



BIG PICTURE, INC.  
6213 OLD KEENE MILL COURT  
SPRINGFIELD, VA 22152

Phone: (703) 866-6100  
Fax: (703) 866-6104  
www.bpiworks.com

**GENERAL SERVICES ADMINISTRATION  
Federal Supply 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!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAAdvantage.gov.**

**FEDERAL ACQUISITION SCHEDULE 541 – Advertising and Integrated Marketing Solutions**

**Contract number:** GS-07F-0377U

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

**Contract period:** June 1, 2008 through May 31, 2013

**Contractor and Administration Source:**

Big Picture, Inc.  
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Phone: (703) 866-6100 Fax: (703) 866-6104  
[www.bpiworks.com](http://www.bpiworks.com)  
Contact: Jay Udavcak  
Email: [gsasales@bpiworks.com](mailto:gsasales@bpiworks.com)

**Business size:** Small Business

**CUSTOMER INFORMATION:**

1a. Table of awarded special item number(s):

SIN	DESCRIPTION
541-4F	Commercial Art and Graphic Design Services
541-2000	Other Direct Costs

1b. Lowest priced model number and lowest unit price for each special item number: N/A



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1c. Hourly rates:

DESCRIPTION	PER UNIT	6/1/2008 RATE	6/1/2009 RATE	6/1/2010 RATE	6/1/2011 RATE	6/1/2012 RATE
<b>Management and Executive</b>						
President	hour	\$ 157.50	\$ 163.01	\$ 168.72	\$ 174.62	\$ 180.73
Executive Producer	hour	\$ 157.50	\$ 163.01	\$ 168.72	\$ 174.62	\$ 180.73
Human Resource Manager	hour	\$ 90.00	\$ 93.15	\$ 96.41	\$ 99.78	\$ 103.28
<b>Operations</b>						
Sr. Operations Consultant	hour	\$ 225.00	\$ 232.88	\$ 241.03	\$ 249.46	\$ 258.19
Director	hour	\$ 157.50	\$ 163.01	\$ 168.72	\$ 174.62	\$ 180.73
Production Manager	hour	\$ 135.00	\$ 139.73	\$ 144.62	\$ 149.68	\$ 154.92
Producer	hour	\$ 121.50	\$ 125.75	\$ 130.15	\$ 134.71	\$ 139.42
Media Coordinator	hour	\$ 90.00	\$ 93.15	\$ 96.41	\$ 99.78	\$ 103.28
Traffic Manager	hour	\$ 67.50	\$ 69.86	\$ 72.31	\$ 74.84	\$ 77.46
Production Support	hour	\$ 67.50	\$ 69.86	\$ 72.31	\$ 74.84	\$ 77.46
Writer	hour	\$ 135.00	\$ 139.73	\$ 144.62	\$ 149.68	\$ 154.92
Editor	hour	\$ 157.50	\$ 163.01	\$ 168.72	\$ 174.62	\$ 180.73
Multimedia Programmer	hour	\$ 90.00	\$ 93.15	\$ 96.41	\$ 99.78	\$ 103.28
Animator	hour	\$ 135.00	\$ 139.73	\$ 144.62	\$ 149.68	\$ 154.92
Graphic Designer	hour	\$ 135.00	\$ 139.73	\$ 144.62	\$ 149.68	\$ 154.92
Audio Technician	hour	\$ 67.50	\$ 69.86	\$ 72.31	\$ 74.84	\$ 77.46
Video Technician	hour	\$ 67.50	\$ 69.86	\$ 72.31	\$ 74.84	\$ 77.46
<b>Administration</b>						
Office Manager/Accountant	hour	\$ 76.50	\$ 79.18	\$ 81.95	\$ 84.82	\$ 87.79
<b>Materials</b>						
CD-ROM	each	\$ 4.50	\$ 4.66	\$ 4.82	\$ 4.99	\$ 5.16
DVD Duplicates	each	\$ 8.10	\$ 8.38	\$ 8.68	\$ 8.98	\$ 9.29
Beta SP05	each	\$ 31.50	\$ 32.60	\$ 33.74	\$ 34.92	\$ 36.15
Beta SP35	each	\$ 40.50	\$ 41.92	\$ 43.38	\$ 44.90	\$ 46.47
DigiBeta05	each	\$ 58.50	\$ 60.55	\$ 62.67	\$ 64.86	\$ 67.13
DigiBeta35	each	\$ 87.75	\$ 90.82	\$ 94.00	\$ 97.29	\$ 100.70
VHS05	each	\$ 9.00	\$ 9.32	\$ 9.64	\$ 9.98	\$ 10.33
VHS30	each	\$ 10.80	\$ 11.18	\$ 11.57	\$ 11.97	\$ 12.39

**Travel**  
 Per FAR guidelines

2. Maximum order: \$2,000,000.00 per order and \$ 1,000,000.00 per SIN.

If the best value selection placed your order over the Maximum Order identified in the catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor



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for a better price. They may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule in accordance with FAR 8.404.

3. Minimum order: \$100.00
4. Geographic coverage: Domestic 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. Point of production: Springfield, VA (Fairfax County)
6. Prices shown are at GSA Advantage net and include the current IFF rate of 0.75%.
7. Quantity discounts: None
8. Prompt payment terms: 1%/15, Net 30
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items: None
- 11a. Time of delivery: As specified on Task Order
- 11b. Expedited Delivery: Items may be available for expedited delivery-contact Contractor Representative.
- 11c. Overnight and 2-day delivery: Contact the Contractor for rates for overnight and 2-day delivery.
- 11d. Urgent Requirements: Agencies may 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: Big Picture, Inc.  
6213 Old Keene Mill Court  
Springfield, VA 22152
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address: Big Picture, Inc.  
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15. Warranty provision: Standard commercial warranty. Customer should contact contractor to obtain a copy of the warranty.
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance: Per customer card and will accept any thresholds above the micro-purchase level.



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18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not applicable
- 20a. Terms and conditions for any other services: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
- 24a. Special attributes: Not applicable
- 24b. Section 508 compliance for EIT: Not applicable
25. Data Universal Number System (DUNS) number: 036-49-6193
26. Notification regarding registration in Central Contractor Registration (CCR) database: Yes.