GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal
Supply Schedule Price List

Multiple Award Schedule (MAS)

FSC Group: Professional Services
FSC Class: R701, T006, Y1PB, R422, 0000, R408
Contract Number: GS-07F-0030Y
Contract Period: October 1, 2011 through September 30, 2026

Ignited
2711 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266
T 310.773.3100
https://gov.ignitedusa.com/

Point of Contact: David Lock
Edlock@ignitedusa.com T 310.773.3196 T 202.919.5332

Business Size/Status: Small Business

Price list current through Modification PS-0035, Effective May 05, 2022

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 for GSA-Advantage!® is: http://www.gsaadvantage.gov

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
Customer Information

1a. Table of Awarded Special Item Numbers (SINS):

<table>
<thead>
<tr>
<th>SIN / NAICS</th>
<th>RECOVERY</th>
<th>SIN DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>512110RC</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td>541430RC</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>541511RC</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541611</td>
<td>541611RC</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td>541810RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODCRC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>541850</td>
<td>541850RC</td>
<td>Exhibit Design and Advertising Services</td>
</tr>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>561920</td>
<td>561920RC</td>
<td>Conference, Meeting, Event and Trade Show Planning Services</td>
</tr>
<tr>
<td>OLM/OLMSTLOC</td>
<td>OLMRC</td>
<td>Order Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Lowest Unit Price: Jr. Staff II at $71.52 per hour

1c. Labor Category Descriptions: Please see page 9

2. Maximum Order: $1,000,000; OLM – $250,000

3. Minimum Order: $100.00

4. Geographic Coverage: SINs 512110, 541613, 541810, 541810ODC, 541850, 541910 and OLM — Domestic Only — 50 States, DC, Territories, — Domestic Only
   SINs 541430, 541511 and 561920 — Worldwide

5. Point(s) of Production: Same as company address


7. Quantity Discounts: None

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.

9. Foreign Items: None

10a. Time of Delivery: As Specified on the Task Orders
CUSTOMER INFORMATION (continued)

10b. **Expedited Delivery**: Contact Contractor

10c. **Overnight and 2-day Delivery**: Contact Contractor

10d. **Urgent Requirement**: Contact Contractor

11. **F.O.B. Point(s)**: Destination

12a. **Ordering Address**: 2711 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266

12b. **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs)** are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address**: 2711 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266

14. **Warranty Provision**: Contractor’s standard commercial warranty.

15. **Export Packing Charges**: Not Applicable

16. **Terms and Conditions of rental, maintenance and repair**: Not Applicable

17. **Terms and Conditions of installation**: Not Applicable

18a. **Terms and Conditions of repair parts indicating date of parts price lists and any discounts from list prices**: Not Applicable

18b. **Terms and Conditions for any other services**: To be negotiated with ordering agency

19. **List of Service and Distribution Points**: Not Applicable

20. **List of Participating Dealers**: Not Applicable

21. **Preventive Maintenance**: Not Applicable

22a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants)**: Not Applicable

22b. **Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at www.Section508.gov/.

23. **Unique Entity Identifier (UEI) number**: MJ7M3NHVL7

24. **Ignited LLC. is registered in the System for Award Management (SAM)**: CAGE 4FHA1

**Service Contract Labor Standards (SCLS)**: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract and it includes SCLS applicable labor categories. The prices for the cited SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).
Ignited LLC certifies the GSA awarded rate meets or exceeds the minimum wage rate as identified in Wage Determination 2015-5613, Revision 14, dated 12/23/2019, currently incorporated into the Multiple Award Schedule (MAS) Solicitation for the SCLS non-exempt labor categories identified in the matrix below.

<table>
<thead>
<tr>
<th>SCA ELIGIBLE LABOR CATEGORY</th>
<th>SCA EQUIVALENT CODE TITLE</th>
<th>WAGE DETERMINATION NO</th>
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<tbody>
<tr>
<td>Staff</td>
<td>099260 Marketing Analyst</td>
<td>2015-5613</td>
</tr>
<tr>
<td>Jr. Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sr. Staff</td>
<td>013012 Exhibits Specialist II</td>
<td>2015-5613</td>
</tr>
<tr>
<td>Manager</td>
<td>013013 Exhibits Specialist III</td>
<td>2015-5613</td>
</tr>
<tr>
<td>Staff</td>
<td>013042 Illustrator II</td>
<td>2015-5613</td>
</tr>
<tr>
<td>Sr. Staff</td>
<td>013043 Illustrator III</td>
<td>2015-5613</td>
</tr>
<tr>
<td>Sr. Staff</td>
<td>015080 Graphics Artist</td>
<td>2015-5613</td>
</tr>
</tbody>
</table>

a. Should the Contractor propose in an area with higher SCLS rates or is subject to a Collective Bargaining Agreement (CBA) in accordance with FAR 22.1008-2, resulting in higher wages being required that exceeds their approved GSA rate, the Contractor will notify their Procurement Contracting Officer (PCO) and submit a modification to their contract via the eMod system accordingly.

**Special Item Numbers**

**512110 Video/Film Production**

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Directing
- Shooting
- Arranging for talent/animation
- Narration
- Music and sound effects
- Duplication
- Distribution
- Video scoring
- Editing

NOTE: Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**541430 Graphic Design Services**

Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities.

These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre existing materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).
SPECIAL ITEM NUMBERS (continued)

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541511  Web Based Marketing

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency’s software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541611  Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

Provide operating advice and assistance on administrative and management issues. Examples include: strategic and organizational planning, business process improvement, acquisition and grants management support, facilitation, surveys, assessment and improvement of financial management systems, financial reporting and analysis, due diligence in validating an agency’s portfolio of assets and related support services, strategic financial planning, financial policy formulation and development, special cost studies, actuarial services, economic and regulatory analysis, benchmarking and program metrics, and business program and project management.

541613  Marketing Consulting Services

Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns. Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support, assistance with conducting the challenge / contest / competition, facilitating events; and supporting the judging of events are included. The challenge / contest / competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
SPECIAL ITEM NUMBERS (continued)

541810 Advertising Services

Services provided under this SIN will promote public awareness of an agency’s mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising evaluation
- Message decision/creation
- Media selection
- Direct mail services
- Media placement services
- Advertising objective determination
- Broadcast media (Radio, TV and Public Service Announcements)
- Outdoor marketing and media services
- Media planning
- Related activities to advertising services

NOTE: Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541810ODC Other Direct Costs (ODCs)

All Other Direct Costs (ODCs) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 541922, and 561920. ODCs shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 ODC are not Order-Level Materials (OLMs). ODC’s are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible ODCs may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered ODCs.

NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541850 Exhibit Design and Advertising Services

Exhibit Design and Implementation Services includes making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.) may be required. The key components within the category include, but are not limited to:

- Conceptualizing, designing and producing exhibits and their accompanying materials
- Providing and/or making recommendations for carpet and padding installation for exhibit property
- Preview set-up and dismantling of exhibit property
- Cleaning, prepping, and storing exhibit property for future use
- Shipping exhibit property to and from designated site(s)
- Media illumination services

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
SPECIAL ITEM NUMBERS (continued)

541910  Marketing Research & Analysis

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

561920  Conference, Meeting, Event and Trade Show Planning Services

Service include organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

OLM  Order-Level Materials

Order-Level Materials (OLMs) are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA). OLMs are not defined, priced, or awarded at the FSS contract level. They are unknown before a task or delivery order is placed against the FSS contract or FSS BPA. OLMs are only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) and are subject to a Not To Exceed (NTE) ceiling price. OLMs include direct materials, subcontracts for supplies and incidental services for which there is not a labor category specified in the FSS contract, other direct costs (separate from those under ODC SINs), and indirect costs. OLMs are purchased under the authority of the FSS Program and are not “open market items.”

Items awarded under ancillary supplies/services or other direct cost (ODC) SINs are not OLMs. These items are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Ancillary supplies/services and ODC SINs are for use under all order type CLINs (Fixed-Price (FP), T&M, and LH), whereas the Order-Level Materials SIN is only authorized for use under T&M and LH order CLINs.

The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN. Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs. OLMs are defined and priced at the ordering activity level in accordance with GSAR clause 552.238-82 Special Ordering Procedures for the Acquisition of Order-Level Materials. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%.
GOVERNMENT AGENCIES ARE DIGITALLY TRANSFORMING THEIR COMMUNICATIONS TO ALIGN WITH MODERN BEHAVIOR.

This process has only accelerated during the COVID pandemic. With 20 years of experience partnering and supporting government agencies, we understand the complexities of your communications challenges.

We apply best of breed technologies and marketing techniques to more cost effectively reach your audiences and accomplish your objectives.

MARKETING & OUTREACH
In a time when Americans are being bombarded by thousands of marketing messages each day, messaging counts more than ever.

RECRUITMENT
From military to law enforcement, we develop engaging recruitment programs to attract audiences for specialized public sector roles.

PUBLIC AWARENESS INITIATIVES
The programs that government provides improves the lives of individuals and communities they serve.

BRANDING
Maintaining relevance to constituents is key for government agencies.

Ignited’s advertising capabilities are comprehensive:

- Strategic Planning
- Media Planning/Buying
- Identity/Branding
- Social Media
- Live Events/Experiential
- Print
- Digital/Interactive
- Kiosk Development
- Television
- Video
- Package Design
- Documentation
- Grassroots Marketing
- Hispanic Marketing
- PSA

We’ve earned a reputation for advertising solutions built around integration, new technologies, measurement and analytics.

GSA Labor Categories

Labor Category: Senior Management
Education: Bachelor’s Degree
Years of Experience: 12

Provides overarching vision and best practices for their department. Provides comprehensive management of multiple client relationships. Evaluates overall performance of company, employees and client deliverables. Responsible for providing overarching strategic counsel for clients. Manages relationships at a senior level. Shows demonstrated management and strategic abilities. Interfaces with senior level staff and clients. Oversees the development of creative strategies for marketing campaigns. Reviews and approves campaigns and projects. Leverages the latest tools and techniques in order to translate data into actionable business recommendations. Drives strategic insights and optimize customer lifecycle management.

Labor Category: Director
Education: Bachelor’s Degree
Years of Experience: 8

Leads management of programs and provides broad-range vision for the client’s product and/or services. Develops, presents and manages the strategic activities of accounts with support from junior staff. Provides guidance, problem solving and evaluation for client accounts. Drives and directs the execution of campaigns and programs. Shapes the communication message and media employed. Establishes new processes and procedures and workflow. Provides overall budget and scheduling direction for all projects. Manages their team in developing, executing, and monitoring campaigns.

Labor Category: Senior Manager
Education: Bachelor’s Degree
Years of Experience: 7

Manages the day-to-day activities of accounts with support from junior/mid-level staff. Handles all elements of workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.

Labor Category: Manager
Education: Bachelor’s Degree
Years of Experience: 5

Manages the day-to-day activities of accounts with support from junior staff. Handles all elements of creative workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.
GSA LABOR CATEGORIES (continued)

Labor Category: **Senior Staff**  
**Education:** Bachelor’s Degree  
**Years of Experience:** 4  
Develops knowledge of clients and their respective industries to anticipate client’s needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Staff**  
**Education:** Bachelor’s Degree  
**Years of Experience:** 2  
Develops knowledge of clients and their respective industries to anticipate client’s needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Junior Staff I**  
**Education:** Bachelor’s Degree  
**Years of Experience:** 1  
Performs administrative duties including gathering information, research, scheduling, reporting, and completion of special projects. Organizes the day-to-day account and administrative projects as assigned by staff. Manages clerical duties associated with invoicing, scheduling vendor meetings, campaign coordination and general administrative functions and ensures the flawless execution of approved advertising plans. Assists in generating periodic performance reports as required including managing the approval of custom creative, confirming that campaigns are delivered on schedule. Generates periodic performance reports as required.

Labor Category: **Junior Staff II**  
**Education:** High School  
**Years of Experience:** 1  
Assists in performing administrative tasks, gathers information, conducts research, scheduling, helps in completion of reporting and special projects. Works under the general guidance and supervision of direct supervisor.
GSA LABOR CATEGORIES (continued)

Experience Substitutions:
- H.S. diploma + 4 years additional experience equals Bachelor’s degree
- Associate degrees + 2 years additional experience equals Bachelor’s degree
- Bachelor’s degree + 2 years additional experience equals Master’s degree

Education Substitutions:
- A Bachelor’s degree may be substituted for four years of required experience with a H.S. diploma
- An Associate’s degree may be substituted for two years of required experience with a H.S. diploma
- A Masters degree may be substituted for two years of required experience with a Bachelor’s degree

GSA Pricing

<table>
<thead>
<tr>
<th>SIN(S)</th>
<th>LABOR CATEGORY</th>
<th>GSA HOURLY RATE (WITH IFF) BEGINNING 10/01/2021</th>
</tr>
</thead>
<tbody>
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<td>512110, 541430, 541511, 541611, 541613, 541810, 541850, 541910, 561920</td>
<td>Senior Management</td>
<td>$ 275.89</td>
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<td>Director</td>
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<td>UNIT OF ISSUE</td>
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<td>-------------------------------------------------------------------------------------------</td>
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<tr>
<td>541810ODC</td>
<td>Brochures (pamphlets, booklets, catalogs, postcards)</td>
<td>Brochure</td>
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<tr>
<td>541810ODC</td>
<td>Outdoor Billboard</td>
<td>1 Month Campaign</td>
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<tr>
<td>541810ODC</td>
<td>Mall Poster Advertising</td>
<td>Per Insertion</td>
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<td>541810ODC</td>
<td>Print Magazine Insertion</td>
<td>Per Insertion</td>
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<tr>
<td>541810ODC</td>
<td>Print Newspaper Insertion - Daily Local</td>
<td>Per Insertion</td>
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<tr>
<td>541810ODC</td>
<td>Print Newspaper Insertion - Daily Weekly</td>
<td>Per Insertion</td>
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<tr>
<td>541810ODC</td>
<td>Cable Television - Local</td>
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<td>Cable Television - Regional</td>
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<td>541810ODC</td>
<td>Cable Television - National</td>
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<td>541810ODC</td>
<td>Spot Radio</td>
<td>Buy Per Media Market</td>
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<td>Internet Media Insertion - Mass Media</td>
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<td>Internet Media Insertion - Targeted Site</td>
<td>Per Insertion</td>
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<td>541810ODC</td>
<td>Television Production</td>
<td>Per Production</td>
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<td>541810ODC</td>
<td>Video Production</td>
<td>Per Production</td>
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<td>Illustration</td>
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<td>Public Service Announcement</td>
<td>Per Spot</td>
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<td>Market Research</td>
<td>Per Deliverable</td>
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<td>Postage, Shipping, Handling</td>
<td>Per Month</td>
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<td>541810ODC</td>
<td>Fulfillment Project (Storage &amp; Shipment of Client Cataloged Items)</td>
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<td>Item Description</td>
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<td>Tradeshow Activation</td>
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<td>Per Activation</td>
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<td>Vehicle Demo</td>
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<td>Per Event</td>
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<td>Retail Pop-up</td>
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<td>Simulator Vehicle</td>
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<td>Per Unit</td>
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<td>Street Team Activation</td>
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<td>Per Execution</td>
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<td>Mobile Tour Program Setup/Tear-Down/1 Operating Day</td>
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<td>Kiosk Display</td>
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<td>Search Engine Marketing</td>
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<td>1 Month Campaign</td>
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<td>Connected TV</td>
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<tr>
<td>Network Television</td>
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<tr>
<td>Streaming Audio/Podcast</td>
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<tr>
<td>Social Media</td>
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