy, efficient, and effective.

### Instructor-Led Training

Who better to motivate and engage learners than professional instructors with ongoing, real-world experience. IconLogic instructors are masters at their trade. In addition to being Certified Technical Trainers (CTT), most IconLogic instructors hold product certifications in their respective areas of expertise.

### Consulting and Development Services

IconLogic provides consulting, production and co-development services in alignment with customer's business and technical needs. We have helped many organizations build rich, professional, and interactive educational content, whether mentoring, auditing, producing, or assisting development efforts on an as needed, per project basis.

## Information for Ordering Activities

1a. Awarded special item number(s):

- SIN 874-1 – Consulting Services
- SIN 874-4 – Instructor-Led/Web Based Training and Education Courses,  
Course Development and Test Administration
- SIN 874-7 – Program & Project Management Services
- SIN 874-9 – Off-the-Shelf and Customizable Print, Audio and Visual  
Instructional Training Devices

- 1b. Lowest priced model number and lowest unit price for that model:
  - SIN 874-4 – Facilitating Online Training: Effective Tools and Techniques: \$171.03 (inclusive of GSA discount and IFF)
  - SIN 874-9 – Captivate 4, Essentials of: \$24.69 (inclusive of GSA discount and IFF)
- 1c. Job Descriptions and Labor Rates relative to SIN 874-1 and SIN 874-7 are included
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): Domestic – 50 States, DC & Territories
5. Point of production: 3320 Breckenridge Way, Riva, MD 21140
6. Discounts:
  - Base Discount:**  
Prices shown are NET Prices
  - Volume Discount:**  
11+ students - \$50 off training courses  
1% discount on all orders over \$100k to \$150k  
1.5% discount on all orders over \$150k to \$200k  
2% discount on all orders over \$200k to \$250k  
2.5% discount on all orders over \$250 to \$500k  
3% discount on all orders over \$500k
7. Quantity discounts: N/A
8. Prompt payment terms: Net 30 Days
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items: None
- 11a. Time of delivery: As specified / 3-5 business days
- 11b. Expedited Delivery: As agreed upon with ordering agency
- 11c. Overnight and 2-day delivery: N/A
- 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 the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor 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: Destination

13a. Ordering address:

Email: orders@iconlogic.com  
Fax: 443-782-2366  
Phone: 410-956-4949 Ex. 701  
888-812-4827 Ex. 701  
Mail to: IconLogic, Inc.  
Attn: Order Processing  
3320 Breckenridge Way  
Riva, MD 21140

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.

Please direct all purchase orders, training enrollments or registrations, and payment authorizations to "Order Processing" via the ordering information provided in 13a.

14. Payment address:

IconLogic, Inc.  
Attn: Accounts Payable  
3320 Breckenridge Way  
Riva, MD 21140

15. Warranty provision: Standard commercial warranties applies

16. Export packing charges: N/A

17. Terms and conditions of Government purchase card acceptance:  
Government Purchase Cards are only accepted from authorized personnel.  
Authorized personnel should contact IconLogic directly for order processing.

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 indicating date of parts price lists and any discounts from list prices: N/A

20a. Terms and conditions for any other services: N/A

21. List of service and distribution points:  
IconLogic, Inc.  
3320 Breckenridge Way  
Riva, MD 21140

22. List of participating dealers: N/A

23. Preventive maintenance: N/A

- 24a. Special attributes such as 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. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/): N/A
- 25. Data Universal Number System (DUNS) number: 015363120
- 26. Central Contractor Registration (CCR): Yes (CAGE 1KYB6)

## Service Offerings and Pricing

### 874-9 – IconLogic Skills and Drills Workbooks

Please visit [www.iconlogic.com](http://www.iconlogic.com) to view workbook descriptions and table of contents

Workbook Title	Product ID	Unit of Issue (workbook)	Commercial Price	Price Offered to GSA (includes IFF)
<b>Adobe</b>				
<a href="#">Adobe RoboHelp 10 HTML, Essentials of</a>	1932733325	Each	\$42.00	\$29.62
<a href="#">Adobe RoboHelp 9 HTML, Essentials of*</a>	1932733426	Each	\$42.00	\$29.62
<a href="#">Adobe RoboHelp 8, Essentials of*</a>	1932733302	Each	\$39.00	\$27.51
<a href="#">Adobe Captivate 6, Essentials of</a>	1932733469	Each	\$39.00	\$27.51
<a href="#">Adobe Captivate 6, Beyond the Essentials</a>	1932733477	Each	\$39.00	\$27.51
<a href="#">Adobe Captivate 5, Essentials of*</a>	1932733388	Each	\$37.00	\$26.10
<a href="#">Adobe Captivate 5, Beyond the Essentials*</a>	1932733396	Each	\$37.00	\$26.10
<a href="#">Adobe Captivate 4, Essentials of*</a>	1932733280	Each	\$35.00	\$24.69
<a href="#">Adobe Captivate 4, Beyond the Essentials*</a>	1932733299	Each	\$35.00	\$24.69
<b>Techsmith</b>				
<a href="#">Camtasia Studio 8, The Essentials</a>	1932733531	Each	\$37.00	\$26.10
<a href="#">Camtasia Studio 7, The Essentials*</a>	193273337X	Each	\$37.00	\$26.10
<a href="#">Camtasia Studio 6, The Essentials*</a>	1932733345	Each	\$35.00	\$24.69
<b>Microsoft</b>				
<a href="#">Microsoft PowerPoint 2007, The Essentials*</a>	1932733337	Each	\$35.00	\$24.69
<a href="#">Microsoft PowerPoint 2008 for the Mac: The Essentials*</a>	1932733353	Each	\$35.00	\$24.69
<b>Writing and Grammar</b>				
<a href="#">Abrams' Guide to Grammar: Second Edition</a>	1932733221	Each	\$39.00	\$27.51

\* Titles with an asterisk are out of version and non-returnable

## 874-4 – “Hands on” Instructor-Led Online Training: Public Classes\*

Visit [www.iconlogic.com](http://www.iconlogic.com) to view course descriptions and the current training calendar

<b>Public Online Training Classes</b>	<b>Course Length</b>	<b>Commercial Price</b>	<b>Price offered to GSA (includes IFF)</b>	<b>Quantity/ Volume Discount</b>
<b>Articulate</b>				
<a href="#">Storyline</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<b>Adobe</b>				
<a href="#">Acrobat</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Captivate: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Captivate: Advanced</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">FrameMaker: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">FrameMaker: Advanced</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Illustrator: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Illustrator: Advanced</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">InDesign: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">InDesign: Advanced</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Photoshop: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Photoshop: Advanced</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">RoboHelp: Essentials</a>	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<b>Writing and Design for eLearning</b>				
<a href="#">eLearning: Writing Effective Voiceover Scripts</a>	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
<a href="#">eLearning: Writing Effective Step-by-Step Scripts</a>	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
<a href="#">Optimizing PowerPoint Design for eLearning &amp; Presentations</a>	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off

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<b>Public Online Training Classes</b>	<b>Course Length</b>	<b>Commercial Price</b>	<b>Price offered to GSA (includes IFF)</b>	<b>Quantity/ Volume Discount</b>
<b>Grammar and Editing</b>				
<a href="#">Complete Review of Grammar</a>	2 Day/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<a href="#">Editing with Adobe Acrobat</a>	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off
<a href="#">Mastering Track Changes in Word 2007</a>	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off
<a href="#">Proofreading Essentials for the Non-Proofreader</a>	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
<b>Other</b>				
<a href="#">Online Trainer Training: Engaging the Virtual Learner</a>	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off

\* All classes are live, interactive and instructor-led. After enrollment is complete, students will receive class login instructions via the email addresses provided on enrollment. All course materials will be delivered to the shipping address provided.

NOTE: Purchase orders or registrations must be received no less than 8 days in advance of the scheduled class date. Classes can also be scheduled for private delivery either online or onsite at client facilities.

## 874-4 – “Hands on” Instructor-Led Training: Online or Onsite Private Classes

Please visit [www.iconlogic.com](http://www.iconlogic.com) to view course descriptions

<b>Private Online or Private Onsite Training Classes</b>	<b>Minimum/Maximum Participation</b>	<b>Course Length</b>	<b>Commercial Price Per Participant</b>	<b>Price Offered to GSA (includes IFF)</b>	<b>Quantity/Volume Discount</b>
<b>Adobe</b>					
Captivate 6: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
Captivate 6: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
Captivate 5: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
Captivate 5: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
Captivate 4: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
Captivate 4: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 11: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 11: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 10: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 10: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 9: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
FrameMaker 9: Advanced	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
RoboHelp 10: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
RoboHelp 9: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
RoboHelp 8: Essentials	6/25	2 Days/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
<b>Techsmith</b>					
Camtasia Studio 8: Essentials	6/25	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
Camtasia Studio 7: Essentials	6/25	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
Camtasia Studio 6: Essentials	6/25	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off

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<b>Private Online or Private Onsite Training Classes</b>	<b>Minimum/Maximum Participation</b>	<b>Course Length</b>	<b>Commercial Price Per Participant</b>	<b>Price Offered to GSA (includes IFF)</b>	<b>Quantity/Volume Discount</b>
<b>Writing and Design for eLearning</b>					
eLearning: Writing Effective Voiceover Scripts	6/25	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
eLearning: Writing Effective Step-by-Step Scripts	6/25	1 Day/ 6 Hrs.	\$300.00	\$293.20	11+ students - \$50 off
Optimizing PowerPoint Design for eLearning & Presentations	6/25	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off
<b>Grammar and Editing</b>					
Complete Review of Grammar	6/25	2 Day/ 12 Hrs.	\$600.00	\$586.40	11+ students - \$50 off
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<b>Other</b>					
Online Trainer Training: Engaging the Virtual Learner	6/25	1 Day/ 3 Hrs.	\$175.00	\$171.03	11+ students - \$50 off

\* Classes can be conducted online or onsite at client facilities. Government Travel & Per Diem is not included in IconLogic's rates. All travel must comply with Federal Travel Regulations and current established Per Diem rates.

## 874-1 & 874-7: Job Descriptions & Labor Rates

Visit [www.iconlogic.com](http://www.iconlogic.com) to view consulting and development services

<b>Job Title</b>	<b>Functional Responsibility</b>	<b>Education</b>	<b>Experience</b>	<b>Unit of Issue</b>	<b>Commercial Price</b>	<b>Price Offered to GSA (includes IFF)</b>
Graphic Designer/ Animator	Designs art and copy layouts utilizing graphics, illustrations, and photographs; creates animation	Bachelor's degree or equivalent work experience	2+ years in the field of graphic design, multimedia and/or digital media	Hourly	\$85.00	\$83.07
Professional Narrator	Records explanatory comments to accompany digital media	Bachelor's degree or equivalent work experience	2+ years of experience providing voiceovers and professional narrations	Hourly	\$120.00	\$117.28
eLearning Developer	Designs and programs online training/eLearning applications. Works with Subject Matter Experts and development team as needed to identify and meet project goals	Bachelor's degree or equivalent work experience	2+ years of experience in multimedia development utilizing multiple tools including Adobe Captivate, PowerPoint, and Articulate	Hourly	\$85.00	\$83.07
Sr. Technical Writing Consultant	Develops, writes, and edits documentation for delivery through print or digital media. Works with Subject Matter Experts and development team as needed to identify and meet project goals	Bachelor's degree or equivalent work experience	8+ years of experience applying technical writing principles and techniques as a team leader or collaborator in the development and delivery of technical documentation for print or digital distribution	Hourly	\$150.00	\$146.60
Sr. Help Development Consultant	Designs and develops technical materials adhering to corporate documentation guidelines and standards and the needs of the end user. Works with Subject Matter Experts and development team as needed to identify and meet project goals	Bachelor's degree or equivalent work experience	8+ years of experience applying technical writing principles & techniques in the development and delivery of technical documentation utilizing web & development software	Hourly	\$150.00	\$146.60

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Visit [www.iconlogic.com](http://www.iconlogic.com) to view consulting and development services

<b>Job Title</b>	<b>Functional Responsibility</b>	<b>Education</b>	<b>Experience</b>	<b>Unit of Issue</b>	<b>Commercial Price</b>	<b>Price Offered to GSA (includes IFF)</b>
Sr. Instructional Design Consultant	Develops, writes, and edits learning materials for delivery through print or digital media. Works with Subject Matter Experts and development team as needed to identify and meet project goals	Bachelor's degree or equivalent work experience	8+ years of experience applying instructional design principles and techniques as a team leader or collaborator in the development of learning materials for print or digital distribution	Hourly	\$150.00	\$146.60