AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

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

Contract Number:
GS-07F-0406T

Contract Period: June 1, 2007 - May 31, 2027

Elevation Ltd.
1027 33rd Street NW, Suite #260
Washington, DC 20007
www.elevation-us.com

Contract Administrator
James Learned
T: 202 380 3230
F: 202 337 1228
jim@elevation-us.com

Business Size: Small Business

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 for GSA Advantage! is: http://www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Price List Current through modification PS-0049 effective August 3, 2022
CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s)

**Contract # GS-07F-0406T**

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>54151S</td>
<td>Information Technology Professional Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. **Lowest Price for each SIN:** See Attachment 1

1c. **Labor Category Descriptions:** See Attachment 1

2. **Maximum Order:** $500,000 (SIN 54151S); $250,000 (SIN OLM); $1,000,000 (All Other SINs)

3. **Minimum Order:** $100

4. **Geographic Coverage:** Domestic 50 States, Washington DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. **Point of Production:** Elevation, Ltd.
   1027 33rd Street, NW, Suite #260
   Washington, DC 20007

6. **Basic Discount:** Discount from list price or statement of net price: Government Net Prices (discounts already deducted.)

7. **Quantity Discounts:** None

8. **Prompt Payment Terms:** Net 30. 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:** As stated on Agency task order

10b. **Expedited Delivery:** N/A

10c. **Overnight and 2-Day Delivery:** N/A

10d. **Urgent Delivery:** Agencies can contact the Contractor’s Representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **F.O.B Point(s):** Destination

12a. **Ordering Address:** Same as company address
12b. **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.

13. **Payment Address**: Same as company address

14. **Warranty Provision**: N/A

15. **Export Packaging Charges**: Not Applicable

16. **Terms and Conditions of Rental, Maintenance, and Repair**: N/A

17. **Terms and Conditions of Installation**: N/A

18a. **Terms and Conditions of Repair Parts**: N/A

18b. **Terms and Conditions of any other Services**: N/A

19. **Service and Distribution Points**: N/A

20. **Participating Dealers**: N/A

21. **Preventative Maintenance**: N/A

22a. **Environmental Attributes**: N/A

22b. **Section 508 Compliance for EIT**: N/A

23. **Unique Entity Identifier (UEI) number**: JL6AV7K3EMW1

24. **Notification regarding registration in System for Award Management (SAM) database**: Active in SAM.
**Attachment 1**

**U.S. General Services Administration**

**Contract Number:** GS-07F-0406T

**Awarded Contract Price List:**

- 541810 Advertising Services
- 541511 Web Based Marketing
- 541613 Marketing Consulting Services
- 541810ODC Other Direct Costs for Marketing and Public Relations Services
- 54151S Information Technology Professional Services
- OLM Order-Level Materials (OLM)

The following Labor Categories and Firm-Fixed price hourly rates (including IFF) apply for All SINS:

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Partner/Program Director</td>
<td>$356.80</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$314.82</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$297.34</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Account Director</td>
<td>$297.37</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Director of Strategic Planning</td>
<td>$267.59</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Agency Director/Agency Producer</td>
<td>$267.59</td>
<td>Coordinate Creative Production</td>
</tr>
<tr>
<td>Research Director</td>
<td>$267.60</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Director Public Relations</td>
<td>$208.14</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>$208.14</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Account Executive</td>
<td>$148.67</td>
<td>Account Support, Project Management</td>
</tr>
<tr>
<td>Junior Account Executive</td>
<td>$113.00</td>
<td>Account Support, Project Management</td>
</tr>
<tr>
<td>Senior Account/Project Coordinator</td>
<td>$178.41</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Account/Project Coordinator</td>
<td>$118.94</td>
<td>Account and Project Support</td>
</tr>
<tr>
<td>Senior Art Director</td>
<td>$178.40</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Art Director</td>
<td>$118.94</td>
<td>Design, Layout, Project Production Mgmt</td>
</tr>
<tr>
<td>Senior Graphic Designer</td>
<td>$148.67</td>
<td>Design, Layout</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>$112.99</td>
<td>Design, Layout</td>
</tr>
<tr>
<td>Senior Copywriter</td>
<td>$178.40</td>
<td>Copy Concept, Writing, Editing, Translation</td>
</tr>
<tr>
<td>Copywriter</td>
<td>$118.94</td>
<td>Writing, Editing, Translation</td>
</tr>
<tr>
<td>Director Media Planning</td>
<td>$208.14</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Media Production/Traffic Manager</td>
<td>$148.67</td>
<td>Media Traffic and Production Coordination</td>
</tr>
<tr>
<td>Media Planner/Buyer</td>
<td>$118.94</td>
<td>Media Coordination, Planning, Scheduling</td>
</tr>
<tr>
<td>Grass Roots Project Director</td>
<td>$148.67</td>
<td>Direct and Manage Logistics</td>
</tr>
<tr>
<td>Labor Category</td>
<td>Rate</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Digital Social Media Director</td>
<td>$165.00</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Senior Web Designer/Developer</td>
<td>$178.40</td>
<td>Web Design, Technology Implementation, Programming</td>
</tr>
<tr>
<td>Web Programmer</td>
<td>$112.99</td>
<td>Digital Programming, Web Metrics, Online Marketing</td>
</tr>
<tr>
<td>Director of Finance</td>
<td>$208.14</td>
<td>Direct and Manage</td>
</tr>
<tr>
<td>Financial Manager</td>
<td>$173.20</td>
<td>Manage Project Costs and Budgets</td>
</tr>
<tr>
<td>Financial Administrator</td>
<td>$112.99</td>
<td>Project Cost Management</td>
</tr>
</tbody>
</table>

### 541810ODC, Other Direct Costs for Marketing and Public Relations Services

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Production: 2-Day Shoot (Excluding Post-Production Editorial and Graphics)</td>
<td>$309,691.69</td>
</tr>
<tr>
<td>Television Post-Production: Editorial</td>
<td>$39,319.00</td>
</tr>
<tr>
<td>Television Post-Production: Graphics/Visual Effects</td>
<td>$11,080.66</td>
</tr>
<tr>
<td>Television Sound: Casting, Record, Mix, and Edit (Excluding Talent)</td>
<td>$13,148.61</td>
</tr>
<tr>
<td>Original Music Composition</td>
<td>$12,090.00</td>
</tr>
<tr>
<td>TV Production - One :30 Second Spot</td>
<td>$81,708.00</td>
</tr>
<tr>
<td>TV Production - One :60 Second Spot</td>
<td>$130,975.00</td>
</tr>
<tr>
<td>Radio Production - One :30 Second Spot</td>
<td>$9,068.00</td>
</tr>
<tr>
<td>Radio Production - One :60 Second Spot</td>
<td>$18,135.00</td>
</tr>
<tr>
<td>Digital Media Production</td>
<td>$8,516.88</td>
</tr>
<tr>
<td>Spanish Language TV Media - Per 30 Second Spot, Major Market Campaign</td>
<td>$2,826.00</td>
</tr>
<tr>
<td>Spanish Language TV Media - Per 60 Second Spot, Major Market Campaign</td>
<td>$3,426.00</td>
</tr>
<tr>
<td>English Language TV Media - Per 30 Second Spot, National Broadcast Campaign</td>
<td>$42,221.66</td>
</tr>
<tr>
<td>English Language TV Media - Per 30 Second Spot, Network Campaign</td>
<td>$29,824.08</td>
</tr>
<tr>
<td>English Language TV Media - Per 30 Second Spot, National Cable Campaign</td>
<td>$21,547.61</td>
</tr>
<tr>
<td>English Language TV Media - Per 30 Second Spot, Major Market Campaign</td>
<td>$9,420.65</td>
</tr>
<tr>
<td>French Language TV Media - Per 30 Second Spot, Major Market Campaign</td>
<td>$5,388.61</td>
</tr>
<tr>
<td>Spanish Language Radio Media - One Week Campaign in Major Market</td>
<td>$52,390.00</td>
</tr>
<tr>
<td>English Language Radio Media – Per 60 Second Spot, National Radio Campaign</td>
<td>$3,811.08</td>
</tr>
<tr>
<td>Item</td>
<td>Cost</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Spanish Language Print Media - Newspaper Ad, Full Page, Black/White, Single Insertion</td>
<td>$10,075.00</td>
</tr>
<tr>
<td>Spanish Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion</td>
<td>$15,112.00</td>
</tr>
<tr>
<td>English Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion</td>
<td>$82,056.42</td>
</tr>
<tr>
<td>English Language Print Media - Newspaper Ad, Full Page, 3 Colors and Black, Single Insertion</td>
<td>$35,229.78</td>
</tr>
<tr>
<td>French Language Print Media - Magazine Ad, Full Page, Four Color, Single Insertion</td>
<td>$15,312.93</td>
</tr>
<tr>
<td>Out of Home Media - Metro Area Billboard, One Month Run</td>
<td>$25,188.00</td>
</tr>
<tr>
<td>Out of Home Media - Rural Area Billboard, One Month Run</td>
<td>$5,038.00</td>
</tr>
<tr>
<td>Out of Home Media - Metro Area Bus Shelter, One Month Run</td>
<td>$25,188.00</td>
</tr>
<tr>
<td>Digital Media Buy</td>
<td>$118,014.45</td>
</tr>
<tr>
<td>Outside Consultants &amp; Specialists (Per Project)</td>
<td>$20,906.00</td>
</tr>
<tr>
<td>Research - Focus Groups (Per Project)</td>
<td>$30,225.00</td>
</tr>
<tr>
<td>Research - Quantitative/Qualitative (Per Project)</td>
<td>$84,821.00</td>
</tr>
</tbody>
</table>
Elevation Ltd. Profile

Background and Experience

Founded in 2001, Elevation, Ltd., has steadily earned its way to becoming an internationally recognized multi-cultural advertising agency serving a unique balance of private and public sector partners, including: NBC/Universal, Canon, Toyota, Penske, Bloomberg LP, Department of Homeland Security, American Lung Association, Department of Health and Human Services, Maryland Jockey Club, and more. Driven by a strategic and creative belief that “good communications is global,” the agency currently oversees campaigns throughout the Western Hemisphere in multiple languages. Elevation maintains its home office in Washington, D.C., with satellite offices in New York.

Elevation’s founding partners bring a combined experience of well over 50 years in developing and implementing advertising and marketing solutions for Fortune 500 companies, political candidates, government agencies, and businesses servicing local, regional, national, and international markets. Elevation’s staff is a group of uniquely qualified advertising and marketing professionals who come from both the agency and client side of the business and are committed to providing the best level of service, creative work, and dedication to each project the agency is hired to do.

Our Capabilities

- Integrated Multi-Cultural Marketing Communications
- Creative Concept Development
- Strategic Communications Planning
- Advertising and Brand Development
- Quantitative and Qualitative Research and Analysis
- Web Strategy, Design and Online Marketing
- Public Relations Strategies and Implementation
- Graphic Design
- Media Planning, Negotiation, Purchasing and Analysis
- Grass Roots Initiatives
- Broadcast Production
- Print and Collateral Materials Production

Our Approach

Elevation’s operating model is designed to assure that each client and project receives the best possible results not just in terms of the creative work that is delivered but also in the level of service and attention provided by both the agency’s staff and its senior partners. The objective of the agency’s management team is to limit the number of layers between the client and the professional staff members who are directly responsible for the timely and successful completion of each assignment.

Client List

- Department of Homeland Security
- U.S. Customs and Border Protection
- U.S. Office of Border Patrol
- Department of Health and Human Services
Client List (continued)

- American Lung Association
- Virginia State Lottery
- Natural Resources Defense Council (NRDC)
- Laborers International Union of North America (LiUNA)
- The Ad Council
- The Maryland Jockey Club
- Stronach Entertainment Group
- Gulfstream Park and Casino
- NBC Universal
- Canon
- Toyota
- Global Tax
- Penske Truck Rental
- Excel Communications
- Comcast Cable
- Inter-American Development Bank (IDB)
- Michael Bloomberg for Mayor (Bloomberg LP)
- NDN (New Democrat Network)
- Obama for America
- Service Employees International Union (SEIU)
Service Contract Labor Standard (SCLS) Statement

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), is applicable to this contract and as it applies to the entire Multiple Award Schedule 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 29CFR 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.
Labor Category Descriptions

**Senior Partner/Program Director**

Functional Responsibilities: Supervises and leads Account, Strategic and Creative team(s) to assure strategies, concepts and executions meet or surpass client and project expectations. Responsible for building customer relationships and assuring client satisfaction.

Minimum Education: Bachelor’s degree

Minimum Experience: 18 years

**Senior Vice President**

Functional Responsibilities: Provides management and leadership to the overall marketing strategy and client solution. Responsible for client satisfaction and quality assurance. Interfaces with leadership, stakeholders, strategic and creative teams. Develops customer relationships.

Minimum Education: Bachelor’s degree

Minimum Experience: 15 years

**Creative Director**

Functional Responsibilities: Guide and lead creative team(s) in the development of creative, communications strategies and concepts that are effective in achieving campaign or project goals. Versed in executing and guiding creative efforts in various platforms: TV, Radio, Print, Out of Home, Digital and Grassroots.

Minimum Education: Bachelor’s degree

Minimum Experience: 12 years

**Account Director**

Functional Responsibilities: Manages overall programs to ensure successful delivery of a solution for the client and project needs. Responsible for effective and strong client support and collaboration with strategic and creative teams. Manages budgets and quality control duties.

Minimum Education: Bachelor’s degree

Minimum Experience: 10 years

**Director of Strategic Planning**

Functional Responsibilities: Guides efforts to formulate comprehensive strategic communications plans. Oversees strategic exercises, utilizing analytics and branding tools such as BANA, Affinity Circles and others. Responsible for finalizing strategic plans and presenting to client and subsequently to account and creative teams for execution.

Minimum Education: Bachelor’s degree

Minimum Experience: 12 years

**Agency Director/Agency Producer**

Functional Responsibilities: Oversees overall production of creative concepts. This includes broadcast (TV-Radio), print and digital productions. Coordinates all activities and resources required to assure effective executions of creative assets and solutions.

Minimum Education: Bachelor’s degree

Minimum Experience: 12 years
Research Director

Functional Responsibilities: Oversees overall research and strategic planning efforts. Manages information gathering efforts. Applies analysis to the development of strategic and communications plans.

Minimum Education: Bachelor’s degree
Minimum Experience: 12 years

Director Public Relations

Functional Responsibilities: Oversees overall Public Relations services. This includes the development of outreach and engagement strategies, press conferences, press briefings, press releases and support efforts on behalf of advertising, communications campaigns.

Minimum Education: Bachelor’s degree
Minimum Experience: 10 years

Senior Account Executive

Functional Responsibilities: Manages and oversees Client Relation services. Traditionally, the day-to-day professional overseeing and managing outreach efforts in support of client needs and project. Supports and ensures quality deliverables, in timely and fiscally sound ways.

Minimum Education: Bachelor’s degree
Minimum Experience: 8 years

Account Executive

Functional Responsibilities: Works under and with Sr. Account Executives to assure communications initiatives and campaigns remain on schedule and that all deliverables are being adhered to. Can also serve as day-to-day liaison between client and leadership. Provides planning, direction and coordination of tasks.

Minimum Education: Bachelor’s degree
Minimum Experience: 5 years

Junior Account Executive

Functional Responsibilities: Collaborates on completion of program tasks and providing quality deliverables. Provides account support and associated deliverables, including compiling, organizing and developing monthly reports.

Minimum Education: High School Diploma or Equivalent
Minimum Experience: None Required

Senior Account/Project Coordinator

Functional Responsibilities: Manages and prepares project deliverables. Assuring schedules are being met and adhered to. Delivers final art and works closely with creative and production teams.

Minimum Education: Bachelor’s degree
Minimum Experience: 6 years

Account/Project Coordinator

Functional Responsibilities: Works directly in a support responsibility to the Sr. Account/Project Coordinator. Assists in coordinating meetings and briefings (Internal and External). Helps in the preparation of briefing papers and presentations.

Minimum Education: Bachelor’s degree
Minimum Experience: 2 years
**Senior Art Director**

Functional Responsibilities: Works directly with Creative Director and Copywriters in adding “visual” dynamics and tactics to creative concepts… helping put expertly put “pictures to words”. This can be for both broadcast/digital and print disciplines. Utilizes a variety of media to produce content consistent with customer objectives.

Minimum Education: Bachelor’s degree
Minimum Experience: 8 years

**Art Director**

Functional Responsibilities: Supports and works with Creative Team, completing and implementing art/visual elements to concept papers. Very little client engagement as he/she works in support of meeting communications objectives with Sr. Art Director and Copywriters. Utilizes a variety of media to produce content consistent with customer objectives.

Minimum Education: Bachelor’s degree
Minimum Experience: 2 years

**Senior Graphic Designer**

Functional Responsibilities: Develops media utilizing a variety of technologies and software platforms. Produces creative works to support customers and campaign objectives. Oversees quality and review of all graphic elements. Technical Briefings, Creative Presentations, Logos, Brand Disciplines.

Minimum Education: Bachelor’s degree
Minimum Experience: 5 years

**Graphic Designer**

Functional Responsibilities: Develops media utilizing a variety of technologies and mythologies. Produces creative works to support customers objectives and Sr. Graphic Designer and rest of creative team.

Minimum Education: Bachelor’s degree
Minimum Experience: 2 years

**Senior Copywriter**

Functional Responsibilities: Develops and creates technical and creative copywriting assets. From over-arching campaigns to missions statements and headlines. Works directly with Creative Director(s) and Art teams to assure communications strategies and messaging is sound and on target.

Minimum Education: Bachelor’s degree
Minimum Experience: 8 years

**Copywriter**

Functional Responsibilities: Develops content and materials that are consistent with customer – communications objectives through the application of creative writing.

Minimum Education: Bachelor’s degree
Minimum Experience: 2 years
**Director Media Planning**

Functional Responsibilities: Oversees the development and implementation of Strategic Media Plans (distribution of messaging) that are comprehensive in nature. Leads media teams which include, planners, traffic (art) managers and buyers. Ensures all distribution strategies, effectively support campaign and messaging objectives. Works closely with the development teams, clients and media partners to assure project success.

Minimum Education: Bachelor's degree

Minimum Experience: 10 years

**Media Production/Traffic Manager**


Minimum Education: Bachelor’s degree

Minimum Experience: 5 years

**Media Planner/Buyer**

Functional Responsibilities: Works with Media Director(s) and team to assure effective implementation of media strategies. Primary responsibility is negotiating final rates (costs) and distribution schedules with selected media partners in broadcast, print and digital platforms.

Minimum Education: Bachelor’s degree

Minimum Experience: 3 years

**Grass Roots Project Director**

Functional Responsibilities: Oversees grass roots planning and development efforts, in support of communications and outreach campaigns. Organizes activities and disseminates information through a variety of platforms including; Fairs, Conferences, Town Hall Meetings, Sporting Events.

Minimum Education: Bachelor’s degree

Minimum Experience: 5 years

**Digital Social Media Director**

Functional Responsibilities: Provides client engagement leadership and strategic direction concerning social media campaigns. Manages integrated marketing communications. Conducts analyses to identify trends and address social media objectives.

Minimum Education: Bachelor’s degree

Minimum Experience: 5 years

**Senior Web Designer/Developer**


Minimum Education: Bachelor’s degree

Minimum Experience: 8 years
**Web Programmer**

Functional Responsibilities: Designs and develops web-based platforms consistent with customer requirements. Supports Sr. Web Development team in designing and building Websites, landing pages and digital assets, both aesthetically and the functioning architecture. Utilizes design philosophy and associated technologies throughout the development process.

Minimum Education: Bachelor's degree

Minimum Experience: 5 years

**Director of Finance**

Functional Responsibilities: Oversees financial aspects of the Agency and respective communications efforts. Ensures fiscal responsibility and that deliverables are on time and within budget. Analysis includes budgeting, auditing, forecasting, or other required activities to support the company.

Minimum Education: Bachelor's degree

Minimum Experience: 10 years

**Financial Manager**

Functional Responsibilities: Supports financial aspects of the Agency and respective communications efforts. Ability to understand and comply with applicable standards, accounting principles, and system application standards. Maintains financial records and files. Analysis includes budgeting, auditing, forecasting, or other required activities to support the company.

Minimum Education: Bachelor's degree

Minimum Experience: 5 years

**Financial Administrator**

Functional Responsibilities: Supports Dir. Of Finance with financial duties. Analysis includes budgeting, auditing, forecasting, account receivables and payables, purchase order implementation and tracking.

Minimum Education: Bachelor's degree

Minimum Experience: 2 years

**Substitutions.**

Elevation reserves the right to make the following substitutions in the education and/or experience requirements of any of the labor categories set forth herein.

1. Two (2) years of experience is equal to an Associate’s Degree, four (4) years of experience is equal to a Bachelor’s Degree, six (6) years of experience is equal to a Master’s Degree, and vice versa.
2. Certification relevant to the labor category is equivalent to two (2) years of the experience or the comparable education requirement.