



MessageMakers

creators of experiences that transform



Schedule

Contract GS-07F-0123V

MessageMakers

Federal Acquisition Service Authorized
Federal Supply Schedule Catalog/Price List

SCHEDULE TITLE: 7FCB-H2-07-0541-B

Advertising and Integrated
Marketing Solutions

GSA Contract: GS-07F-0123V
(Not Set Aside for Small Business)

541-2 Public Relations Services
541-4B Video/Film Production
541-4D Conference Events and
Tradeshow Planning Services*
541-4F Commercial Art and Graphic Design

CONTRACT PERIOD:

January 19, 2009 - January 18, 2019
*For more information on ordering from Federal
Supply Schedules, click on the FSS Schedules
button at www.fss.gsa.gov.*

CONTRACTOR:

MessageMakers, Inc.
Terry N. Terry (*President & CEO*)
1217 Turner Street
Lansing, MI 48906 USA

Contract Admin POC:

Chiung-Ying Sophia Cheng
Phone: +1.517.482.3333 x120
E-mail: cheng@messagemakers.com

CONTRACTOR'S ADMINISTRATION SOURCE:

BUSINESS SIZE: Small Business

1c. HOURLY RATES: See Pricelist (Attachment 1)

2. MAXIMUM ORDER*: \$1,000,000 per SIN
**If the best value selection places your order
over the Maximum Order identified in this
catalog/pricelist, you have an opportunity to
obtain a better schedule contract price. Before
placing your order, contact the aforementioned
contractor for a better price. The contractor may
(1) offer a new price for this requirement, (2) offer
the lowest price available under this contract,
or (3) decline the order. A delivery order that
exceeds the maximum order may be placed under
the schedule contract in accordance with FAR
8.404.*

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE:

Domestic, 50 states, Washington, DC, Puerto
Rico, U.S. territories and to a CONUS port or
consolidation point for orders received from
overseas activities

5. POINT(S) OF PRODUCTION:

Lansing, Michigan

6. DISCOUNT FROM LIST PRICES:

A basic discount of 12.42% - 18.79% from the
accepted pricelist, depending on the category.
For calculation of the GSA Schedule price
(price paid by customers ordering from the
GSA Schedule, and the price to be loaded in
to GSA Advantage), the contractor should
deduct the appropriate basic discount from
the list price and add the prevailing IFF rate
to the negotiated discounted price (Net GSA
price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S):

3% for orders above \$250,000.00

8. PROMPT PAYMENT TERMS:

2% if paid within 20 days

9a. Government Purchase Cards must be
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 on agency
task order and mutually agreed.

11b. EXPEDITED DELIVERY: As specified on
agency task order and mutually agreed.

11c. OVERNIGHT AND 2-DAY DELIVERY: As
specified on agency task order and mutually
agreed.

11d. URGENT REQUIREMENTS: As specified on
agency task order and mutually agreed.

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12. FOB POINT: Destination

13a. ORDERING ADDRESS:

MessageMakers, Inc.
1217 Turner St.
Lansing, MI 48906 USA

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

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: N/A

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. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES

(e.g., recycled content, energy efficiency, and /or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 067277061

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM)

DATABASE: Registration valid until 07/60/2016

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LABOR CATEGORY DESCRIPTIONS

Actor Talent

Performs roles for media productions and projects. Actors generally do not have educational requirements but do need 2 years of acting experience.

Art Director

Develops visual representations of abstract ideas and concepts that address strategies developed by the Senior Creative Director, Project Manager, and the client(s). The Art Director develops the initial visual representation and may delegate its initial execution to the Senior Graphic Design or the Graphic Designer/Artist. The Art Director ensures that all final artwork meets any and all criteria as established by the Project Manager and/or client.

Art Directors generally have a 2-year degree in Graphic Design, 3 to 5 years' experience as a Senior Graphic Designer/Artist, and 1 year's experience as an Art Director.

Audio Engineer

Manages and controls sound systems at MessageMakers, including on-site presentations as well as general maintenance and upkeep.

Audio Engineers generally have a BA/MA in Audio Engineering and 3 years' experience in Audio Engineering.

Creative Director

Directs the creative process, designs programs, creates participant experiences and designs innovative custom instructional solutions. Writes and refines our learning strategy. Creates budgets, creative directions, and messaging. Manages production teams for all aspects of the project and ensures measurable outcomes and return-on-investment learning programs. Also serves as the direct client liaison for proposals, presentations, and approvals.

Creative Directors generally have a bachelor's degree in Arts, Education or Business and 3-5 years' experience in Management, Education, Arts or Business.

Senior Creative Director

Designs creative strategy, messaging and overall creative direction. Directs the creative process and others involved in it. Manages production teams for all aspects of the project and ensures positive outcomes. Ensures that all final work meets any and all criteria as established by the Project Director, Project Manager, and/or client.

Senior Creative Directors generally have a bachelor's degree in Arts, Education, or Business; a master's degree in Education, Arts, or Business; and 8-10 years experience in Management, Education, Arts, or Business.

Film Director

Oversees all creative aspects of a video/film production, including both technical and artistic guidance, as directed by the Senior Creative Director. Provides a unified vision that carries through pre-production, production, and post-production and is responsible for all primary decisions made on set. Ensures quality of final products.

Film Directors generally have a BA in Broadcasting, Telecommunications, TV or Video Production, or equivalent field and at least 3 years experience in Video or Film Production.

Graphic Designer/Artist

Executes the visual representations of abstract ideas and concepts as directed by the Senior Creative Director, Creative Director, or Art Director. Ensures that all final artwork meets both MessageMakers' and clients' criteria.

Graphic Designers/Artists generally have a 2-year degree in Graphic Design and 1 to 3 years' experience as a Graphic Designer/Artist.

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Senior Graphic Design

Executes the visual representations of abstract ideas and concepts as directed by the Senior Creative Director, Creative Director, or Art Director. Ensures that all final artwork meets both MessageMakers' and clients' criteria.

Senior Graphic Design generally has a 2-year or 4-year degree in Graphic Design and 3-5 years' experience as a Graphic Designer/Artist or Senior Graphic Designer/Artist.

Instructional Designer

Designs and develops learning systems for our clients. This includes initial development of the program as well as the writing and designing of the finished product. The Instructional Designer also creates validation tools and job aides and conducts research as required to design the learning program. The Instructional Designer manages ID projects, including all associates assigned to develop the program.

Instructional Designers generally have a BA/MA in Educational Systems/Design and 3 years' experience in Instructional Design.

Lighting Designer

Executes the visual representations of abstract ideas and concepts as directed by the Senior Creative Director or Creative Director. The Lighting Designer ensures that all final lighting produced for a show meets any and all criteria and specifications for production purposes. The Lighting Designer also manages the lighting team, ensuring that all tasks are met on time and on budget.

Lighting Designers generally have a 4-year degree in Lighting or Engineering Design and 3 to 5 years' experience in Light Engineering.

Loader

Loads and unloads MessageMakers equipment from our trucks at on-site events.

Loaders generally have no educational requirements and 1 year's experience in safely loading and unloading equipment.

Marketing Director

Responsible for the overall marketing plan, market research, project opportunity searches, and proposal development. Coordinates development of marketing materials and promotional/advertising efforts. Attends marketing functions.

Marketing Directors generally have a BA (MA preferred) in Marketing or other related fields and 1-3 years' experience in marketing.

Marketing Specialist

Conducts promotional/advertising efforts. Develops marketing materials and writes copy. Performs research related to markets, needs, plans, and strategies.

Marketing Specialists generally have a BA in Marketing, Business, Writing, or other applicable field and 1-3 years' experience in marketing.

Photographer

Arranges appropriate lighting equipment. Takes professional-quality photographs. Edits photographs to enhance quality for client use.

Photographers generally do not have educational requirements but do need 3+ years' experience in professional photography.

Producer

Creates the scenes and conditions for filming projects and video productions. Responsible for initiating, coordinating, and creating the elements needed for productions.

Producers generally have a BA in Broadcasting, Telecommunications, TV or Video Production, or equivalent field and at least 3 years experience in Video or Film Production.

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Production Assistant

Assists Film Directors, Senior Creative Directors, Art Directors, Project Directors, and Project Managers during pre-production, production, and post-production. Keeps schedules and timelines for Project Director or Project Manager as needed and provides technical support and equipment operation as needed, including setup, operation and tear down of lighting and sound/video equipment at on-site events.

Production Assistants generally have a 2-year college degree with a Video/Audio Production or Communications major and 1 year's experience in a production setting.

Project Coordinator/Line Producer

Assists Project Manager or Project Director in developing, defining, and delivering project deliverables as directed by MessageMakers and client. Project Coordinators/Line Producers are client contact points and relay information from client to project team as needed. Also coordinates all internal and external resources to ensure timely completion of the project, within time and budget constraints as directed by Project Manager or Project Director.

Project Coordinators/Line Producers generally have a 2-year college degree with Business, Communications, or other relevant major and 1 year's experience in operations.

Project Director

Develops, defines, and delivers project deliverables as directed by MessageMakers and client. Project Directors are the principal contact point with clients and oversee the relaying of information between the client and MessageMakers. Also coordinates all internal and external resources to ensure timely completion of the project, within time and budget constraints.

Project Directors generally have a BA in Business, Communications or other relevant field and 5 years' experience in a client services management role.

Project Manager

Working with Project Director, the Project Manager develops, defines, and delivers project deliverables on specific aspects of a project as directed by MessageMakers and client.

Project Managers generally have a BA in Business, Communications, or other relevant field and 2 years' experience in a client services management role.

Rigger

Hangs lighting equipment from overhanging trusses for specific on-site projects.

Riggers generally have a BA in Lighting and 3 years' experience in lighting systems, both maintaining and hanging/setting or experience in a relevant field.

Stage Manager

Develops, defines, oversees, and delivers performance objectives to specifications set by MessageMakers and client. Also procures props and sets, dresses stages for program production, and designs and implements program contents.

State Managers generally have a 2-year college degree in Theater or Communications and 3 years' experience in Theatre or Stage Production Management.

Translator

Responsible for converting media and documentation to the appropriate language as required.

Translators generally have a BA in the appropriate language and 1 year of work experience.

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Video Editor

Responsible for taking raw footage and turning it into the final product for clients. Responsibilities include general video editing, sound editing, adding graphic imagery, and producing the final film production.

Video Editors generally have a BA in Broadcasting, Telecommunications, TV or Video Production, or equivalent field and one year's experience in video editing.

Senior Video Editor

Responsible for overseeing all video editing done by Video Editors. Interacts with clients as necessary to ensure a superior final product. Ensures that all final editing meets any and all criteria for production purposes. Responsibilities include general video editing, sound editing, adding graphic imagery, and producing the final film production.

Senior Video Editors generally have a BA/MA in Broadcasting, Telecommunications, TV or Video Production, or equivalent field and three years' experience in video editing.

Videographer/Camera Operator

Executes visual representations of abstract ideas and concepts as directed by the Film Director, Project Coordinator/Line Producer, Project Director, or Project Manager. Ensures that all final editing meets any and all criteria for production purposes. Also performs appropriate video acquisition as directed and ensures that all videography meets MessageMakers' and client's specifications.

Videographers generally have a BA in TV or Video Production; 1 to 3 years' experience as a Videographer; and 1 to 3 years' experience as a Video Editor.

Voice Talent

Responsible for voice-overs in media productions as required.

Voice Talent does not have an educational requirement but does require 2 years' work experience.

Web Developer/Designer

Directs the web design process. Designs and refines web content. Creates interactive experiences and media.

Web Developers/Designers generally have a degree in a computer-related field and 2+ years' experience.

Writer/Editor

Writes and edits PSAs, facilitator guides, articles, and all related company and client materials. Also engages in research as necessary and ensures all written materials delivered to clients are of the highest possible quality.

Writers/Editors generally have a BA in English, Professional Writing or equivalent field and 3 years' experience in writing and editing for business, public relations, or publishing companies.

Senior Writer/Editor

Responsible for overseeing all writing and editing done by Writers/Editors. Interacts with clients as necessary to ensure a superior final product. Writes and edits PSAs, facilitator guides, articles, and all related company and client materials. Also engages in research as necessary and ensures all written materials delivered to clients are of the highest possible quality.

Senior Writers/Editors generally have a BA/MA in English, Professional Writing or equivalent field and 5 years' experience in writing and editing for business, public relations or publishing companies.

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MessageMakers - GSA Price List - Effective January 1, 2012

MessageMakers provides a basic discount of 12.42% - 18.79% to all GSA customers. The prices below reflect the discount. These prices include the IFF. Current IFF rate is 0.75%.

MessageMakers also offers an additional 3% off for orders over \$250,000 and an additional 2% discount for orders paid within 20 days.

SERVICE	PRICE	UNIT
Actor Talent	\$90	Hour
Art Director	\$90	Hour
Audio Engineer	\$55	Hour
Creative Director	\$90	Hour
Senior Creative Director	\$105	Hour
Film Director	\$105	Hour
Graphic Designer/Artist	\$75	Hour
Senior Graphic Design	\$85	Hour
Instructional Designer	\$95	Hour
Lighting Designer	\$75	Hour
Loader	\$50	Hour
Marketing Director	\$90	Hour
Marketing Specialist	\$80	Hour
Photographer	\$80	Hour
Producer	\$95	Hour
Production Assistant	\$42	Hour
Project Coordinator/Line Producer	\$70	Hour
Project Director	\$105	Hour
Project Manager	\$85	Hour
Rigger	\$60	Hour
Stage Manager	\$70	Hour
Translator	\$80	Hour
Video Editor	\$70	Hour
Senior Video Editor	\$80	Hour
Videographer/Camera Operator	\$70	Hour
Voice Talent	\$90	Hour
Web Developer/Designer	\$85	Hour
Writer/Editor	\$80	Hour
Senior Writer/Editor	\$90	Hour

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