

GENERAL SERVICES ADMINISTRATION

FEDERAL ACQUISITION SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled "Professional Service Schedule", Industrial Group: 00CORP

Contract Number(s) GS-07F-0124X

CONTRACT PERIOD: November 22, 2010 through November 21, 2020

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

CONTRACTOR: New Target, Inc. dba New Target Internet Design & Development
815 North Royal Street, Suite 100
Alexandria, VA 22314-1778
Phone number: (703) 548-3433
Fax number: (703) 548-5032
Website: www.newtarget.com

CONTRACTOR'S ADMINISTRATION SOURCE: Mr. Brian Newsome
815 North Royal Street, Suite 100
Alexandria, VA 22314-1778
Phone number: (703) 548-3433
E-Mail: briann@newtarget.com

BUSINESS SIZE: Small Business, Woman Owned Small Business

About Us

New Target, Inc. is a dynamic digital strategy, web design, application development, data integration, software hosting, and online marketing firm comprising experienced strategists, designers, systems architects, developers, systems engineers, and project management professionals, each dedicated to providing the highest quality service. Founded in 1998, New Target has been ranked since 2001 by the *Washington Business Journal* as one of the top Interactive Firms of the metropolitan Washington, DC region. New Target provides quality, web solutions for government agencies, non-governmental organizations, associations, non-profits, and corporations. New Target is a certified woman-owned small business and a Commonwealth of Virginia SWAM-certified business.

Our Services



STRATEGY



DESIGN



DEVELOPMENT



INTEGRATION



HOSTING



MARKETING

Web Creative

- Web Design
- User Experience Design
- Information Architecture
- Usability Testing
- Copywriting and Editing

Web Hosting

- Shared, Dedicated, Fully Managed, and Collocation
- Tier III Data Center in Ashburn, Virginia
- 24/7 Support
- Hosted Microsoft Exchange®

Our Affiliations

- Drupal Association Member
- Sitecore Content Management System Partner
- Sitefinity Content Management System Partner
- Greater Washington Board of Trade
- American Society of Association Executives
- Alexandria Chamber of Commerce
- Northern Virginia Technology Council
- Women in Technology

Web Development

- Content Management Systems:
 - Drupal
 - WordPress
 - Joomla
- Integration and Implementation of 3rd-party Software
- Ecommerce
- Mobile Apps

Web Strategy

- Website Audits
- Focus Groups
- Surveys

SEO and Web Marketing

- Search Engine Optimization
- Web Marketing Strategy
- Banner Ad Campaigns
- Pay-per-click Campaigns
- Remarketing

Email Marketing

- Email Newsletter Design
- Lyris® Platform
- Subscriber Databases Integration

Social Media

- Facebook, Twitter, and LinkedIn Integration
- Blogs, Wikis, and Forums

Customer Information:

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

<u>Contract #</u>	<u>SIN</u>	<u>DESCRIPTION</u>
GS-07F-0124X	541-3	Web Based Marketing Services
GS-07F-0124X	541-3RC	Web Based Marketing Services

1 b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>Category</u>	<u>PRICE</u>
541-3	Editor	\$88.87/Hr

1 c. HOURLY RATES: See Price List Below.

2. MAXIMUM ORDER*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog / price list, 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, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Alexandria, VA

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

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): +1% > \$250,000

8. PROMPT PAYMENT TERMS: 0%

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: To be determined at time of task order.

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11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and two-day (2-day) delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: New Target, Inc.

815 North Royal Street, Suite 100
Alexandria, VA 22314-1778

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

14. PAYMENT ADDRESS: New Target, Inc.

815 North Royal Street, Suite 100
Alexandria, VA 22314-1778

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above or below the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: As Applicable

25. DUNS NUMBER: 157040184

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

DATABASE: Currently Active

SERVICE PROPOSED (e.g. Job Title/Task)	PRICE OFFERED TO GSA (including IFF)
Communications Specialist	\$148.11
Creative Director	\$148.11
Database Developer I	\$113.55
Database Developer II	\$148.11
Designer I	\$88.87
Designer II	\$123.43
Editor	\$88.87
Information Architect	\$148.11
Marketing Specialist	\$148.11
Network Engineer I	\$148.11
Network Engineer II	\$172.80
Program Manager	\$197.48
Project Manager I	\$133.30
Project Manager II	\$148.11
Quality Assurance Specialist I	\$113.55
Quality Assurance Specialist II	\$148.11
Software Developer I	\$113.55
Software Developer II	\$148.11
Strategy Consultant	\$197.48
Subject Matter Expert	\$197.48
Systems Architect	\$172.80
Web Developer I	\$123.43
Web Developer II	\$148.11
Writer	\$148.11

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The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational codes, the SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

LABOR CATEGORY DESCRIPTIONS

Communications Specialist

Leads and implements communication tasks. Conducts targeted information campaigns, arranges interviews, coordinates client messaging, monitors news, and writes reports. Involved in focus groups and other forms of communication research. Meets with client on regular basis to relay progress, propose creative solutions to communication challenges, and establish priorities.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Creative Director

Leads media focused communications, heading support team structured to ensure client key messages are promoted effectively. Leads design team by establishing conceptual and stylistic direction for work of team. Utilizes expertise in using design software. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Minimum Education: Bachelor' s Degree

Minimum Experience: 10 years of relevant experience

Database Developer I

Develops and tests logical and physical database designs. Review logical and physical designs of existing databases and perform tuning, in coordination with the senior database engineer, to ensure maximum operating efficiency. Perform data analysis, database design, development activities, and implementation, as directed, for databases and database conversions. Perform database restructuring activities. Work with users and information systems development staff to determine data storage and access requirements. Provides access controls for the design and use of databases. Maintains and manages the global view of databases; ensures database security from accidental or intentional damage or loss; monitors database use; and develops standards, procedures, and conventions for use.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Database Developer II

Directs the development and testing of logical and physical database designs. Reviews logical and physical designs of existing databases, and provides fine tuning to ensure maximum operating efficiency. Performs data analysis, database design, development activities, and implementation, as required, for databases and database conversions. Performs database restructuring activities. Works with users and information systems development staff to determine data storage and access requirements. Supervises other database engineers supporting user requirements.

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Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Designer I

Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion.

Possesses specialized skills in Web, multimedia, or video. Experienced in desktop layout, image manipulation, and some pre-press preparation. Designs, lays out, and coordinates editorial illustrations and creative artwork for all media, translating facts and features of subject material into graphic terms. Create graphic presentations that communicate mood, emphasis, insight, and viewpoint.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Designer II

Assists design team lead in establishing conceptual and stylistic direction for work of team. Designs materials and approves the work of other designers. Possesses specialized skills in Web, multimedia, or video expertise in using design software and pre-press production. Advise on graphic technology. Meets with client as necessary.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Editor

Prepares, disseminates, and ensures orderly safeguard of technical documents. Supports the writing of technical documents and other documentation. Provides technical editing by reviewing grammar, writing styles, and syntax to produce quality materials. Supports rewrite to ensure quality deliverables and reports, as required.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Information Architect

Capable of applying a business wide set of disciplines for planning, analysis, design, construction, and maintenance of information. Capable of performing strategic planning, information planning, and analysis. Performs process and data modeling in support of the planning and analysis efforts, using both manual and automated tools. Must be able to apply reverse engineering and reengineering disciplines to develop migration and planning documents. Provides usability and user experience consulting and design services when needed.

Minimum Education: Bachelor' s Degree

Minimum Experience: Eight (8) years of relevant experience

Marketing Specialist

Develops and coordinates strategic integration of marketing methods into program activities. Oversees marketing planning, communication and integration of activities into current and future project objectives. Supports team measuring program impact and activities. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Network Engineer I

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Organizes and performs network installations on site. Assesses and documents current site network configuration and user requirements. Designs and optimizes network topologies. Prepares engineering plans and site installation technical design packages. Develops installation schedules. Mobilizes network installation teams. Prepares drawings documenting configuration changes at each deployment site. Coordinates post installation operations and maintenance support. Conducts site surveys. Reads and follows engineering plans and site installation technical design packages.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Network Engineer II

Performs a variety of network management services related to the operation, performance, or availability of data communications networks. Modify command language programs, network start-up files, assign/reassign network device logicals, analyze network performance, and recommend adjustments to a wide variety of complex network management functions. Responsibility for overall performance and availability of networks. Coordinate with systems or communications engineering to resolve hardware problems. Works with customers and operations staff in scheduling preventive and emergency maintenance.

Minimum Education: Bachelor' s Degree

Minimum Experience: 10 years of relevant experience

Program Manager

Strategically manages multi-faceted programs, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages subcontractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities. Responsible for overall contract performance.

Minimum Education: Bachelor' s Degree

Minimum Experience: 10 years of relevant experience

Project Manager I

Performs program area work. Supports team in producing high quality deliverables. Manages and supervises personnel involved in all areas of project activity. Organize and assign responsibilities to subordinates, and oversees the successful completion of all assigned tasks. Meets with client as needed.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Project Manager II

Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets client objectives. Responsible for all aspects of project performance including technical, contractual, administrative, and financial. Manages and supervises personnel involved in all areas of project activity. Organizes and assigns responsibilities to subordinates, and oversees the successful completion of all assigned tasks.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Quality Assurance Specialist I

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Modifies, applies, and maintains standards for quality operating methods and procedures. Ensures that corrective measures meet acceptable reliability standards. Reviews software design, change specifications, and related plans against project requirements. Implements the software quality program according to project requirements. Performs verification of software requirement allocations, traceability, and testability.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Quality Assurance Specialist II

Develops, modifies, applies, and maintains standards for quality operating methods and procedures. Provides coordination and guidance in preparing engineering-level technical appraisals of programming systems and numerical and computing techniques, and in integrating computers into the overall functions of scientific computation, and data acquisition, transmission, and processing. Ensures that corrective measures meet acceptable reliability standards. Develops overall testing plan to ensure implementation of the software quality program according to project and contract requirements. Ensures that project control documentation complies with the contract. Reviews software design, change specifications, and related plans against contractual requirements. Performs or direct verification of software requirement allocations, traceability, and testability.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Software Developer I

Designs software and applications to support projects. Interpret software requirements and design specifications to code, integrate, and test software components.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Software Developer II

Designs software and applications. Manages software development and support using formal specifications, data flow diagrams, other accepted design techniques, and Computer Aided Software Engineering (CASE) tools. Estimates software development costs and schedules. Reviews existing programs and assists in making refinements, reducing operating time, and improving current development methods. Establishes and manages software configuration.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Strategy Consultant

Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of professional services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Minimum Education: Bachelor' s Degree

Minimum Experience: 10 years of relevant experience

Subject Matter Expert

Performs as a consultant in highly specialized subject areas such as human factors engineering, logistics, personnel, training, patents and trademarks, financial systems, health, education, governance and other areas. Provides highly technical and/or

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specialized guidance concerning complex issues related to the subject matter field. Performs analyses and studies, prepares reports, and gives presentations.

Minimum Education: Bachelor' s Degree

Minimum Experience: 10 years of relevant experience

Systems Architect

Leads and knowledgeable in implementing computer systems in a phased approach of requirements analysis and conceptual design, site survey, system design review, critical design review, installation, integration, and testing. Knowledgeable in performing requirements analysis for a wide range of users in areas of office automation and finance and accounting. Must be able to present system designs for user approval at formal reviews. Must be capable of performing configuration management, integrating software, interpreting software test results, and recommending solutions for unsatisfactory test results. Must be knowledgeable in lifecycle support, including maintenance, administration, and management. Must be able to provide solutions to identified software problem reports.

Minimum Education: Bachelor' s Degree

Minimum Experience: 12 years of relevant experience

Web Developer I

Aids in design and development of Web sites. Contributes to the production of Web graphics and aids implementation of site layout using numerous web development tools. Assists in Web site testing and evaluation processes.

Minimum Education: Bachelor' s Degree

Minimum Experience: Two (2) years of relevant experience

Web Developer II

Develops and directs strategic approach to Web development including general planning for site architecture, rollout, and evaluation. Has expertise in numerous Web development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Writer

Applies expertise in writing or substantive editing to create and implement procedures for ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews and works with staff to improve writing flow and layout. Writes technical or non-technical information.

Minimum Education: Bachelor' s Degree

Minimum Experience: Five (5) years of relevant experience

Experience Substitutions

Education and experience may be substituted for each other. In addition certifications, professional licenses, and vocational technical training may be substituted for experience and education.

Degree	Experience Equivalence	Other Equivalence
Associate' s	Two (2) year relevant experience	Vocational or technical training in work-related field

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Bachelor' s	Associate' s degree + two (2) years relevant experience, or four (4) years relevant experience	Professional certification
Master' s	Bachelor' s + two (2) years relevant experience, or Associate' s + four (4) years relevant experience	Professional license
Doctorate	Master' s + two (2) years relevant experience, or Bachelor' s + four (4) years relevant experience	
