

General Services Administration  
Federal Acquisition 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!<sup>TM</sup>, a menu-driven database system. The Internet address for GSA Advantage!<sup>TM</sup> is: <http://www.gsadvantage.gov>

**The Professional Services Schedule (PSS)**

Services offered:

**Advertising and Integrated Marketing Solutions (AIMS)**

Industrial Group: 00CORP

Contract Number: **GS-07F-0138Y**

Contract Period: 12/9/2011 through 7/9/2018

Contractor: **iostudio, LLC**  
Highland Ridge One  
565 Marriott Drive, Suite 820  
Nashville, TN 37214  
Phone: (615) 724-4200 / Fax: (615) 256-6860  
[www.iostudio.com](http://www.iostudio.com)

Contract Administrator: **Keith Kawasaki**  
/ Marketing POC  
Phone: (615) 724-4202 / Fax: (615) 256-6860  
[keith.kawasaki@iostudio.com](mailto:keith.kawasaki@iostudio.com)

Business Size: Small Business

**SINs 541-1/1RC, 541-3/3RC, 541-4A/4ARC, 541-4B/4BRC, 541-4F/4FRC, 541-5/5RC**

For more information on ordering from Federal Supply Schedules, see Ordering Guidelines at: <http://www.gsa.gov/schedules-ordering>

Prices shown herein are NET (discount deducted).

Pricelist current through modification **#PA-0020** dated **April 28, 2016**



# Table of Contents

COMPANY INFORMATION .....	2
CONTRACT INFORMATION .....	3
CONTRACT OVERVIEW.....	5
CONTRACT ADMINISTRATOR AND MARKETING POINT OF CONTACT .....	5
CONTRACT USE .....	5
CONTRACT SCOPE .....	5
CONTRACT PRICE LIST - LABOR CATEGORY RATES .....	6
LABOR CATEGORY DESCRIPTIONS.....	7
Strategy and Analytics .....	7
Content Marketing .....	7
Creative .....	9
Customer Care .....	11
Development.....	12
Client Services.....	13
Information Services .....	15
Project Management.....	16
SERVICE CONTRACT ACT .....	16
INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES ...	17
BLANKET PURCHASE AGREEMENT .....	18
IOSTUDIO AWARDS AND EXAMPLES OF OUR SERVICES.....	19

## Company Information

iostudio is an award-winning creative marketing resource. We consciously maintain a healthy balance between left-brain and right-brain approaches to problem solving. The results are fresh, compelling and highly effective.

Beyond designers, writers and strategists, the io team includes some of today’s best and brightest minds in social media and audience metrics. We have specialists in photography and video production. World-class programmers. There’s even a fully staffed call center and social media response team.

Of course, the ideal solution for achieving your own goals may still include an old-school ad campaign or website. But it could just as easily turn out to be a custom magazine targeting your existing customer base. A high-end catalog or coffee table book. Even a new social media application. Or you might need a seamless combination of all these things.

With iostudio, you can always be confident the ideas we’re recommending have been chosen from an uncommonly wide range of alternatives.

## Contract Information

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

<u>SIN</u>	<u>Description</u>
SIN 541-1 / 541-1RC	Advertising Services
SIN 541-3 / 541-3RC	Web Based Marketing Services
SIN 541-4A / 541-4ARC	Market Research and Analysis
SIN 541-4B / 541-4BRC	Video / Film Production
SIN 541-4F / 541-4FRC	Commercial Art and Graphic Design Services
SIN 541-5 / 541-5RC	Integrated Marketing Services

For a full description of the covered services visit: [GSA eLibrary](#)

Our GSA PSS / AIMS Contract can also support state and local agencies under the following programs:

- DISAST RECOV** • **Disaster Recovery Purchasing Program** (Section 833 of the National Defense Authorization Act) – allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.
- **Federal Grants During Public Health Emergencies** (Section 319 of Public Health and Services Act)

Additional programs:

- ARRA** • **American Recovery and Reinvestment Act (ARRA)** – we have accepted the Recovery Act clauses and are eligible to receive orders funded, in whole or in part, by the Recovery Act.

1b. Lowest Priced Model Number and price for each SIN: See price list (Government net price based on a unit of one)

1c. Hourly Rates: See price list – beginning on Page #[6](#)

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2. Maximum order\*: \$1,000,000 per SIN

\* Agencies may place, and Contractor may, but is not obligated to honor, orders exceeding this limit

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3. Minimum order: \$100.00

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4. Geographic coverage: Domestic

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5. Point(s) of production: Services N/A

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6. Discount from list: All Prices Herein are Net

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7. Quantity discounts: None

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8. Prompt payment terms: Net 30 days

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9a. Government Purchase Cards are accepted *below* the micro-purchase threshold.

9b. Government Purchase Cards are accepted *above* the micro-purchase threshold.

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10 Foreign items: None

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- 11a. Time of delivery: In accordance with the requirements of the task order
  - 11b. Expedited delivery: Contact Contractor's Representative
  - 11c. Overnight and 2-day delivery: Services N/A
  - 11d. Urgent requirements: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
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- 12. F.O.B. point: Destination
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- 13a. Ordering address: iostudio, LLC Highland Ridge One  
565 Marriott Drive, Suite 820 Nashville, TN 37214
  - 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
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- 14. Payment address: Same as Contractor Address
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- 15. Warranty provision: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
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- 16. Export packing charges: Not applicable
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- 17. Terms and conditions of government purchase card acceptance: None
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- 18. Terms and conditions of rental, maintenance, and repair: N/A
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- 19. Terms and conditions of installation: N/A
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- 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
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- 21. List of services and distribution points: N/A
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- 22. List of participating dealers: N/A
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- 23. Preventative maintenance: N/A
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- 24a. Special attributes such as environmental attributes: N/A
  - 24b. Section 508 compliance for Electronic and Information Technology (EIT): N/A
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- 25. Data Universal Number System (DUNS) number: 071139666
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- 26. iostudio *is* registered in the System for Award Management (SAM) Database.

## Contract Overview

GSA awarded iostudio, LLC a GSA Federal Supply Schedule contract for The Professional Services Schedule (PSS), Contract #GS-07F-0138Y. Originally awarded 12/9/2011, the current Option 1 period is 7/10/2013 – 7/9/2018. Note: This contract incorporates SINs previously awarded under Set-Aside AIMS Contract # GS-07F-0449U (originally awarded 7/10/2008). GSA may exercise a total of up to two additional 5-year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

## Contract Administrator and Marketing Point of Contact

**Mr. Keith Kawasaki**

**iostudio, LLC, Highland Ridge One, 565 Marriott Drive, Suite 820, Nashville, TN 37214  
Tel: (615) 724-4202 / Fax: (615) 256-6860 / Email: keith.kawasaki@iostudio.com**

## Contract Use

This contract is available for use by all federal government agencies, as a source for Professional Services, specifically, Advertising & Integrated Marketing Solutions (AIMS). Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

Our GSA PSS / AIMS Contracts can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act).

## Contract Scope

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

iostudio, LLC was awarded a GSA PSS contract to provide Advertising and Integrated Marketing Solutions (AIMS) under the below contract SINS:

- 541-1 Advertising Services
- 541 3 Web Based Marketing Services
- 541-4A Market Research and Analysis
- 541-4B Video / Film Production
- 541 4F Commercial Art & Graphic Design Services
- 541-5 Integrated Marketing Services

The Government defined and awarded iostudio's contract after evaluation based on experience, negotiated cost reasonableness, and past performance under the above SINs. Task orders identified and defined under these SINs may be awarded to iostudio.

For a full description of the services covered under SINs 541-1, 541-3, 541-4A, 541-4B, 541-4F and 541-5 and all iostudio services visit: [GSA eLibrary](#) and <http://www.iostudio.com>.

## Contract Price List - Labor Category Rates

	SIN(s)	LABOR CATEGORIES	HOURLY RATE
<b>STRATEGY AND ANALYTICS</b>			
1	541-1, -3, -4A, -4B, -4F, -5	Business Intelligence & Media Supervisor	\$105.79
2	541-1, -3, -4A, -4B, -4F, -5	Business Intelligence Analyst	\$100.76
<b>CONTENT MARKETING</b>			
3	541-1, -3, -4A, -4B, -4F, 5	Associate Editor	\$60.45
4	541-1, -3, -4A, -4B, -4F, -5	Content Strategist	\$85.64
5	541-1, -3, -4A, -4B, -4F, -5	Editor-in-Chief	\$125.94
6	541-1, -3, -4A, -4B, -4F, -5	Editorial Designer	\$65.49
7	541-1, -3, -4A, -4B, -4F, -5	Information Designer	\$95.72
8	541-1, -3, -4A, -4B, -4F, -5	Senior Associate Editor	\$80.60
<b>CREATIVE</b>			
9	541-1, -3, -4A, -4B, -4F, -5	Copywriter	\$55.42
10	541-1, -3, -4A, -4B, -4F, -5	Creative Services Producer	\$85.64
11	541-1, -3, -4A, -4B, -4F, -5	Designer	\$70.53
12	541-1, -3, -4A, -4B, -5	Director Editor	\$80.60
13	541-1, -3, -4A, -4B, -5	Executive Producer	\$100.76
14	541-1, -3, -4A, -4B, -4F, -5	Junior Videographer/Editor	\$60.45
15	541-1, -3, -4A, -4B, -4F, -5	Senior Art Director	\$100.76
16	541-1, -3, -4A, -4B, -4F, -5	Senior Interactive Designer	\$110.83
<b>CUSTOMER CARE</b>			
17	541-1, -3, -4A, -4B, -4F, -5	Deputy Program Manager	\$95.72
18	541-1, -3, -4A, -4B, -4F, -5	Program Manager	\$115.87
19	541-1, -3, -4A, -4B, -4F, -5	Shift Supervisor	\$85.64
20	541-1, -3, -4A, -4B, -4F, -5	Support Operator	\$75.57
21	541-1, -3, -4A, -4B, -4F, -5	Team Leader	\$75.57
<b>DEVELOPMENT</b>			
22	541-1, -3, -4A, -4B, -4F, -5	Developer	\$115.87
23	541-1, -3, -4A, -4B, -4F, -5	Front End Developer	\$110.83
24	541-1, -3, -4A, -4B, -4F, -5	Junior Developer	\$75.57
25	541-1, -3, -4A, -4B, -4F, -5	Senior Developer	\$125.94
<b>CLIENT SERVICES</b>			
26	541-1, -3, -4A, -4B, -4F, -5	Account Executive	\$80.60
27	541-1, -3, -4A, -4B, -4F, 5	Account Supervisor	\$105.79
28	541-1, -3, -4A, -4B, -4F, -5	Lead Processing Manager	\$110.83
29	541-1, -3, -4A, -4B, -4F, -5	Senior Account Executive	\$105.79
<b>INFORMATION SERVICES</b>			
30	541-1, -3, -4A, -4B, -4F, -5	IS Systems Administrator	\$130.98
31	541-1, -3, -4A, -4B, -4F, -5	Operations Engineer	\$80.60
32	541-1, -3, -4A, -4B, -4F, -5	Technology Strategist	\$125.94
<b>PROJECT MANAGEMENT</b>			
33	541-1, -3, -4A, -4B, -4F, -5	Product Owner	\$146.10
34	541-1, -3, -4A, -4B, -4F, -5	Proofreader	\$60.45
35	541-1, -3, -4A, -4B, -4F, -5	QA Analyst	\$105.79

# Labor Category Descriptions

## STRATEGY AND ANALYTICS

### Business Intelligence & Media Supervisor

Responsible for management of the company's business intelligence activities and oversight of the Strategy and Analytics Department. Takes lead on design, coding, testing and documenting of new or existing analytics systems. Responsible for monitoring all aspects of reporting planning and creation including the timely and accurate creation of reports from the data architecture planning phases to final ROI data collection. Based on needs, knowledge of Google Analytics, Excel, ETL, MySQL, Pentaho, and others if appropriate.

Years of Experience: 7

Educational Requirements: Bachelor's degree or professional certification

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### Business Intelligence Analyst

Responsible for the strategic design, implementation and maintenance of analytics systems using Pentaho and other business intelligence platforms. Perform as lead on the design, coding, testing and documenting of new or existing analytics systems. Participate in the design and development of analytics and data frameworks necessary to support reporting systems built using Pentaho. Based on needs, knowledge of Google Analytics, Excel, ETL, MySQL, Pentaho, and others if appropriate.

Years of Experience: 5

Educational Requirements: Bachelor's degree or professional certification

## CONTENT MARKETING

### Associate Editor

Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits.

Years of Experience: 2-3

Educational Requirements: B.A. in English, Journalism or equivalent

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### Content Strategist

Responsible for creating and deploying strategies for email, social and websites to match client needs with consumer expectations. Develop comprehensive, strategic plans to increase content excellence and achieve goals. Engage and activate in-house journalists and production team to create content. Oversee the email and social marketing programs for non-profit and government accounts. Translate approved strategies outlined into actionable content plans and content calendars. Based on needs, knowledge of email platforms (Emma preferred), social media platforms, and others if appropriate.

Years of Experience: 6

Educational Requirements: Bachelor's degree

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### **Editor-in-Chief**

Provides guidance to the content marketing team in preparing the strongest publication possible in both editorial and layout. Manage writers and editors, both internal and freelance, to ensure the best overall product for all publication and target markets. Propose and establish goals to improve and/or adapt all publications based on the target audiences. Based on needs, knowledge of Microsoft Office, Adobe Creative Suite, and others if appropriate.

Years of Experience: 7

Educational Requirements: Bachelor's degree

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### **Editorial Designer**

Design and execute creative concepts and innovative layouts for custom client publications. Contribute fresh thought and creativity to produce bold, strategic layouts for visually engaging custom publications. Learn the business of the client accounts for developing editorial designs, and contribute insight into solutions for complex creative challenges and communication strategies. Utilize expert level command of Adobe InDesign to work efficiently within existing templates, style sheets and libraries. Based on needs, knowledge of Adobe InDesign, Photoshop, Illustrator, and others if appropriate.

Years of Experience: 3

Educational Requirements: Bachelor's degree

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### **Information Designer**

Creates, edits and maintains procedural and technical documentation for current and future applications. Create, edit and maintain how-to user guides, application guides, training materials and help systems. Based on needs, knowledge of Microsoft Office, Adobe Creative Suite, OmniGraffle, Microsoft Visio, and others if appropriate.

Years of Experience: 7

Educational Requirements: Bachelor's degree

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### **Senior Associate Editor**

Generate and assign feature stories and sidebars to freelance writers and serve as the story editor (first editor) on such articles, coordinating planning details and ensuring that copy and art come together to best serve the story and the client. Determine the editing needs of a feature and calibrate the level of editing accordingly. Demonstrate the ability to challenge writers to improve their work as well as the skill of addressing story problems for them when necessary, while still respecting their voice. Play a central role in the overall planning, editing and production of content marketing products, including print and digital magazines, reports, briefs, booklets, social media and public relations materials, newsletters, web content and other products as determined by client needs. Based on needs, knowledge of Microsoft Office.

Years of Experience: 4

Educational Requirements: Bachelor's degree

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## CREATIVE

### Copywriter

Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Collaborates with design and production staff to complete client projects.

Years of Experience: 2-3

Educational Requirements: B.A. in English, journalism or equivalent

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### Creative Services Producer

Oversees day-to-day management of the Creative Department and serve as the primary contact for all department-related matters. Work closely with Project Managers to manage traffic scheduling, tracking, coordination and monitoring of budgets, design, development, and delivery. Work closely with multiple print production vendors on a daily basis. Maintain and develop strong relationships with vendors and reps. Recommend creative production solutions, better the creative product, and troubleshoot any potential problems of the production process. Based on needs, knowledge of Microsoft Office, and others if needed.

Years of Experience: 5

Educational Requirements: Bachelor's degree

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### Designer

Perform print, collateral, logo and brand development, site design, mobile design and experiential design. Research and evaluate new technologies, techniques, styles and competition. Concept with art directors and writers. Based on needs, knowledge of Adobe Creative Suite.

Years of Experience: 3

Educational Requirements: Bachelor's degree or professional certification

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### Director Editor

Responsible for overseeing every creative aspect of a video, developing a vision, and determining the look and tone, and what an audience should gain from watching it. Approves camera angles, lens effects, lighting, and set design, and occasionally takes part in the hiring of key crew members. Coordinates the actors' moves and can be involved in the writing, financing, and editing of a film. Plays a key role in postproduction, overseeing the editing of the scenes with the editor, and participates in the sound mix and musical composition of the film.

Years of Experience: 5+

Educational Requirements: B.A. or equivalent experience

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### **Executive Producer**

Responsible for the overall production of the video but not involved in any technical aspects of the video making process. Manages the business side of production, distribution, and promotion. This role entails obtaining financing, allocating the budget, and other operational functions.

Years of Experience: 10+

Educational Requirements: B.A. or equivalent experience

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### **Junior Videographer/Editor**

Confer with the Film and Video Creative Director to determine production needs, assist in all aspects of production from pre- to post- and help ensure quality delivery of every project. Assist in a variety of complex technical tasks related to the operation of film, editing, video production and photography projects. Maintain an understanding of the operation of video, audio and photography equipment in order to coordinate and participate in assigned recording, editing and photography projects. Perform videotape recordings from linear events or tape a script in film style for A/B roll editing. Edit recorded video and/or audio per client or project director instructions. Produce video/photo product to its final form (i.e., print, interactive, DVD, etc.). Based on needs, knowledge of Final Cut Pro.

Years of Experience: 2

Educational Requirements: Bachelor's degree

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### **Senior Art Director**

Design print ads, brochures, booklets, fliers, TV commercials, billboards, interactive ads and more, according to strategic plans provided by the Creative Director/Account Executive. Meet as needed with the client service team members and interactive marketing personnel to ensure coordination between traditional and interactive advertising and marketing efforts. Work with the Creative Director in selection of design elements, papers, vendors, models, freelancers, broadcast talent and all outside sources/purchases needed to fulfill production of each project. Work with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production. Provide all required specifications (colors, fonts, papers, sizes, etc.) to production department. Review all production materials on assigned projects. Art direct videos, photo sessions, press checks, etc., and supervise freelancers. Based on needs, knowledge of Microsoft Office and Adobe Creative Suite

Years of Experience: 7

Educational Requirements: Bachelor's degree

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### **Senior Interactive Designer**

Lead the design efforts for interactive projects. Work productively in an Agile environment where designs will iterate and experimentation is necessary. Embrace the responsive nature of the web in your designs and interfaces. Stay current with best practices in desktop, tablet and mobile design to include keeping up with what's working best in UI/UX and how to apply it to work. Maintain functional knowledge of how web applications work. Make final deliveries as either responsive HTML/CSS mockups or flat files with style guides as requested. Based on needs, knowledge of Adobe Creative Suite, HTML, CSS, and others if appropriate.

Years of Experience: 8

Educational Requirements: Bachelor's degree or professional certification

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## CUSTOMER CARE

### Deputy Program Manager

Possess strong presentation, organizational and customer service skills in order to be able to support and train on all components of the Web Support Team (WST). Have expert knowledge of all client documents, including the enlistment criteria, medical standards and all WST SOPs. Ensure all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, and maintaining professional and technical knowledge. Manage and increase the effectiveness of the program and team. Ensure the team responds to all client leads and applicants in a timely manner. Supervise, mentor and coach Support Center shift supervisors on a weekly basis and be prepared to step in their shoes should the need arise. Coordinate all new hire training sessions. Monitor program metrics and queues. Maintain and secure equipment. Based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 4

Educational Requirements: Bachelor's degree or professional certification

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### Program Manager

Understand and be able to brief employees, management and the client on the intricacies of assigned programs. Learn and become an expert on the products in order to understand and train team members on all requirements as stated in client documents. Ensure all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, keeping equipment operating, and maintaining professional and technical knowledge. Manage and increase the effectiveness of the program and team; ensure the team responds to all client leads and applicants in a timely manner. Supervise, mentor and coach call center Shift Supervisors on a daily basis. Provide and coach team members on providing a superior level of customer support. Monitor program metrics and queues, and correct queue errors. Based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 8

Educational Requirements: Bachelor's degree or professional certification

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### Shift Supervisor

Assist the Deputy Program Manager in daily operations. Manage the daily activities of teams of Operators as they process applicants in accordance with client policies, procedures and guidelines. Supervise team members, providing coaching, initiating training opportunities and handling disciplinary actions. Possess a thorough knowledge of client recruitment criteria and incentive programs and be able to explain them in simple terms. Monitor scheduling to ensure sufficient coverage is available during training times, employee absences, vacation approvals and Saturday shifts. Responsible for daily quality assurance reports and bimonthly staff quality assurance reports. Ensure all call center policies and procedures are followed. Ensure that Operators maintain a 90% minimum Quality Assurance Rating; maintain overall quality in chats and queues by conducting biweekly Quality Assurance Surveys. Based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 5

Educational Requirements: Bachelor's degree or professional certification

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### **Support Operator**

Interact with potential recruits to answer any questions and work to prequalify these individuals. Make and receive phone calls with the intent of promoting or selling company products and/or services. Communicate with applicants by providing customer service to them in accordance with client standards. Possess a thorough knowledge of client regulations and related resource materials, while being able to explain them in simple terms.

Years of Experience: 5

Educational Requirements: High school diploma, demonstrated sales, call center/customer service experience

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### **Team Leader**

Respond to client leads in a timely manner. Professionally interact with customers to answer any questions they have. Apply experience and judgment to plan and accomplish goals. Periodically check for voicemail messages and return calls in a timely manner. Distribute updates to client information. Gain functioning knowledge of the portal software used to process leads. Complete all projects and administrative tasks as assigned. Supervise Operators in the absence of the Shift Supervisor. Make on-the-spot corrections to inappropriate Operator behavior and report as necessary. Monitor the Customer Support email and respond appropriately. Based on needs, knowledge of Microsoft Word, and others if appropriate.

Years of Experience: 3

Educational Requirements: Associate's degree or professional certification

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## **DEVELOPMENT**

### **Developer**

Responsible for user experience design and visual design. Deliver high-quality source code in the PHP language independently. Create ad hoc MySQL queries for programs and metric reporting. Create highly complex, customized applications to enhance website capability based on business needs. Research, track and understand new Web technologies; make recommendations for new policies and procedures to bring in-house. Based on needs, knowledge of PHP, CSS, HTML and others if appropriate.

Years of Experience: 8

Educational Requirements: Bachelor's degree or equivalent agency interactive design experience.

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### **Front-End Developer**

Responsible for user experience design and visual design. Construct XHTML, CSS and JavaScript pages and templates from art files; construct XHTML/CSS pages and templates using table-less layouts. Create and modify graphic elements of Web pages and customer-provided PDF files. Work collaboratively with, and provide input to, copywriters, content managers, designers and the technical team. Based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XHTML/CSS, and others if appropriate.

Years of Experience: 7

Educational Requirements: Bachelor's degree or professional certification

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### Junior Developer

Responsible for developing highly complex code and integrating artwork, text, video and sound into websites that meet client needs. Deliver high-quality source code in the PHP language independently (primarily Symfony). Create ad hoc MySQL queries for programs and metric reporting. Create highly complex, customized applications to enhance website capability based on business needs. Develop, test and implement software applications. Ensure Web pages are functional across different browser types and conduct tests to verify user functions. Based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XHTML/CSS, and others if appropriate.

Years of Experience: 3

Educational Requirements: Bachelor's degree or professional certification

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### Senior Developer

Responsible for developing Web applications and CMS-driven websites. Deliver high-quality PHP source code. Create, maintain and optimize MySQL queries for programs and metric reporting. Commit code using Git methodologies and best practices. Create highly complex, customized applications in response to business needs. Research, track and understand new Web technologies; make recommendations for new policies and procedures to bring in-house. Based on needs, knowledge of CSS3 and HTML5, Sass, Capistrano, Foundation, Vagrant and others if appropriate.

Years of Experience: 9

Educational Requirements: Bachelor's degree or professional certification

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## CLIENT SERVICES

### Account Executive

Plans, coordinates and directs the marketing efforts on behalf of clients, guiding the day-to-day development of all client projects. Coordinates the development of the marketing strategy in accordance with the client's objectives and budgets. Consults with creative and interactive staff members to communicate client objectives and develop sound, strategic solutions. Develops annual projections of client gross income and personnel needs. Reviews all creative work prior to submitting to the client for approval, in addition to review of project billing. Participates in New Business activities as necessary, and develops project estimates and pricing.

Years of Experience: 3+

Educational Requirements: B.A or equivalent

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### Account Supervisor

This position requires the ability to successfully focus the efforts of team members so that projects are completed as proposed – on time, within budget and meeting client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively assigns, delegates, coordinates and monitors the work of agency staff members assigned to client projects, and manages the agency's day-to-day relationship with key client contacts.

Years of Experience: 6+

Educational Requirements: B.A. or equivalent

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### **Lead Processing Manager**

Responsible for oversight, management, and ensuring accuracy and efficiency in iostudio's aggregation, coordination and secure transfer of sales and customer service lead data through customized client channels. Be the subject matter expert on government and commercial security and compliance requirements as per client contracts. Create training material, processes and trackers for individual employee and program-wide security requirements. Collect, maintain and process employee security clearance documentation and trackers as needed per contract or program. Be the subject matter expert on the entire lead processing and fulfillment life cycle to include customer service requests/lead data. Be the subject matter expert and have oversight and understanding of all database connections and lead data storage and processing. Analyze relevant reports as directed for accuracy, consistency, applicability and relevance of content; identify areas of opportunity and make revisions and recommendations. Based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 7

Educational Requirements: Bachelor's degree or professional certification

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### **Senior Account Executive**

Responsible for representing the clients' goals and expectations at all times to internal and external audiences. Collaborate with other members of the account team, project management, media, development, strategy, reporting and creative staff to communicate client objectives and develop effective and efficient solutions. Direct and manage all day-to-day account responsibilities. Direct and develop brand positioning. Plan, coordinate and direct the marketing strategy and advertising efforts on behalf of the client. Become the subject matter expert for assigned client. Learn their business, their strengths and their competitors. Be fiscally responsible with account budgets and billing, and prepare appropriate paperwork before submission to the client. Write documentation for projects, including creative briefs, feedback, conference reports, proposals, project agreements and client documentation. Analyze reports for accuracy, consistency, applicability and relevance of content. Identify areas of opportunity and make revisions and recommendations independently. Develop project estimates. Review all creative work prior to submitting to the client. Oversee Account Executive reports as needed. Based on needs, knowledge of Microsoft Office.

Years of Experience: 7

Educational Requirements: Bachelor's degree

## INFORMATION SERVICES

### IS Systems Administrator

Install and maintain mission critical server software and hardware, including Linux, Citrix Xen, Macintosh OS X Server and Windows. Responsible for the integrity, continuity, operations and maintenance of infrastructure servers and storage. Ensure the servers and storage systems are functioning optimally at all times. Oversee or directly perform maintenance updates and patches on all servers. Define and ensure compliance with server-build checklists and procedures, which should ensure the security of servers as well as compliance with organizational policies and procedures. Install and perform minor repairs to hardware, storage, software and peripheral equipment according to design and/or installation specifications as necessary. Design monitoring capability to monitor the daily performance of computer systems. Read technical manuals, confer with users and conduct computer diagnostics to investigate problems and provide resolutions and/or technical assistance. Develop and continually update training materials. Assist the IS Engineering Manager with the planning, implementation and ongoing management of all data center and intermediate distribution frame (IDF) locations, including both internal and hosted facilities. Based on needs, knowledge of UNIX and/or Linux, Citrix Xen or VMware, Amazon Web Service technologies including EC2, ELB, RDS, Route53, S3, EBS. Knowledge of LDAP eDirectory or similar technology, Microsoft Office, and others if appropriate.

Years of Experience: 9

Educational Requirements: Bachelor's degree

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### Operations Engineer

Acts as a liaison between Account Services and all other departments. Supervises, coordinates and ensures the on-time and orderly flow of all projects from job initiation to its release and billing. Reviews and completes job orders. Sets due dates for various stages of job completion after consulting with appropriate creative, interactive and production teams for timing requirements. Keeps abreast of work in the creative department and follows up on due dates that were established for tasks. Runs weekly production meetings. Expedites "rush" jobs so that the orderly flow of every day work is not obstructed. Informs management of any conflicts, delays, postponements or any other unusual situations that may impede the orderly flow of their assignments.

Years of Experience: 4+

Educational Requirements: B.A. or equivalent

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### Technology Strategist

Provides enterprise-level technology and telephony services and support. Functions as IS outreach liaison, assisting all areas of the company in the selection and integration of appropriate technology solutions for internal and client-facing projects, all while ensuring that the solutions fit approved IS strategic directives and goals. Responsible for IS project management. Stay current on existing iostudio IS infrastructure and resources. Tailor the deliverables and project process to match appropriately the complexity and scope of assigned projects. Based on needs, knowledge of the application of current and emerging business technologies, Microsoft Office and other software if appropriate.

Years of Experience: 9

Educational Requirements: Bachelor's degree

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## PROJECT MANAGEMENT

### Product Owner

Responsible for the iterative, transparent and successful delivery of projects. Translate requirements from clients and stakeholders to the Scrum team via Product Backlog items. Define and describe user experience and product features in a clear manner. Develop an achievable and valuable Release Plan for your product. Groom future work in your Product Backlog. Facilitate all Scrum ceremonies and meetings, including but not limited to: Release Planning, Stakeholder Meetings, Daily Standup, Backlog Grooming Sessions, Sprint Planning, Sprint Demo and Sprint Retrospective. Collaborate with, and maintain accountability within, the Scrum Team. Display effective ownership of the effort, time, scope and budget for all assigned projects. Oversee and coordinate the launch of all assigned projects. Based on needs, knowledge of Agile SDLC, Microsoft Office and others if appropriate.

Years of Experience: 6

Educational Requirements: Bachelor's degree or professional certification such as Certified Scrum Product Owner (CSPO) and Project Management Professional (PMP)

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### Proofreader

Proofreads, reviews and edits materials for accurate use of grammar and content. Corrects any grammatical, typographical, or compositional errors in original copy.

Years of Experience: 1-3

Educational Requirements: Associates Degree Minimum / B.A. preferred in English, Journalism or equivalent

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### QA Analyst

Responsible for providing test coverage on existing features and enhancements. Create, review and maintain robust automated regression and data-driven tests. Develop test plans and communicate to others the execution of those test plans. Prioritize and manage multiple tasks, define problems, and develop methods to resolve problems. Utilize Selenium IDE and JIRA for test management and issue/defect reporting and tracking. Based on needs, knowledge of QuickTest Professional (QTP) or Selenium IDE automation tools, JIRA, Bugzilla, Redmine, HP (Mercury) Quality Center or similar defect-tracking tools, Microsoft Office and others if appropriate.

Years of Experience: 3

Educational Requirements: Bachelor's degree or professional certification

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## Service Contract Act

The Service Contract Act (SCA) is applicable to this contract and 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 29CFR 5413.300), 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 code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

# Instructions for Placing Orders for Services based on GSA Schedule Hourly Rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that iostudio meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide PSS / AIMS services, follow these simple steps:

Orders under the Micro-Purchase Threshold
<ul style="list-style-type: none"> <li>Select the contractor best suited for your needs and place the order.</li> </ul>
Orders in-between the Micro-Purchase Threshold and the Simplified Acquisition Threshold (\$150,000)
<ul style="list-style-type: none"> <li>Prepare a SOW or PWS in accordance with FAR 8.405-2(b).</li> <li>Prepare and send the RFQ (including SOW and evaluation criteria) to at least <b>three</b> GSA Schedule contractors.</li> <li>Evaluate, then make a "Best Value" determination.</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>
Orders over the Simplified Acquisition Threshold (\$150,000)
<ul style="list-style-type: none"> <li>Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least <b>three</b> contractors.</li> <li>Seek price reductions.</li> <li>Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).</li> </ul> <p><b>Note:</b> The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.</p>

### Developing a Statement of Work (SOW) or Performance Work Statement (PWS)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and

Special standards and any special requirements, where applicable.

### Preparing a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to <http://www.gsa.gov/schedules-ordering> and client "Ordering Information". Also see summary guidelines in the [Multiple Award Schedule \(MAS\) Desk Reference Guide, Ordering Procedures.](#)

## Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

### Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

### Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

Back to [GSA Pricing](#)

## Iostudio Awards and Examples of Our Services

See next page



Rebellious creativity. Measurable results.

advertising film & photography content marketing customer care



## ADDY Awards 2014

Nashville Silver: Magazine Editorial Spread or Feature - "Airborne"

## Custom Content Council Pearl Awards 2013

Gold: Best Opening Spread, 50,000-250,000 (Design) - GX: September/October 2012

## Custom Content Council Pearl Awards 2012

Silver: Most Improved Publication (Design), B2C - GX

## 42nd Creativity Print and Packaging Awards 2012

Gold: War of Words - GX  
Silver: GX Magazine Cover  
Honorable Mention: GX Magazine Cover

## ADDY Awards 2012

Nashville Gold: Editorial Spread - "Language Barrier"  
Nashville Gold: Magazine Design - GX 8.4  
Nashville Silver: Editorial Spread - "Gladiators"  
Nashville Silver: Unsold Concepts, Print - Guard Fit X

## CASE Awards 2010

Best of Editorial Design: Magazine/Newspaper Spread - "GX: Mt. Whitney Climb"  
Best of Editorial Design: Magazine/Newspaper Cover - "GX Volume 5, Issue 9"

## ADDY Awards 2010

Nashville Silver: Feature Editorial Spread - "GX: Meet You at the Top"  
Nashville Silver: Feature Editorial Spread - "GX: Shutter Speed"

## AGDA 26 American Graphic Design & Advertising 2010

Advertising (Print) - Army National Guard GX Subscribe

## ADDY Awards 2010

District Gold: Book Design - "Why We Serve: A Portrait of the Army National Guard"  
Nashville Silver: Book Design - "Why We Serve: A Portrait of the Army National Guard"

## American Graphic Design & Advertising 26 Awards 2010

Best of Category: Publication Design - "Why We Serve: A Portrait of the Army National Guard"

## AIGA 50 Books/50 Covers Awards 2010

Bronze: Tenn Show Book Design - "Why We Serve: A Portrait of the Army National Guard"

## IPPY Awards 2010

Gold Medal - "Why We Serve: A Portrait of the Army National Guard"

## Outstanding Book of the Year 2010

Freedom Fighter of the Year - "Why We Serve: A Portrait of the Army National Guard"

## CASE Awards 2009

Merit Award: Editorial Design: Magazine/Newspaper Spread - GX: Dale Jr. LifeLock 400 Win  
Merit Award: Photography: Editorial - GX: Fitness Photography

## MarCom Awards 2009

Platinum: Marketing/Promotion Materials/Book - "Why We Serve: A Portrait of the Army National Guard"



## ADDY Awards 2014

Nashville Gold: Online Advertising and Promotion, Banners, Rich Media - GX Takeover Interactive Experience

## ADDY Awards 2013

Nashville Gold: Digital Advertising, Microsites - National Guard Special Forces  
Nashville Gold: Elements of Advertising, Visual - "Air Assault Ballet"  
Judges' Choice: Elements of Advertising, Visual - "Air Assault Ballet"  
Nashville Gold: Elements of Advertising, Visual - "Best Warrior Competition"  
Nashville Silver: Digital Advertising, Video - "What It Takes"  
Nashville Silver: Digital Advertising, Video - "What It's Like"  
Nashville Silver: Elements of Advertising, Visual - "Best Warrior Jump"  
Nashville Silver: Elements of Advertising, Visual - "Best Warrior Stand at Attention"  
Nashville Silver: Elements of Advertising, Visual - "Fire Brigade Series"  
Nashville Silver: Elements of Advertising, Visual - "This Is Best Warrior"  
Nashville Silver: Elements of Advertising, Sound - "National Guard Tactical Video"

## 42nd Creativity Print and Packaging Awards 2012

Gold: Air Assault Ballet - www.NATIONALGUARD.com

## ADDY Awards 2012

Nashville Silver: Photography, Black and White - "Camp Atterbury"  
Nashville Silver: Photography, Color - "Soldier With Green Smoke"  
Nashville Silver: Photography, Digitally Enhanced - "Gas Mask Soldier"  
Nashville Silver: Photography, Digitally Enhanced - "Smash and Grab"  
Nashville Silver: Special Effects, Video or Film - "Basic Training Video Introduction"

## Creativity International Awards 2012

Silver: Show Openings/IDs/Titles - Basic Training Operation

## Interactive Media Awards 2010

Best in Class: Military - www.NATIONALGUARD.com

## CASE Awards 2009

Best of Web-based Applications - National Guard "Dale Jr. Widget"  
Merit Award: Interactive Games - Pickup Game  
Merit Award: Interactive Games - National Guard Rifle Assembly Game

## Interactive Media Awards 2009

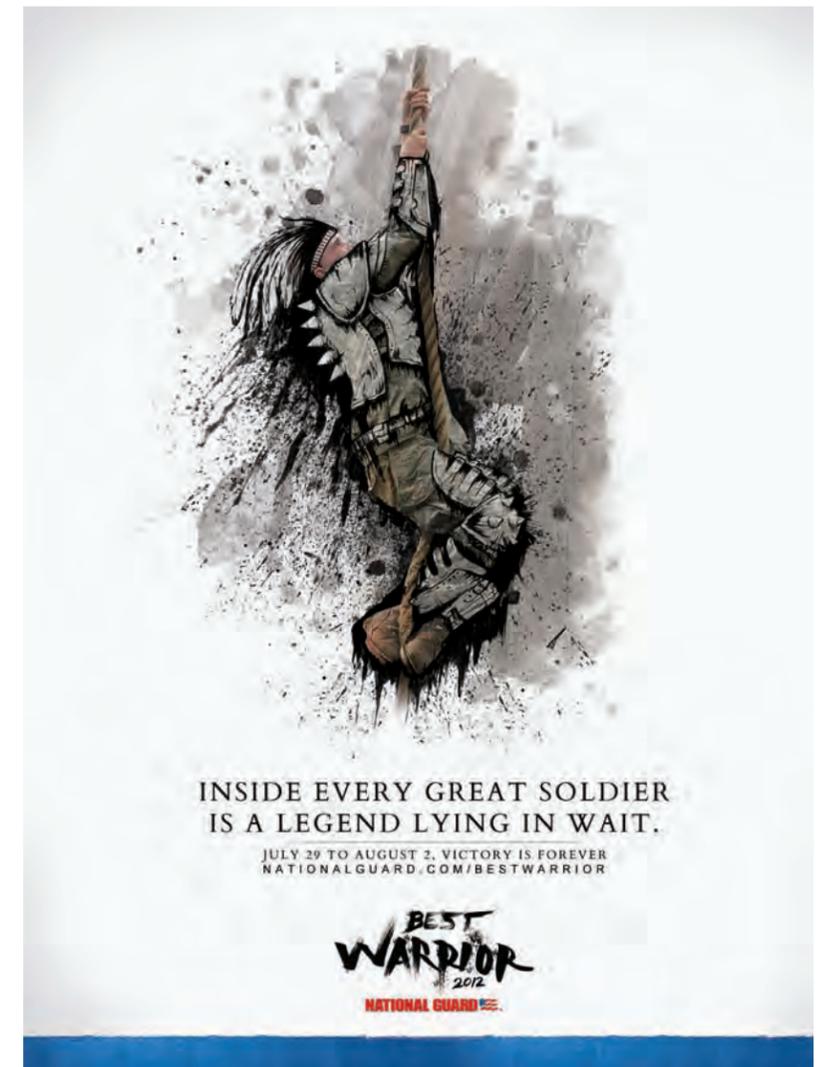
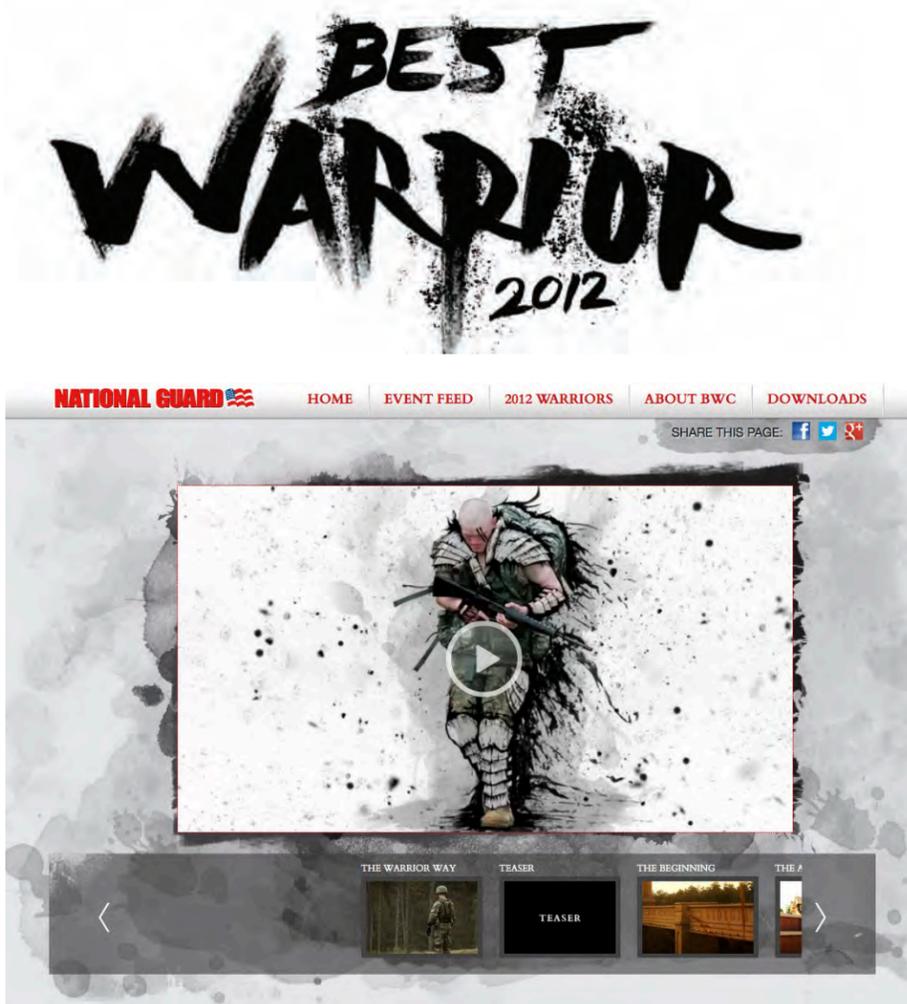
Best in Class: Military - www.NATIONALGUARD.com

# Award-winning digital content

## BEST WARRIOR COMPETITION CAMPAIGN

With the goal of increasing recruitment support for the Army National Guard, iostudio created a Web-based campaign highlighting the Army National Guard Best Warrior Competition. The campaign included a microsite, featuring event photos and video streaming, as well as social media coverage. The campaign's 641 photographs and 24 videos drove the largest Facebook engagement to date, increased quality leads by 272 percent, and tripled the average conversion rate from interest to application.

The Best Warrior Competition campaign gave candidates an event to follow in real time that would mirror their own potential Guard experience.

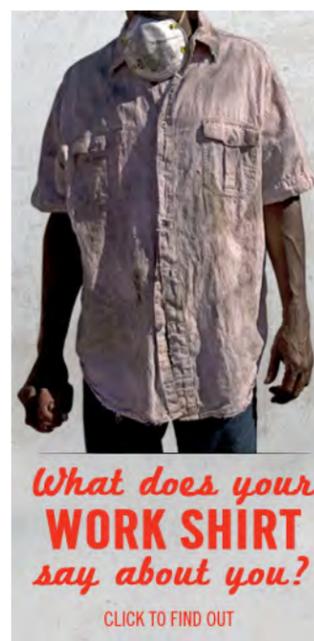
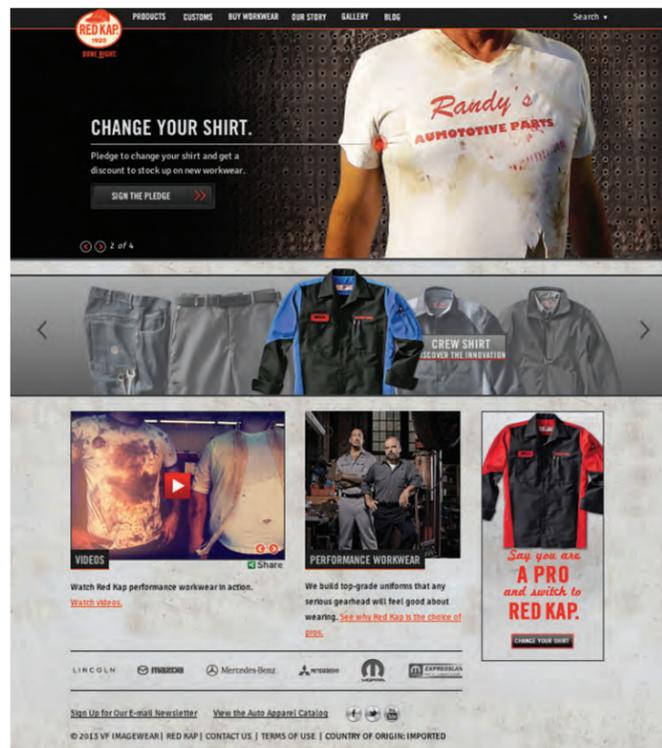


## RED KAP AUTOMOTIVE PROMOTION FOR SEMA

The SEMA Show, the premier automotive specialty products trade event, draws more than 60,000 buyers worldwide. In order for our client, Red Kap, to gain attention and break into the automotive vertical, iostudio developed a plan for online and event promotion.

The promotion encouraged gearheads to take the pledge to “change your shirt,” utilizing digital SEM advertising, targeted SEMA site placement and a microsite. An email survey was also sent to the SEMA Show participant list to learn more about uniform purchasing behavior, with a direct-mail promise for a free Red Kap crew shirt; the email also linked to SEMA-specific information, encouraging visits to Red Kap’s SEMA Show booth. All properties—digital advertising, social media advertising and posts, email, direct mail, the microsite, and the trade show booth—provided an integrated way for auto participants to become familiar with the Red Kap brand and the benefits of a garage-tested uniform.

The result? Online advertising and social media received above-industry-standard click-through volume, leading more than 4,000 visitors to the website and generating just over 550 unique leads for Red Kap distributors and dealers. Hundreds of SEMA Show attendees were lined up at the booth on day one of the show, and the crew shirt giveaway was a huge success with excited visitors claiming their shirts within the first 20 minutes of the show’s opening.



## PBS KIDS' "DANIEL TIGER'S NEIGHBORHOOD"

PBS KIDS came to iostudio to promote its latest show, "Daniel Tiger's Neighborhood." PBS KIDS had reinvented "Mister Rogers' Neighborhood" with a lovable cartoon tiger cub, Daniel. PBS KIDS wanted its online presence to reflect the original values of Fred Rogers and to create an immediate popularity with today's youth.

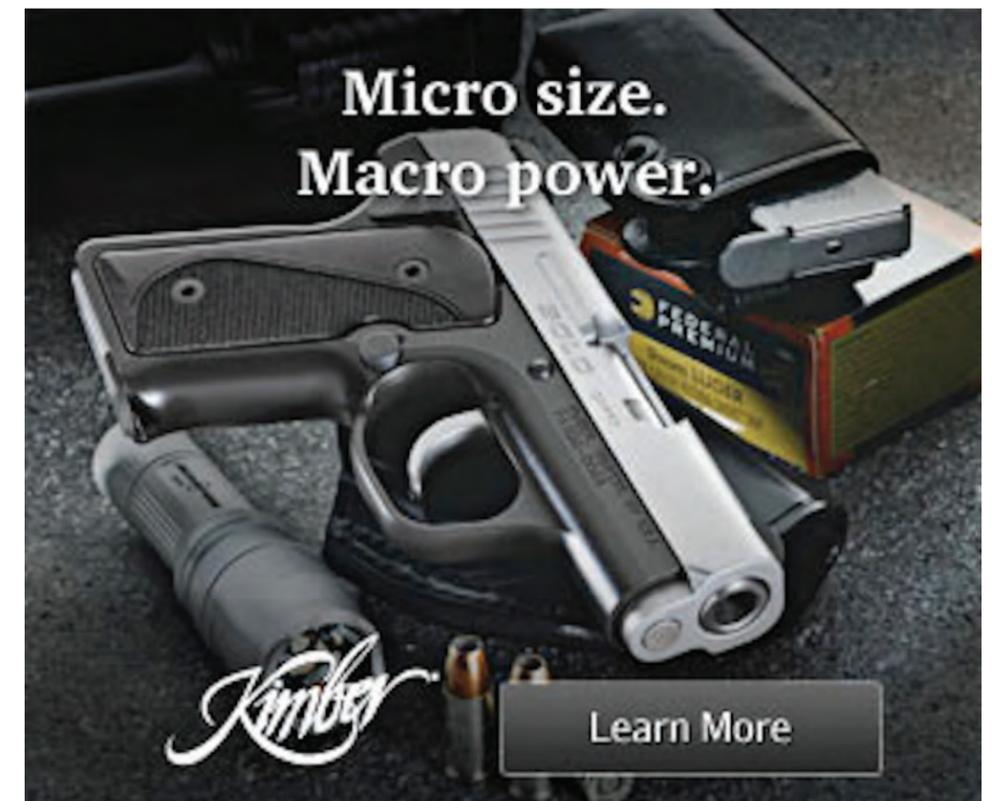
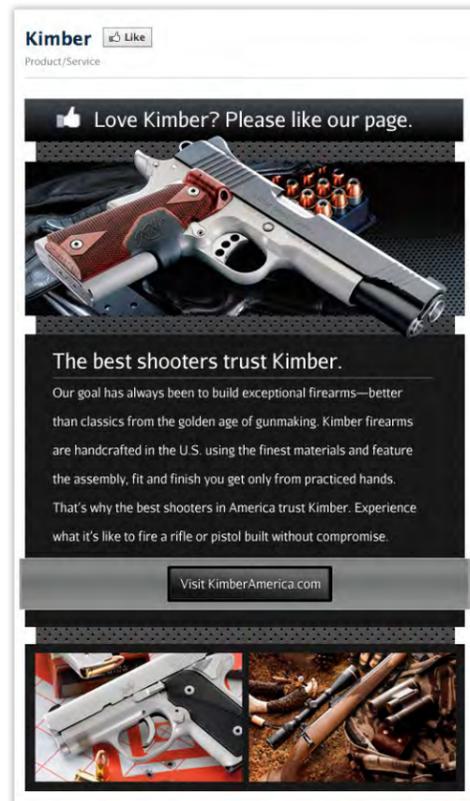
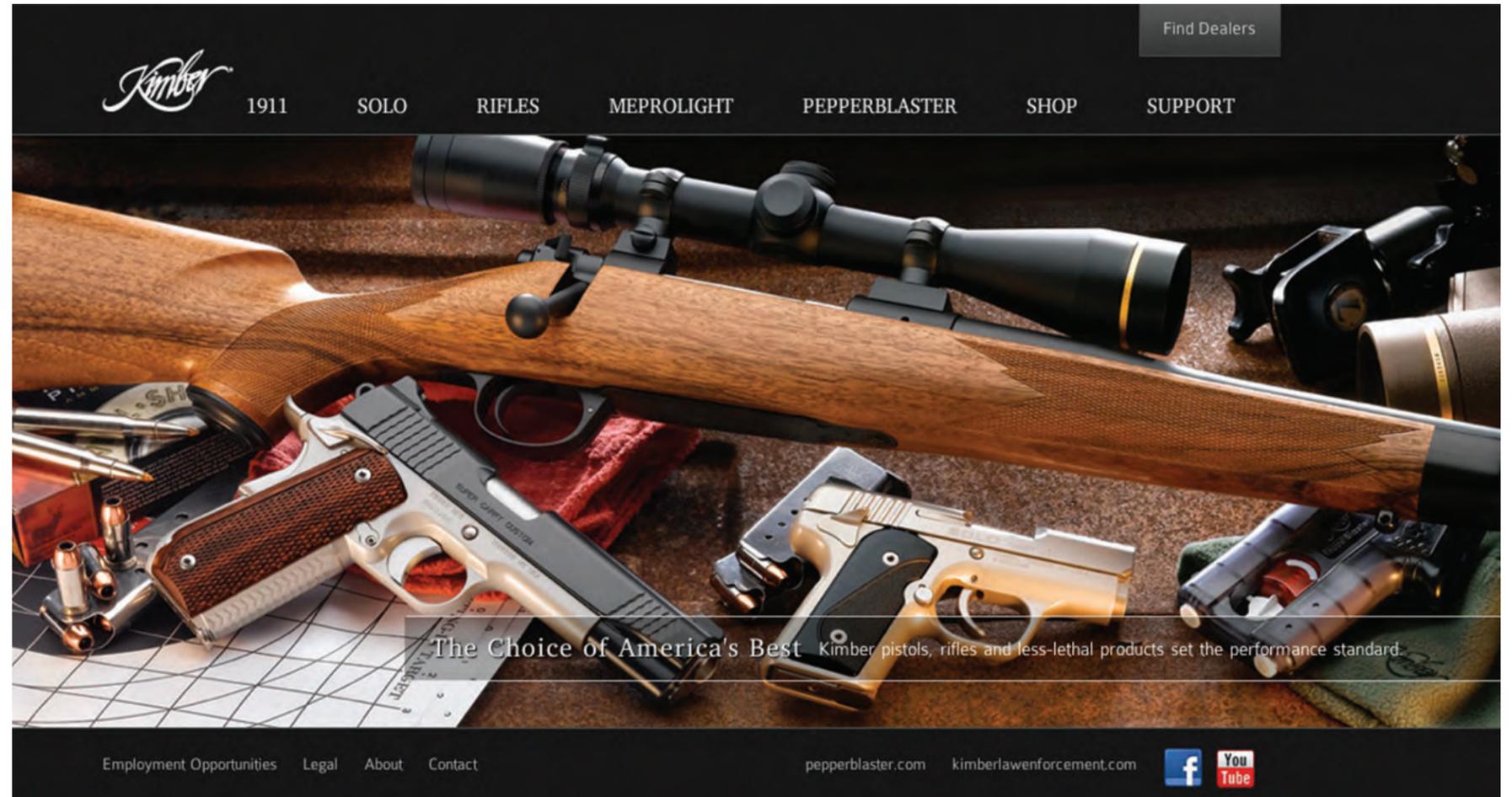
iostudio launched the online initiative a month before the show started, with the content strategy of sharing Daniel's neighbors. Posts and updates focused on the "Neighbor of the Week," sharing neighborhood images and everyday life with children, and Fred Rogers' legacy of the value of educating children. With a target audience of both parents and kids, iostudio's content stream of posts, games and downloadable activities kept users engaged and learning. "Daniel Tiger's Neighborhood" has an active online community, with a quarter of participants engaging weekly.

 1,702



## KIMBER AMERICA

By providing marketing solutions on the forefront of the outdoor industry, iostudio made Kimber accessible in digital channels—allowing them to connect with their most passionate consumers. iostudio directed website development and design, ongoing social media community management, and digital banner placement. The result? iostudio aggressively grew monthly traffic by 45 percent, with an average time on site of more than four minutes, and increased monthly e-commerce sales by 30 percent.



## DALE JR.'S "EXTREME FAN" CONTEST

iostudio launched an integrated marketing campaign to promote Dale Jr.'s "Extreme Fan" contest for the Army National Guard. Responsible for managing the Guard's social media presence and its official recruitment website, iostudio published Facebook posts to promote the contest, which drove traffic to a website, NationalGuard.com. Boosting the effort, iostudio created banner ads that populated targeted sites such as NASCAR.com. Within 10 days, 40 percent of the microsite visitors were driven there by the Facebook campaign, and nearly 3,000 individuals clicked on the pre-qualification form to join the Army National Guard.



**National Guard** Send us a video explaining what the National Guard means to you, and you could be the extreme fan bringing home Dale Jr.'s autographed, custom-painted No. 88 Fender® guitar—built for speed and ready to be driven! Find out more.



**Most Extreme Fan Contest | NATIONAL GUARD**  
www.nationalguard.com

You can win a Fender guitar signed by Dale Jr.! Submit your own video to the National Guard Extreme Fan contest.

31 minutes ago · Comment · Like · Share



**Dale Earnhardt, Jr.** · 1,501,927 like this  
September 5, 2010 at 7:42am · [Like](#)

Submit a video at the link below telling what the National Guard means to you, and you could win a guitar autographed by Dale Earnhardt Jr.! <http://ow.ly/2advc>



**Most Extreme Fan Contest | NATIONAL GUARD**  
www.nationalguard.com

You can win a Fender guitar signed by Dale Jr.! Submit your own video to the National Guard Extreme Fan contest.

[Like](#) · [Comment](#)


Log In | Create an Account

Talk to a Soldier
Join the Guard
About the Guard ▾

What are you looking for?

[Events / Promotions](#) > [Guard Racing](#) > [Dale Earnhardt Jr.](#) > Most Extreme Fan Contest

## Win Dale Jr.'s autographed No. 88 guitar!

Tell us what the National Guard means to you.



Submit your video today.

Guard Racing

NASCAR

Dale Earnhardt Jr.

### Submit a National Guard Extreme Fan video.

*Your video could win the No. 88 National Guard guitar.*

Dale Jr. always supports the National Guard. His No. 88 National Guard Chevrolet shows it—and so does his custom-painted No. 88 Fender® Stratocaster.

Now, you can win the autographed Dale Earnhardt Jr. guitar by showing your support of the Guard. Send us a video explaining what the National Guard means to you, and you could be bringing home this rockin' six-string tribute to the No. 88 National Guard Chevrolet. It's definitely built for speed and ready to be driven!

To enter, complete the form below and upload your video.

\* Required field

Share this

Email

Print

[Like](#) 58

My Account Dale Jr.

**Downloads**

**Photo Gallery**

Indianapolis July 25, 2010 Dale Jr.



View this gallery | View all galleries

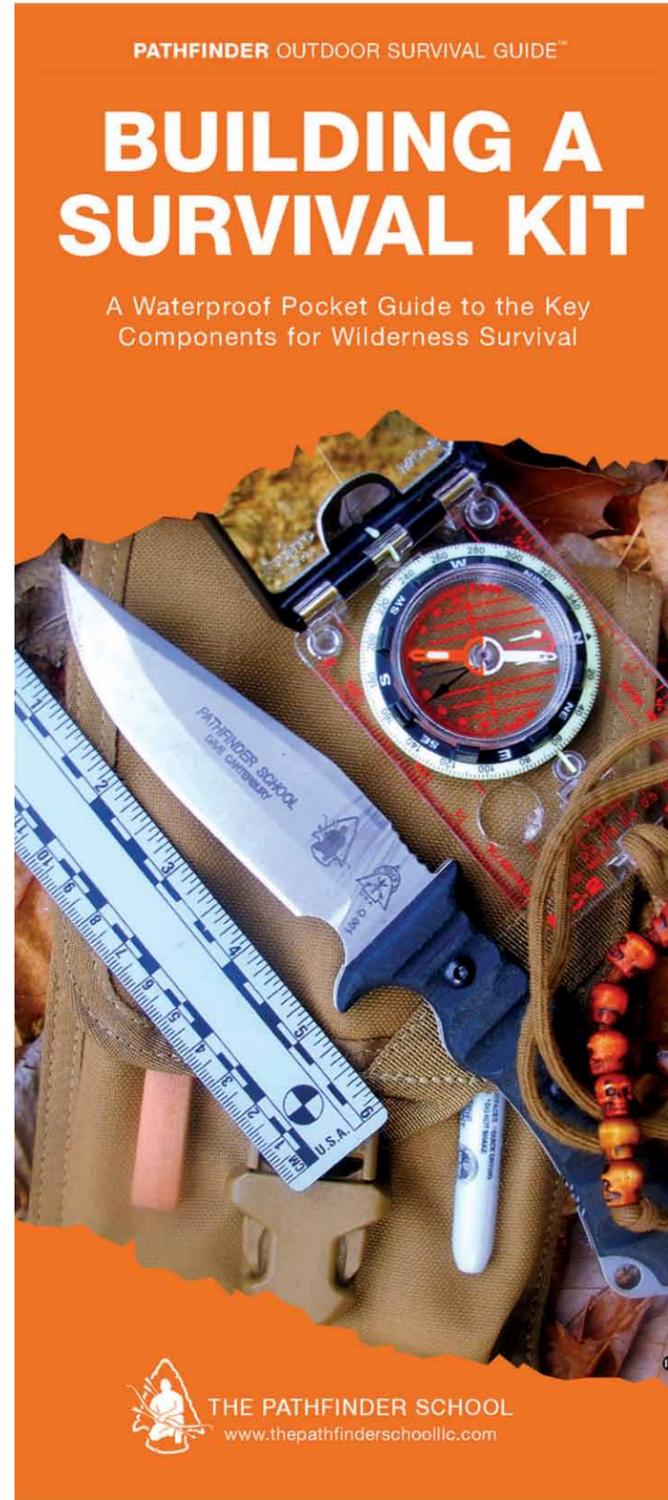
**Videos**

 Put your creative skills to work. Check out jobs in Public Affairs.

 Get a call from Dale Jr.

## WATERFORD PRESS

Waterford Press came to iostudio needing to generate attention for their Pathfinder line of outdoor survival guides. In barely two months, our public relations specialists created a PR campaign, determining media positioning, drafting new talking points and creating a comprehensive list of target media. They also organized media outreach for author Dave Canterbury at major outdoor industry events, and secured syndicated print and online reviews, as well as radio interviews. We can't wait to see what the next couple of months bring.



## MARSOC

iostudio was commissioned to create an internal recruiting tool for the U.S. Marine Corps Forces Special Operations Command. To get a better understanding of the experience, members of iostudio's creative staff embedded for three days during MARSOC training at Camp Lejeune, NC. Our custom photography created an intense backdrop for the "Today Will Be Different" campaign, which also resulted in a series of outdoor and print advertisements.

