



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Catalog 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: <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Federal Supply Schedule - Advertising & Integrated Marketing Solutions (AIMS)

CONTRACT NUMBER: GS-07F-0412T

CONTRACT PERIOD: June 1, 2007 through May 31st, 2012

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

CONTACTOR:

Appliedinfo Partners, Inc
28 Worlds Fair Drive
Somerset, NJ 08873-4149
Phone number: 732-507-7300
Fax Number: 732-805-0637
e-Mail: wwong@appliedinfo.com

CONTRACTOR'S ADMINISTRATIVE SOURCE:

Appliedinfo Partners, Inc
28 Worlds Fair Drive
Somerset, NJ 08873-4149
Phone number: 732-507-7300
Fax Number: 732-805-0637
e-Mail: wwong@appliedinfo.com

BUSINESS SIZE: Small Business.

1a. **SIN** **DESCRIPTION**
 541-4B Video/Film Production

SIN	Labor Category	Base Yr	Yr 2	Yr 3	Yr 4	Yr 5
541-4B	Animator	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26
541-4B	Audio Operator	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26
541-4B	Camera Operator	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26
541-4B	Director	\$197.47	\$205.37	\$213.58	\$222.13	\$231.01
541-4B	Editor	\$197.47	\$205.37	\$213.58	\$222.13	\$231.01
541-4B	Grip/PA	\$123.42	\$128.36	\$133.49	\$138.83	\$144.38
541-4B	Lighting Director	\$172.79	\$179.70	\$186.89	\$194.37	\$202.14
541-4B	Make Up Artist	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26
541-4B	Producer	\$197.47	\$205.37	\$213.58	\$222.13	\$231.01
541-4B	Scriptwriter	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26
541-4B	Technical Writer	\$123.42	\$128.36	\$133.49	\$138.83	\$144.38
541-4B	Videographer/Photographer	\$148.10	\$154.02	\$160.18	\$166.59	\$173.26

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price.

SIN	Labor Category	Base Yr
541-4B	Grip/PA	\$123.42
541-4B	Technical Writer	\$123.42

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. **MAXIMUM ORDER:** \$1,000,000 per SIN and per order.
3. **MINIMUM ORDER:** \$100.
4. **GEOGRAPHIC COVERAGE** (delivery area): Domestic and overseas, 50 contiguous states, Washington DC, Puerto Rico and US territories.
5. **POINT OF PRODUCTION:** Somerset, NJ, Somerset County.
6. **PRICES SHOWN ARE NET PRICES.**
7. **QUANTITY DISCOUNTS:** None.
8. **PROMPT PAYMENT TERMS:** 1% Net 20 Days Net 30 Days.
- 9a. **Government purchase cards must be accepted at or below the micro-purchase threshold.** Yes.
- 9b. **Government purchase cards are accepted or not accepted above the micro-purchase threshold.** Yes.
10. **FOREIGN ITEMS:** None.
- 11a. **TIME OF DELIVERY:** As specified on agency task order (as mutually agreed).
- 11b. **EXPEDITED DELIVERY.** Contact contractor.
- 11c. **OVERNIGHT AND 2-DAY DELIVERY.** Contact contractor.
- 11d. **URGENT REQUIREMENTS:** Contact contractor.
12. **F.O.B. POINT:** Destination.
- 13a. **ORDERING ADDRESS:** Appliedinfo Partners, Inc, 28 Worlds Fair Drive, Somerset, NJ 08873.

Phone Number: 732-507-7300
Fax Number: 732-805-0637
e-Mail: wwong@appliedinfo.com
- 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:** Same as contractor.
15. **WARRANTY PROVISION:** Standard Commercial Warranty (SCW). Customer should contact contractor for a copy of the warranty.
16. **EXPORT PACKING CHARGES:** Not Applicable.
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level): Acceptable.
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 SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not Applicable.

24b. **SECTION 508 COMPLIANCE FOR EIT:** Not Applicable.

25. **DUNS NUMBER:** 619198690.

26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE.** Registered in CCR.

SIN	Labor Category	Minimal Experience	Functional Duties	Education/Certification
541-4B	Animator	3 years experience in animation, with 1 year experience with software programs such as Alias/Wavefront/Maya.	Provides creative animations that are life-like and are used for videos, webcasts, CD-ROMS, and DVD formats.	Bachelor's Degree
541-4B	Audio Operator	5 years experience in audio operations.	Responsible for recording quality audio during the production including mike selection and placement.	Associates Degree
541-4B	Camera Operator	5 years experience operating camera equipment.	Responsible for the camerawork on a production including focus, composition and quality following the direction of the director.	Associates Degree
541-4B	Director	5 years experience.	Responsible for the technical aspects of the production including talent performance, camera, lighting and audio quality. The director supervises the crew during production and the editor during postproduction.	Bachelor's Degree

SIN	Labor Category	Minimal Experience	Functional Duties	Education/Certification
541-4B	Editor	5 years experience in production editing.	Responsible for shot selection and assembly of the final video using professional edit system to include music, effects, graphics and narration. An editor can also be the person who programs video, graphics and pictures for interactive CD and DVD development.	Bachelor's Degree
541-4B	Grip/PA	1 year of work related experience.	Responsible for assisting the producer and director during the production. Duties may include assisting the crewmembers, running errands and administrative functions.	Minimum of an HS or Vocational School Diploma
541-4B	Lighting Director	Minimum of 5 years experience in photographic lighting.	Responsible for lighting the subjects photographed during production.	Bachelor's Degree
541-4B	Make Up Artist	Minimum of 5 years experience in make up.	Responsible for the talent's make up and hair. May include special effect make up and wardrobe selection.	2-Year Degree or Vocational School Diploma in Cosmetology.
541-4B	Producer	10 years experience in the field.	Manages the production process interacting with client, crew and outside vendors. Insures that the projects are completed on time and on budget delivering a product that meets the clients needs.	Master's Degree

SIN	Labor Category	Minimal Experience	Functional Duties	Education/Certification
541-4B	Project Manager	Minimum of 10 years project manager experience.	Responsible for cradle to grave management of assigned projects. He/she serves as Point of Contact with customers. Performs Site Surveys and develops Installation/Man Power Schedules. Oversee operations of video and film projects. Prepares and submits purchase requisitions, material inspection and receiving reports. Negotiates scope and contract value with subcontractors.	Master's Degree
541-4B	Scriptwriter	5 years experience preparing scripts.	Responsible for providing a final script for production. The scriptwriter meets with the client to assess their needs, researches the subject matter through interviews and review of printed material, provides a treatment, rough drafts and final script.	Master's Degree
541-4B	Technical Writer	5 years writing and editing experience.	Responsible for supporting writing projects with technical knowledge and translation of technical material into lay language.	Bachelor's Degree
541-4B	Videographer/Photographer	8 years experience in linear analog and non-linear digital photography. Fluent in graphic and special effects software.	Develops video concepts from scripting through shooting and post-production. Designs and implements media presentation environments and supervises these functions.	Master's Degree

Other Direct Costs (ODC's)

SIN	Item/Support Labor	GSA
541-1000	Studio rental, per day	\$1,813.50
541-1000	Studio crew rental, per day	\$1,612.00
541-1000	2 person Betacam-SP crew, per day	\$1,460.88
541-1000	2 person DV cam crew, per day	\$1,561.63
541-1000	Single Equipment rental, per day	\$1,173.74
541-1000	Teleprompter with Operator, per day	\$654.88
541-1000	Green Screen, per day	\$151.13
541-1000	White Backdrop, per day	\$201.50
541-1000	Location fees, per day	\$1,234.19
541-1000	Production Grip, per day	\$604.50
541-1000	Stock Footage/Artwork. Per use	\$352.63
541-1000	Talent Fees, per person per day	\$700.21
541-1000	Casting Session, per day	\$2,015.00
541-1000	Gaffer, per day	\$604.50
541-1000	Audio Transfer, per hour	\$201.50
541-1000	Narration/Record, per hour	\$352.63
541-1000	Video Graphics Design/Titling, per hour	\$55.41
541-1000	Video Graphics 3D Animation, per project	\$100,750.00
541-1000	Original Music/Themes, per use	\$164.86
541-1000	Beta SP tapes each	\$35.26
541-1000	DV cam tape each	\$45.34
541-1000	HD tape stock each	\$85.64
541-1000	Audio cassette tape each	\$6.05
541-1000	VHS Dubs mass prod - QTY at 200, each	\$3.68
541-1000	CD Burn mass prod - QTY at 200, each	\$2.07
541-1000	DVD Burn mass prod - QTY at 200, each	\$3.17