GENERAL SERVICES ADMINISTRATION (GSA) FEDERAL SUPPLY SERVICE (FSS) AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

MULTIPLE AWARD SCHEDULE (MAS) Federal Supply Group: Professional Services

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The Internet address for GSA Advantage!® is: GSAAdvantage.gov.

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

CONTRACT NUMBER: GS-07F-0251Y


Contractor: Hillmer, Incorporated
2270 Kraft Dr., STE 1850
Blacksburg VA 24060

Point of Contact: Mr. Douglas Garnett-Deakin
Phone/Fax: 540-443-9240 / 540-301-6418
Internet Address: http://www.jpidev.com
Business Size: Small Business

PRICE LIST: Current as of Modification #PA-0038 effective Nov. 19, 2020
1A. **Table of Awarded Special Item Number(s):**

<table>
<thead>
<tr>
<th>MAS SIN(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLMs)</td>
</tr>
</tbody>
</table>

1B. **Identification of the Lowest Priced Model Number and Lowest Unit Price for That Model for Each SIN Awarded in the Contract:** See Page 5, Authorized Pricelist.

1C. **Descriptions of All Corresponding Commercial Job Titles with Experience, Functional Responsibility and Education:** See Page 6, GSA Labor Category Descriptions.

2. **Maximum Order:** $1,000,000.00

3. **Minimum Order:** $100.00

4. **Geographic Coverage:** Domestic (i.e., Contiguous United States [CONUS])

5. **Point of Production:** Not applicable

6. **Discount from List Prices:** Government Net Prices are shown on the attached Pricelist. Negotiated discount has been applied and the Industrial Finding Fee (IFF) has been added.

7. **Quantity Discount(s):** None

8. **Prompt Payment Terms**: 0% Net 30 days
   
   *Information for Ordering Offices: Prompt Payment Terms cannot be negotiated out of the contractual agreement in exchange for other concessions.*

9. **Foreign Items:** None

10A. **Time of Delivery:** The Contractor shall deliver to destination as agreed to between the Ordering Activity and the Contractor.

10B. **Expedited Delivery:** As negotiated between Contractor and the Ordering Activity.

10C. **Overnight/Two (2) Day Delivery:** As negotiated between Contractor and the Ordering Activity.

10D. **Urgent Requirements:** When the Federal Supply Schedule (FSS) contract delivery period does not meet the urgent delivery requirements of an Ordering Activity, Ordering Activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within three (3) workdays after receipt (Telephonic replies shall be confirmed by the Contractor in writing). If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery timeframe shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
11. **F.O.B. POINT(S):** Destination

12A. **ORDERING ADDRESS:** Please utilize the information listed below to obtain technical and/or ordering assistance concerning Ordering Activities.

<table>
<thead>
<tr>
<th>ORDERING ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillmer, Incorporated</td>
</tr>
<tr>
<td>2270 Kraft Drive, Suite 1850</td>
</tr>
<tr>
<td>Blacksburg, VA 24060</td>
</tr>
</tbody>
</table>

12B. **ORDERING PROCEDURES:** For guidance regarding supplies and services and ordering procedures, as well as information on Blanket Purchase Agreements (BPAs), Ordering Activities may reference Federal Acquisition Regulation (FAR) 8.405-3.

13. **PAYMENT ADDRESS:** Same as Ordering Address.

14. **WARRANTY PROVISIONS:** Not Applicable

15. **EXPORT PACKING CHARGES:** Not Applicable

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:** Not Applicable

17. **TERMS AND CONDITIONS OF INSTALLATION:** Not Applicable

18. **TERMS AND CONDITIONS OF REPAIR PARTS:** Not Applicable

18B. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES:** Not Applicable

19. **LIST OF SERVICE AND DISTRIBUTION POINTS:** Not Applicable

20. **LIST OF PARTICIPATING DEALERS:** Not Applicable

21. **PREVENTIVE MAINTENANCE:** Not Applicable

22A. **SPECIAL ATTRIBUTES, E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS:** Not Applicable

22B. **SECTION 508 COMPLIANCE INFORMATION:** Not Applicable

23. **DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER:** 031861656

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor holds current and accurate registration in the SAM Database.
<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Name</th>
<th>GSA Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Art Manager</td>
<td>$114.85</td>
</tr>
<tr>
<td></td>
<td>Communications Manager</td>
<td>$108.47</td>
</tr>
<tr>
<td></td>
<td>Communications Specialist 2</td>
<td>$76.65</td>
</tr>
<tr>
<td></td>
<td>Communications Specialist 3</td>
<td>$108.47</td>
</tr>
<tr>
<td></td>
<td>Communications Specialist 4</td>
<td>$117.91</td>
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<tr>
<td></td>
<td>Communications SME</td>
<td>$171.11</td>
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<tr>
<td></td>
<td>Content Manager 3</td>
<td>$100.78</td>
</tr>
<tr>
<td></td>
<td>Program Manager 1</td>
<td>$140.36</td>
</tr>
<tr>
<td></td>
<td>Event Planner 2</td>
<td>$76.65</td>
</tr>
<tr>
<td></td>
<td>Graphic Designer 2</td>
<td>$79.12</td>
</tr>
<tr>
<td></td>
<td>Multimedia Production Specialist 1</td>
<td>$55.02</td>
</tr>
<tr>
<td></td>
<td>Print Designer 2</td>
<td>$74.01</td>
</tr>
<tr>
<td></td>
<td>Social Media Strategist 3</td>
<td>$97.82</td>
</tr>
<tr>
<td></td>
<td>Web Application Developer 1</td>
<td>$69.89</td>
</tr>
<tr>
<td></td>
<td>Web Designer 1</td>
<td>$64.22</td>
</tr>
<tr>
<td></td>
<td>Writer 3</td>
<td>$92.87</td>
</tr>
</tbody>
</table>

*Price offered, inclusive of IFF*
Hillmer Inc., a wholly owned subsidiary of JPI, recognizes that successful performance is dependent on having the right people with specialized skills and experience to complete the requirements. As such, each Hillmer Labor Category is defined according to the requirements for **Minimum General Experience**, **Job Descriptions & Functional Responsibilities**, and **Minimum Education**.

An additional two years of relevant experience may be substituted for an Associate’s Degree. An additional four years of relevant experience may be substituted for the Bachelor’s Degree. An additional six years of relevant experience may be substituted for the Graduate Degree. An additional two years of experience may be substituted for each higher degree. For example, Associate’s Degree + 2 years of experience is equivalent to a Bachelor’s degree.

### Art Manager

**Minimum General Experience:** This position requires a minimum of five (5) years of related experience.

**Job Description & Functional Responsibilities:** Manages the web design, print design, and multimedia production teams in developing creative concepts and approaches for Company and/or client applications, systems, products, and projects. Develops original design concepts and oversees projects from initiation through execution. Represents and ensures the visual design process and integrity at all stages of production. Provide art direction and leadership to staff to include scoping design phases of projects accurately and efficiently. Reviews and approves layout design, presentation approaches, and materials prepared by staff to ensure conformance to standards and specifications. Advises senior management on matters concerning design concepts and presentation approaches. Selects, develops, and evaluates personnel to ensure the efficient operation of the function.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

### Communication Manager

**Minimum General Experience:** This position requires a minimum of five (5) years of related experience.

**Job Description & Functional Responsibilities:** Manages the development, execution, and monitoring of Company and/or client internal and external communication programs and activities designed to convey critical messages necessary for the organization to achieve its strategic objectives. Leads development of mission and strategy for communications to ensure they are high quality, business-driven, and effective. Implements standards for, coordinates, and monitors internal communications to assure conformance with overall communication strategies and positions on management, organization, business, and public issues. Directs external strategies including media, crisis/contingency communications, events, and public affairs that position the organization with key audiences including employees, the public, the news media, government officials, and other opinion leaders. Advises senior management on matters concerning internal and external communications.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

### Communications Specialist 2

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties. Writes, edits, and prepares materials including publications, group emails, intranet pages,
training materials, and meeting materials. Writes, edits, and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Develops, recommends, and maintains editorial policy and branding guidelines. Interviews source persons and researches subjects to obtain information and verify facts. May handle media inquiries, create media opportunities, and work with public relations agencies to ensure placement of favorable stories in the press. Helps coordinate PR activities such as media events and trade shows. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation. May coordinate production and distribution of materials.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

**Communications Specialist 3**

**Minimum General Experience:** This position requires a minimum of five (5) years of related experience.

**Job Description & Functional Responsibilities:** Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties. Writes, edits, and prepares materials including publications, group emails, intranet pages, training materials, and meeting materials. Writes, edits, and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Develops, recommends, and maintains editorial policy and branding guidelines. Interviews source persons and researches subjects to obtain information and verify facts. May handle media inquiries, create media opportunities, and work with public relations agencies to ensure placement of favorable stories in the press. Helps coordinate PR activities such as media events and trade shows. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation. May coordinate production and distribution of materials.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

**Communications Specialist 4**

**Minimum General Experience:** This position requires a minimum of eight (8) years of related experience.

**Job Description & Functional Responsibilities:** Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties. Writes, edits, and prepares materials including publications, group emails, intranet pages, training materials, and meeting materials. Writes, edits, and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Develops, recommends, and maintains editorial policy and branding guidelines. Interviews source persons and researches subjects to obtain information and verify facts. May handle media inquiries, create media opportunities, and work with public relations agencies to ensure placement of favorable stories in the press. Helps coordinate PR activities such as media events and trade shows. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation. May coordinate production and distribution of materials.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

**Communications Subject Matter Expert (SME)**

**Minimum General Experience:** This position requires a minimum of 10 years of related experience.

**Job Description & Functional Responsibilities:** Provides overarching strategic direction of a project. Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties.Writes, edits, and prepares materials including publications, group emails, intranet pages, training materials, and meeting materials. Writes and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Develops, recommends, and maintains editorial policy and branding guidelines. Interviews source persons and researches subjects to obtain information and verify facts. May handle media inquiries, create media opportunities, and work with public relations agencies to ensure placement of favorable stories
in the press. Helps coordinate PR activities such as media events and trade shows. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation. May coordinate production and distribution of materials.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

**Content Manager 3**

**Minimum General Experience:** This position requires a minimum of four (4) years of related experience.

**Job Description & Functional Responsibilities:** Plans, writes, edits, and disseminates information on behalf of the Company and/or clients to promote goodwill and improve relationships internally and with external parties - typically through a variety of methods - website, SharePoint or similar collaborative technologies. Writes, edits, and prepares materials including group emails, intranet pages, and training materials. Writes, edits, and prepares external communications including industry articles, press releases, speeches, scripts, blog posts, and webcasts. Assigns and/or directs graphic design and approves final proofs for print pages, web pages, and navigation.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing, Information Technology or directly related field (e.g., Business Administration, Communication, Programming, etc.).

**Program Manager 1**

**Minimum General Experience:** This position requires a minimum of five (5) years of related experience.

**Job Description & Functional Responsibilities:** Leads high-level relationship management and acts as client liaison during delivery of Company projects, products, processes, services, or solutions. Remains strategically focused and responsible for client satisfaction, maintaining client communication, and the overall management of the client relationship. Facilitates business growth by partnering with project staff and/or client representatives to cultivate future projects and identify new business opportunities. Works with project leadership to execute on contract terms and conditions and to ensure on-time delivery of projects that support the client’s business. Ensures that schedules and budgets are met according to contractual agreements.

**Minimum Education Requirement:** Bachelor’s Degree in Business Administration or directly related field (e.g., Business Development, Marketing, Sales, etc.).

**Event Planner 2**

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Directs, plans, organizes, executes, and provides follow-up requirements for Company and/or client internal and external functions, symposiums, conferences, program events, banquets, and VIP briefings. Develops and coordinates all aspects of the on-site and off-site plans and budgets. May research alternatives. Investigates, coordinates, arranges, and contracts for major hotel accommodations, food service, charter air and ground transportation, communications and facilities support, client and guest entertainment, passport, visa, security clearances, and program functions. Arranges registration and tracks attendees. Coordinates presentation and materials support and pre- and post-event evaluations to include media coverage and follow-up distribution. Coordinates facility, exhibit set-up, and equipment requirements. Coordinates all logistics elements including transportation, security, and speechwriting support. Provides on-site event support. Directs multiple service contracts and subcontractors.

**Minimum Education Requirement:** Bachelor’s Degree in Marketing or directly related field (e.g., Business Administration, Communication, etc.).

**Graphic Designer 2**

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Designs and develops graphics, illustrations, and layouts for Company and client projects, including, but not limited to, typography, visual concepts, logo and icon
designs, websites, videos, flash animation, motion graphics, print (magazines, manuals, handbooks, posters, brochures, signage, exhibit booths) and interactive materials and PowerPoint presentation. Operates computer hardware and software to prepare, revise, print, and store text, illustrations, graphics, etc. Formulates concepts and renders illustration and detail from models, sketches, memory, written or verbal instructions, and imagination. Selects techniques best suited to produce desired visual effects in conformance with established quality standards and specified reproduction medium. Develops and maintains knowledge of alternative production techniques and resources. Determines style, technique, and medium best suited to produce desired effects and conform to reproduction requirements, or follows specific instructions regarding these variables. Coordinates with external vendors.

**Minimum Education Requirement:** Bachelor’s Degree in Graphic Design or directly related field (e.g., Art, Design, Fine Arts, Visual Communication, etc.).

### Multimedia Production Specialist 1

**Minimum General Experience:** This position has no minimum experience requirements.

**Job Description & Functional Responsibilities:** Designs and develops multimedia applications, systems, and products involving computer graphics, video and interactive materials such as computer-based systems for personal computers, rich internet applications, and disk-based applications. Incorporates software applications in multiple technology media systems, such as graphics, animation, text, and sound. Project duties may include one or more of the following: PowerPoint presentations, Flash modules, website design, print design, illustration, animation and motion graphics, video editing, and templates and style guides. Proficiency in current audio, video and graphics editing software is required as well as a demonstrated intermediate functionality in programming languages such as ActionScript. May operate equipment such as still and video cameras for the design and production of photos and video products. Works with Web Development department for specific web-based products as well as usability/testing requirements.

**Minimum Education Requirement:** Bachelor’s Degree in Graphic Design or directly related field (e.g., Art, Design, Fine Arts, Visual Communication, etc.).

### Print Designer 2

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Develops, designs, plans, lays out, and produces magazines, manuals, handbooks, posters, brochures, signage, and other informational and promotional materials for Company or client use. Selects techniques best suited to produce desired visual effects in conformance with established quality standards and specified reproduction medium. Applies color, shading, graphic elements, and other techniques to portray intended meaning. Develops and maintains knowledge of alternative production techniques and resources.

**Minimum Education Requirement:** Bachelor’s Degree in Graphic Design or directly related field (e.g., Art, Design, Fine Arts, Visual Communication, etc.).

### Social Media Strategist 3

**Minimum General Experience:** This position requires a minimum of five (5) years of related experience.

**Job Description & Functional Responsibilities:** Creates comprehensive social media strategy as part of overall communications strategy for clients and organizations. Uses social media marketing techniques to increase visibility, membership, and traffic across brands and implements and manages social media programs. Experiments with new and alternative ways to leverage social media activities. Monitors trends in social media tools, trends, and applications and appropriately applies that knowledge to increase use of social media for clients. Strategizes with and educates client management teams and others on incorporating relevant social media techniques into the corporate culture and into all of the organization’s communicating and marketing products and services. Measures the impact of social media on overall marketing efforts.

**Minimum Education Requirement:** Bachelor’s Degree in Business Social Media.
Web Application Developer 1

**Minimum General Experience:** This position has no minimum experience requirements.

**Job Description & Functional Responsibilities:** Uses experience with a variety of network technologies to lead internal and external clients with Internet-, intranet-, or extranet-based applications, including, but not limited to, C++, Java, XML, HTML, CGI, ASP, CSS, ASP.NET, PHP, Javascript, multimedia applications, database interactions, and data modeling tools. Researches, tracks, and understands new web technologies to provide technical leadership in developing service applications and analyzing business requirements as they pertain to intranet and external Internet-related systems. Builds applications using Internet and Windows Development tools. Provides written design documents, test plans, and test results. Manages, develops, integrates, and implements related applications components, including front-end development, server-side development, and database integration. Plays a direct role in programming, maintenance, technical support, documentation, and administration of the applications. Establishes and communicates standards to manage cost and ensure continuity of applications. May work with outside vendors in developing tests to ensure feature functionality.

**Minimum Education Requirement:** Bachelor’s Degree in Computer Science or directly related field (e.g., Information Technology, Information Science, etc.).

Web Designer 1

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Recommends techniques and treatments which support the look, feel, operation, and functionality of Company or client websites. Creates internal/external web pages including graphics, animation, and functionality. Requires proficiency in current design software packages, demonstrated design skills and functional knowledge of web applications/systems. Designs web page layout and online content, user interface graphics, icons, color schemes, content, and infrastructure for new product release and new web-hosted product offerings. Performs development and maintenance programming for web pages and web applications. Performs web usability testing. Partners with Web Application Developer and Webmaster to implement pages or applications into production.

**Minimum Education Requirement:** Bachelor’s Degree in Computer Science or directly related field (e.g., Information Technology, Information Science, etc.).

Writer 3

**Minimum General Experience:** This position requires a minimum of two (2) years of related experience.

**Job Description & Functional Responsibilities:** Gathers and authenticates information in preparation for writing and editing promotional and other written materials for Company and/or client publications and media and for externally distributed news releases, pamphlets, brochures, and related materials designed to educate and inform employees and the public. May also create content for Internet-based communications as well as video and audio scripts. Analyzes and interprets data to determine appropriate syntax, style, and grammatical usage required for documents. Prepares multimedia presentations. Selects graphics to be incorporated in literature. Obtains copy approval.

**Minimum Education Requirement:** Bachelor’s Degree in Creative Writing or directly related field (e.g., English, Journalism, Communication, etc.).
The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when JPI adds SCLS labor categories / employees to the contract through the modification process, Hillmer must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable wage determination (WD) number. Hillmer understands that the failure to do so may result in cancellation of the contract.