

INNOVATIVE MEDIA & INTERACTIVE SOLUTIONS.™

GSA CONTRACT NUMBERS

GS-07F-0224U
(SIN(s) 541-4D/541-4DRC; 541 4F/541-4FRC;
541-2000/541-2000RC)

GS-07F-0225U
(SIN(s) 541-4B/541-4BRC & 541-1000/541-1000RC)

MULTIPLE AWARD SCHEDULE

Federal Supply Service (FSS) Group 541
Advertising & Integrated Marketing Solutions
(AIMS)

CONTRACT PERIOD

March 1, 2013 through February 28, 2018

LAST MODIFICATION

01. March. 2013

CONTRACTOR

Multi Media Marketing Associates, Inc.
20841 Johnson Street, Suite 111
Pembroke Pines, FL 33029
www.multimediamktg.com

CONTRACTOR'S ADMINISTRATIVE SOURCE

Maria Elena Luya
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BUSINESS SIZE

Small
8(a) Certified



Multi Media

Marketing Associates Inc.

www.multimediamktg.com



CUSTOMER INFORMATION

TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS):

541-4 B/541-4BRC - Video/Film Pro **PRICED MODEL NUMBER/UNIT PRICE:**

See Price List (Government net price based on a unit of one).

1c. HOURLY RATES:

See Price List

2. MAXIMUM ORDER: \$1,000,000.00 per SIN and \$5,000,000.00 per order.

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE: Domestic

5. POINT(S) OF PRODUCTION: Pembroke Pines, FL

6. STATEMENT OF NET PRICE: Prices shown herein are Net (discount already deducted under GSA rate).

7. QUANTITY DISCOUNTS: None

8. PROMPT PAYMENT TERMS: 1% 15 Days, Net 30 days

9a. GOVERNMENT PURCHASE CARDS 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: In accordance with the requirements of the task order.

11b. EXPEDITED DELIVERY: Contact Contractors 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.

12. F.O.B. POINT: Destination

13a. ORDERING ADDRESS:

Multi Media Marketing Associates, Inc.
20841 Johnson Street, Suite 111
Pembroke Pines, Florida 33029
Tel: 954.433.0988

13b. ORDERING PROCEDURES: As per FAR 8.405-3.

14. PAYMENT ADDRESS: Same as contractor.

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

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: None

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR: N/A

19. TERMS AND CONDITIONS OF INSTALLATION: N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS: N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS: N/A

22. LIST OF PARTICIPATING DEALERS: N/A

23. PREVENTIVE MAINTENANCE: N/A

24a. SPECIAL ENVIRONMENTAL ATTRIBUTES: N/A

24b. EIT SUPPLIES AND SERVICES: N/A

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER: 79-9647032

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Multi Media Marketing Associates, Inc. is registered US Federal Contractor with SAM (formally CCR and ORCA). Annual representation and certifications are current and available electronically at <https://www.acquisition.gov>



FILM/VIDEO PRODUCTION

Multi Media is a full service production and post-production facility specializing in public outreach, educational, training, orientation, and safety videos. As an added value to the Government, our main office features an in-house 1,200 sq. ft. cyc wall studio.

Video production services include, but are not limited to:

- Writing
- Directing
- Filming
- Editing
- Motion Graphics
- Video scoring
- Narration
- Music
- Sound Effects
- Casting
- Duplication
- Distribution

541-4B/541-4BRC Video/Film Production

GSA Labor/Task Category	GSA Rate	Unit
Director	\$138.74	Hour
Producer	\$116.07	Hour
Project Manager	\$87.05	Hour
Project Administrator	\$74.36	Hour
Director of Photography (Video)	\$78.89	Hour
Production Supervisor	\$77.08	Hour
Lighting Director	\$74.36	Hour
Audio Technician	\$81.61	Hour
Key Grip	\$55.31	Hour
Production Assistant	\$37.18	Hour
Non-linear Editing - Digital Betacam	\$116.07	Hour
Non-linear Editing – HD	\$184.99	Hour
Editing - Audio Production	\$92.49	Hour
3D Animator	\$166.85	Hour
2D Graphics & Animation	\$98.84	Hour
Illustrator	\$97.93	Hour
Script Writer	\$74.36	Hour
Digital Betacam Camera Package	\$1,179.75	Day
Hi-Definition (HD) Camera Package	\$1,712.04	Day
Photography (Digital Photos)	\$74.36	Hour
Photography (Commercial)	\$113.35	Hour
Lighting Truck	\$437.98	Day
Teleprompter - Operator with Equipment	\$446.15	Day
Voice Over Narration - (up to 120 seconds)	\$347.30	Each
Voice Over Narration - (up to 5 minutes)	\$446.15	Each
Voice Over Narration - (up to 10 minutes)	\$791.64	Each

541-1000/541-1000RC Video/Film Production - Other Direct Costs

GSA Labor/Task Category	GSA Rate	Unit
Talent – Speaking	\$916.88	Day
Talent Non-Speaking	\$362.72	Day
Hair and Makeup	\$584.38	Day
Location (Studio)	\$1,410.58	Day

GRAPHIC DESIGN

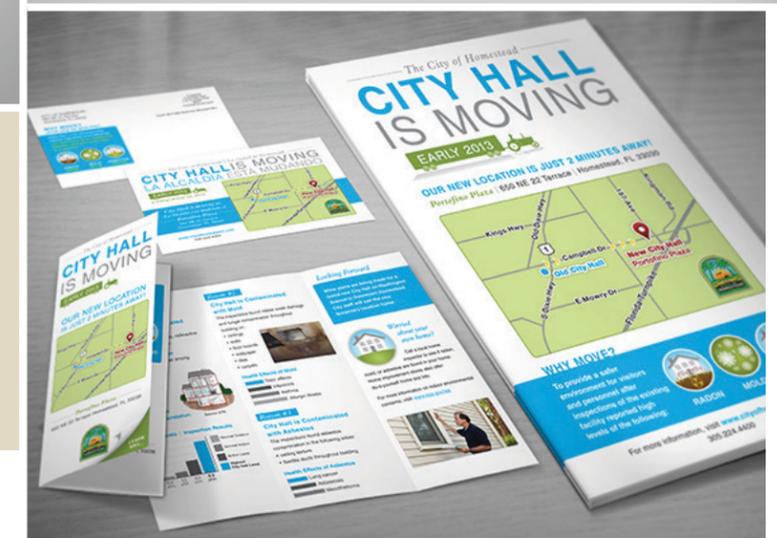
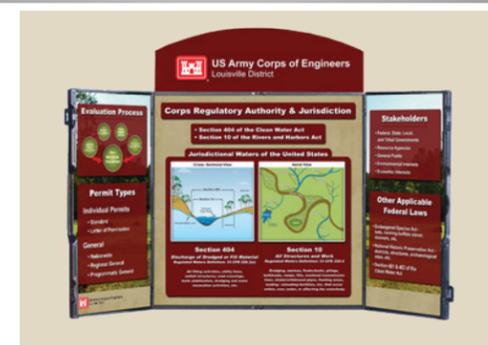
Multi Media provides creative support services to agencies through the development of commercial art, graphic design, illustrations, and other artwork necessary to educate a specific or general audience about products and services.

Types of services may include, but are not limited to:

- Conceptual design and layout
- Copywriting and technical writing services
- Custom and stock artwork
- Logo design
- Newsletters and publications
- Brochures
- Invitations
- Exhibits and displays
- Signage
- Presentations
- Web and interactive design
- Business stationery
- Direct mail
- Illustration
- Photo manipulation
- Promotional design
- Posters and flyers

541-4F/541-4FRC Commerical Art/Graphic Design Services (Small Business Set-Aside)

GSA Labor/Task Category	GSA Rate	Unit
Project Manager	\$87.05	Hour
Web Designer	\$81.61	Hour
Artist / Graphic Designer	\$63.48	Hour
Illustrator	\$97.93	Hour
Art Director	\$75.26	Hour
Media Planning	\$68.01	Hour





CONFERENCE, EVENTS & TRADESHOWS

Multi Media will make the necessary arrangements for agencies to attend or host conferences, seminars and trade shows. Event-marketing services may include, but are not limited to the following services for a show, event and/or booth:

- Project management
- Coordination and implementation of third-party participation
- Liaison support with venue
- Audiovisual equipment and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation
- Event website design and development for pre-registration
- Event website maintenance

541-4D/541-4DRC Conference, Events & Tradeshow (Small Business Set-Aside)

GSA Labor/Task Category	GSA Rate	Unit
Project Director	\$124.23	Hour
Project Manager	\$87.05	Hour
Project Administrator	\$74.36	Hour
Technical Engineer	\$57.13	Hour
Meeting Coordinator	\$49.87	Hour
Special Event Planning	\$60.76	Hour
Staff Assistant	\$34.46	Hour
Registration Desk Support	\$231.23	Day
Meeting Minutes	\$74.36	Hour
Sr. Translator (Eng-Spanish)	\$67.10	Hour
Photography (Digital Photos)	\$74.36	Hour
Photography (Digital Photos)	\$113.35	Hour
Audio (2-speaker system)	\$671.03	Day
Audio (4-speaker system)	\$878.69	Day
Audio- Standing Mics	\$50.78	Each
Wireless Handheld Mic	\$32.64	Each
Wireless Table Top Mics	\$36.27	Each
Wireless Lapel Mic	\$113.35	Each
Conference One Delegate Console	\$46.25	Each
Conference One Chairman Console	\$74.36	Each
16 Channel audio mixer	\$184.99	Each
Self Powered Speaker w/stand (75w)	\$78.89	Each
Projector-LCD (3000 Lumen)	\$301.06	Day
Projection Screen (6' x 8' w/dress mount)	\$231.23	Day

541-2000/541-2000RC Conference, Events & Tradeshow Other Direct Costs

GSA Labor/Task Category	GSA Rate	Unit
Wireless Audience Response System	\$4,055.61	Per 100
Conference Facility	\$3,192.99	8 hr Day
Security	\$65.18	Hour

LABOR DESCRIPTIONS

DIRECTOR

The director is responsible for directing the production activities of the cast and crew and translating the storyboard/script into a high-quality, effective, audiovisual project.

PRODUCER

The producer interacts with the client, project manager, and the crew during all phases of production while ensuring that budget costs and production schedules are met and adhered to.

DIRECTOR OF PHOTOGRAPHY - VIDEO

The Director of Photography (DP) is responsible for translating the script/storyboard into visual images and establishing the lighting of all location sets.

PRODUCTION SUPERVISOR

The production supervisor assists the director in the translation of the script and storyboard by coordinating all activities necessary for pre-production and production.

EDITOR

The editor organizes, modifies, and composites the visual story using production footage, sound, special effects, and motion graphics. The editor is responsible for providing the producer with a rough cut, a fine cut, and the final edits for the piece.

LIGHTING DIRECTOR

Lighting directors are in charge of all aspects of lighting required to enhance the footage, adding production value.

AUDIO TECHNICIAN

The audio technician is responsible for sound and audio quality during production. The audio technician also provides audio support required for narration, music and sound effects to enhance the quality of the finished product.

KEY GRIP

The key grip provides support on-set with set-up, breakdown, and proper/safe use of production equipment and accessories, such as cables, stands, distribution boxes, camera mounts, etc.

PRODUCTION ASSISTANT

The production assistant aids in the coordination and implementation of administrative tasks needed to support the director and/or producer.

3D ANIMATOR

A 3D animator develops 3-dimensional characters and/or objects and adds visual effects to enhance content and message.

2D GRAPHICS AND ANIMATION

A 2D designer/animator creates the motions, gestures and expressions of computer graphic characters and objects that best conveys the story and characters necessary to support the script.

ILLUSTRATOR

An illustrator is responsible for drawing concepts that can be difficult to explain by using graphic art. An Illustrator may act as a technical consultant on matters of design, composition and methods of presenting technical data.

SCRIPT WRITER

The script writer develops the plot outline, narrative synopsis, treatment of production, and script; conduct research to ensure accurate factual background information; provides script edits and other changes.

PROJECT DIRECTOR

The project director oversees the creative direction of the project, manages account receivables, and implements quality control procedures for the project manager, support staff, and subcontractors.

PROJECT MANAGER

The project manager is responsible for managing all aspects of the project from concept to completion including schedule, budget, creative direction, and client approval.

PROJECT ADMINISTRATOR

The project administrator serves as an assistant to the project manager to ensure successful and timely implementation and completion of projects.

MEETING COORDINATOR

The meeting coordinator is responsible for providing management oversight and planning of pre-on-site, and post-meeting conference and event activities.

GRAPHIC DESIGNER

The graphic designer produces original designs, layouts, graphics and illustrations to support the clients overall message.

WEB DESIGNER

The web designer creates the design, layout, and navigation infrastructure of web pages and websites.

INTERACTIVE PROGRAMMER

The interactive programmer writes instructions and coding that enable computers to implement a web or software program. The programmer is responsible for the functionality of approved web designs and developing web based applications.