

General Services Administration  
Federal Supply Service  
**Authorized Federal Supply Schedule/Price List**



Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: [www.gsadvantage.gov](http://www.gsadvantage.gov)

**Schedule Title:** Advertising and Integrated Marketing Solutions

**FSC Group:** 541

**Contract number:** GS-07F-0449U

**Contract Period:** 7/15/2008 through 7/14/2013

**Contractor:** Iostudio, LLC  
Highland Ridge One  
565 Marriott Drive, Suite 700  
Nashville, TN 37214

**Contract Administrator:** Stephanie Weichert  
Tel: (615) 724-4254, (615) 256-6282 (x254)  
Fax: (615) 256-6860  
[Stephanie@iostudio.com](mailto:Stephanie@iostudio.com)  
<http://www.iostudio.com>

**Business Size:** Small Business

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

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## Customer Information

1a. Table of Awarded Special Item Numbers (SINs):

SIN	Description
SIN 541-3	Web Based Marketing Services
SIN 541- 4f	Commercial Art and Graphic Design Services

1b. Lowest Priced Model Number and price for each SIN:  
(Government net price based on a unit of one)

See price list

1c. Hourly Rates: See price list

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

\* If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor 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 contract in accordance with FAR 8.404.

3. Minimum order: \$100.00

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4. Geographic coverage: Domestic

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5. Point(s) of production: Services N/A

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6. Discount from list:  
Net price. (Discount depends on labor category- see attachment)

7. Quantity discounts: None

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8. Prompt payment terms: Net 30 days

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9a. Government Purchase Cards are accepted below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

## Customer Information

10. Foreign items: None

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11a. Time of delivery: In accordance with the requirements of the task order

11b. Expedited delivery: Contact Contractor's 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.

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12. F.O.B. point: Destination

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13. Ordering address: Iostudio, LLC  
Highland Ridge One  
565 Marriott Drive, Suite 700  
Nashville, TN 37214

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14. Payment address: Same as contractor

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15. Warranty provision:

Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

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16. Export packing charges: Not applicable

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17. Terms and conditions of government purchase card acceptance: None

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18. Terms and conditions of rental, maintenance, and repair: N/A

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19. Terms and conditions of installation: N/A

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## Customer Information

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A

20a. Terms and conditions for any other services: N/A

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21. List of services and distribution points: N/A

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22. List of participating dealers: N/A

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23. Preventative maintenance: N/A

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24a. Special attributes such as environmental attributes: N/A

24b. Section 508 compliance for Electronic and Information Technology (EIT): N/A

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25. Data Universal Number System (DUNS) number: 071139666

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26. Notification regarding registration in Central Contract Registration (CCR) database:  
Registration valid until 12/17/09

# Awarded Contract Price List

For Special Item Numbers 541-3, 541-4f

SIN	Labor Categories	*Price	Unit/Issue
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## Interactive Design & Programming

541-3	Programmer I	\$57.50	Per Hour
541-3	Programmer II	\$67.50	Per Hour
541-3	Programmer III	\$87.50	Per Hour
541-3	Lead Programmer	\$87.50	Per Hour
541-3	Web Architect	\$57.50	Per Hour
541-3	Sr. Web Architect	\$87.50	Per Hour
541-3	Web Developer I	\$47.50	Per Hour
541-3	Web Developer II	\$57.50	Per Hour
541-3	Web Developer III	\$67.50	Per Hour
541-3	Database Analyst	\$107.50	Per Hour
541-3	Database Administrator	\$107.50	Per Hour
541-3	Network Administrator	\$107.50	Per Hour
541-3	Graphic Animator I	\$47.50	Per Hour
541-3	Graphic Animator II	\$67.50	Per Hour
541-3	Graphic Animator III	\$87.50	Per Hour

## Videography & Photography

541-3	Video Producer	\$97.50	Per Hour
541-3	Video Director	\$97.50	Per Hour
541-3	Executive Producer	\$107.50	Per Hour
541-3	Production Assistant	\$47.50	Per Hour
541-3	Production Coordinator	\$57.50	Per Hour
541-3	Production Manager	\$67.50	Per Hour
541-3	Camera Operator/Videographer	\$77.50	Per Hour
541-3	Scriptwriter	\$67.50	Per Hour
541-3	Video Editor	\$77.50	Per Hour
541-3	Sound Editor	\$67.50	Per Hour
541-3/541-4f	Photographer	\$57.50	Per Hour

## Creative, Design and Art Production

541-3/541-4f	Graphic Artist I	\$47.50	Per Hour
541-3/541-4f	Graphic Artist II	\$67.50	Per Hour
541-3/541-4f	Graphic Artist III	\$77.50	Per Hour
541-3/541-4f	Technical Writer	\$57.50	Per Hour
541-3/541-4f	Copywriter	\$57.50	Per Hour
541-3/541-4f	Sr. Copywriter	\$77.50	Per Hour
541-3/541-4f	Reporter	\$57.50	Per Hour
541-3/541-4f	Proofreader	\$47.50	Per Hour
541-3/541-4f	Editor/Writer	\$57.50	Per Hour
541-3/541-4f	Managing Editor	\$77.50	Per Hour
541-3/541-4f	Researcher	\$47.50	Per Hour
541-3/541-4f	Research Director	\$77.50	Per Hour

SIN	Labor Categories	*Price	Unit/Issue
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**Project Management and Administrative Services**

541-3/541-4f	Creative Director	\$77.50	Per Hour
541-3/541-4f	Art Director	\$67.50	Per Hour
541-3/541-4f	Account Coordinator	\$47.50	Per Hour
541-3/541-4f	Account Executive	\$67.50	Per Hour
541-3/541-4f	Account Supervisor	\$87.50	Per Hour
541-3/541-4f	Project Manager	\$67.50	Per Hour
541-3/541-4f	Contract Manager	\$67.50	Per Hour
541-3/541-4f	Traffic Manager	\$67.50	Per Hour
541-3/541-4f	Data Entry/Control Clerk	\$47.50	Per Hour
541-3/541-4f	Quality Control Clerk	\$57.50	Per Hour
541-3/541-4f	Quality Control Manager	\$87.50	Per Hour

**Consultants**

541-3	Web Development Consultant	\$97.50	Per Hour
541-3/541-4f	Graphic Design Consultant	\$97.50	Per Hour
541-4f	Publication Design Consultant	\$97.50	Per Hour
541-3/541-4f	Marketing Consultant	\$97.50	Per Hour
541-3/541-4f	Military Subject Matter Expert	\$97.50	Per Hour
541-3/541-4f	Executive Business Strategist	\$200.00	Per Hour

*\*Prices are inclusive of the Industrial Funding Fee of .75%. These are the maximum prices that can be charged. Lower prices may be quoted.*

## Labor Category Descriptions

**Lead Programmer I**

Responsible for writing, updating and maintaining computer programs. Reviews, analyzes, and modifies programming systems, including encoding, testing, debugging and documenting programs. Knowledge of typical software development lifecycles and methodologies. Experience developing code in both text-editor and visual development (i.e. Fireworks, Dreamweaver, etc.) environments. Develops computer information resources providing for data security and control, strategic computing and disaster recovery. Based on needs, knowledge of some of the following: PHP, MySQL, Perl, Crystal Reports, HTML, CSS, Javascript, XML, XSLT, DHTML, JQuery, Adobe Suite (Photoshop, Illustrator, Premiere and After Effects), Microsoft Suite, Relational Databases, Web Architecture, Cobol and CGI, Object Oriented Programming, Symfony/Rails/.NET/Struts, AJAX and Services Oriented Architecture, and others if appropriate.

Years of Experience: 1-3

Educational Requirements: Associates Degree or equivalent work experience

### **Programmer II**

Reviews, analyzes, and modifies programming systems including encoding, testing, debugging and documenting programs. Writes quality source code, both new features and enhancements/fixes to existing functionality. Translates functional requirements and client needs into programming designs, writing technical specifications and delivering high quality source code independently. In-depth knowledge of web based technologies and experience with problem analysis. Solid experience with typical software development lifecycles and methodologies, and with developing code in both text-editor and visual development (i.e. Fireworks, Dreamweaver, etc.) environments. Ensures that web pages are functional across different browser types; conducts tests to verify user functionality. Assists in resolving complex production support problems. Develops computer information resources providing for data security and control, strategic computing and disaster recovery. Based on needs, experience with some of the following: PHP, MySQL, Perl, Crystal Reports, HTML, CSS, Javascript, XML, XSLT, DHTML, JQuery, Adobe Suite (Photoshop, Illustrator, Premiere and After Effects), Microsoft Suite, Relational Databases, Web Architecture, Cobol and CGI, Object Oriented Programming, Symfony/Rails/.NET/Struts, AJAX and Services Oriented Architecture and others.

Years of Experience: 3+

Educational Requirements: Associates Degree or equivalent work experience

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### **Programmer III**

Develops highly complex code and integrates artwork, text, video, and sound into websites. Creates highly complex, customized applications to enhance website capability based on business needs. Builds table frames and forms and writes highly complex script within the browser to enhance site functionality. Ensures that web pages are functional across different browser types; conducts tests to verify user functionality. Assists in resolving complex production support problems. Investigates and resolves matters of significance for end-user problems and escalates if necessary. Identifies issues and gathers information; determines and recommends courses of action. Works with end users to address requirements, usability, accessibility, security, and change requests to ensure website functionality. Creates test plans, and reports test results. Works with outside vendors as necessary, in developing tests to ensure future site functionality. Gains necessary input/approval of requirements and design and participates in code reviews and performs code review for others. Researches, tracks, and understands new web technologies to provide technical leadership in developing service applications and analyzing business requirements. Makes and implements recommendations for new policies and procedures. Oversees with cost management for site project. Performs necessary quality assurance activities to ensure optimum site functionality. Provides supervisions, leadership and work guidance to less experienced personnel. Based on needs, knowledge of some of the following: PHP, MySQL, Perl, Crystal Reports, HTML, CSS, Javascript, XML, XSLT, DHTML, JQuery, Adobe Suite (Photoshop, Illustrator, Premiere and After Effects), Microsoft Suite, Relational Databases, Web Architecture, Cobol and CGI, Object Oriented Programming, Symfony/Rails/.NET/Struts, AJAX and Services Oriented Architecture and others.

Years of Experience: 7+

Educational Requirements: B.A. or equivalent

### **Lead Programmer III**

Leads a team of programmers charged with meeting client needs. Develops programming plans and schedules, and directs preparation of programs to process data and solve problems by use of computers. Consults with managerial and systems analysis personnel to clarify program intent, identify problems, suggest changes, and determine extent of programming and coding required. Assigns, coordinates, and reviews work of programming personnel. Develops programs from workflow charts or diagrams, considering factors such as: computer storage capacity and speed, extent of peripheral equipment, and intended use of output data. Converts flow charts to pseudo code (or language) that programmers can then translate into code process-able by computers. Analyzes test runs on computer to correct or direct correction of coded program(s) and input data. Revises or directs revision of existing programs to increase operating efficiency and/or adapt to new requirements. Compiles documentation of program development and subsequent revisions. Mentors subordinates in programming and program coding. Develops recommended programming standards to simplify interpretation of programs. Prepares records and reports. Solid experience with typical software development lifecycles and methodologies, and with developing code in both text-editor and visual development (i.e. Fireworks, Dreamweaver, etc.) environments. Creates highly complex, customized applications to enhance website capability based on business needs. Responsible for the analysis, design, development, maintenance and support of software applications. Broad understanding of information technology principles, concepts and techniques including software languages, design concepts, test methods, and integration practices. Highly experienced using the following program languages: PHP and MySQL and proficient with project management principles and software (e.g. Microsoft Project). Very familiar with the following: JAVA scripts, HTML, AJAX and HTTPS concepts. Experience with Systems Architecture Development and Enterprise-wide Software Applications. Experience with some of the following: Perl, Crystal Reports, XML, XSLT, DHTML, JQuery, Adobe Suite, Relational Databases, web Architecture, web services and third party APIs, Object Oriented Programming, basic source code repository proficiency (CVS, SVN, etc), MVC Framework usage, and Services Oriented Architecture.

Years of Experience: 7-10 (minimum 3-5 years of supervisory experience)  
Educational Requirements: B.A. or equivalent

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### **Web Architect**

Constructs and implements the technical design for the organization's presence on the Internet, including the selection of Web applications' hardware and software platforms, developing site navigation, and designing an application framework. Responsible for ascertaining system volume and analyzing traffic patterns. Documents development requirements for database, applications and operation system environment. Consults with end users to test and debug applications to meet client needs. Solid understanding of existing and emerging Internet related protocols, standards, and applications. Exceptional knowledge of various Web development languages is required. Excellent research abilities and analytical skills are required.

Years of Experience: 3-5  
Educational Requirements: B.S. or equivalent

### **Sr. Web Architect**

Acts as team leader for architect staff, supervises team members, and manages workflow. Constructs and implements the technical design for the organization's presence on the Internet, including the selection of Web applications' hardware and software platforms, developing site navigation, and designing an application framework. Responsible for ascertaining system volume and analyzing traffic patterns. Documents development requirements for database, applications, and operation system environment. Consults with end users to test and debug applications to meet client needs. Serves as expert in all aspects of designing and application development. Assists architect staff and front-end designers in crafting the best user experience in all Web projects. Responsible for researching and evaluating development trends at a high level and advising peers and subordinates on those trends. Provides consultation on complex projects as the top-level contributor/specialist. Solid understanding of network protocols and methodologies. Excellent interpersonal skills are required.

Years of Experience: 6-8

Educational Requirements: B.S. or equivalent

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### **Web Developer I**

Designs and develops Web-based applications, troubleshoots, debugs, and implements code. Under the supervision of the Web Developer III, uses MySQL and SQL Server along with Microsoft's ASP and ADO technologies to create dynamic data-oriented Websites. Knowledge of some of the following: VBScript, Python, Javascript, HTML, XML/XSLT, CSS, SQL, SQL Server, MySQL, Access, Excel, Word, and Adobe InDesign, Flash, Flash Animator, Photoshop, Dreamweaver, SVN Version Control and Powerpoint.

Years of Experience: 1-3 with code samples

Educational Requirements: B.S. or equivalent work experience

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### **Web Developer II**

Manages Web-based client projects and develops technical design documents. Acts as Team Leader and translates project objectives into Web products. Coordinates with other project staff on the design, scope, preparation of development plans, and cost estimates for Web-based projects. Directs and facilitates overall technical and content objectives. Designs and constructs Web pages, design interface, and performs testing of applications through development. Prepares user and technical specifications and manages project budgets, supervises other Web staff and consultants. Experience with some of the following: VBScript, Python, Javascript, HTML, XML/XSLT, CSS, SQL, SQL Server, MySQL, Access, Excel, Word, and Adobe InDesign, Flash, Flash Animator, Photoshop, Dreamweaver, SVN Version Control and Powerpoint.

Years of Experience: 3-5

Educational Requirements: B.S. or equivalent work experience

### **Web Developer III**

Manages Web-based client projects. Manages timelines Web staff, collaborating with Traffic Manager, and supervises and directs workflow through project completion. Translates project objectives into Web products. Coordinates with clients, vendors and/or Team on the design, scope, development plan, and cost estimates for Web-based projects. Directs and facilitates overall technical and content objectives. Designs and constructs Web pages, design interface, technical design documents, and performs testing of applications through development. Prepares user and technical specifications and manages budgets. Experience with some of the following: VBScript, Python, Javascript, HTML, XML/XSLT, CSS, SQL, SQL Server, MySQL, Access, Excel, Word, and Adobe InDesign, Flash, Flash Animator, Photoshop, Dreamweaver, SVN Version Control and Powerpoint.

Years of Experience: 5+

Educational Requirements: B.S. or equivalent work experience

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### **Data Analyst/Reporting Specialist**

Creates highly complex, customized reporting applications to enhance website capability based on business needs. Responsible for the analysis, design, development, maintenance and support of reporting software. Gathers and reviews project requirements, providing accurate estimates of work. Strong familiarity with relational database concepts and complex business application architectures. Provides definitions for medium-large sized reporting requirements, as well as designing, developing, testing, and implementing reports. Analyzes data and ensures reports are created to gather relevant, useable information for clients. Creates test plans and reports test results. Researches, tracks, and understands new web reporting technologies to provide technical leadership in developing future reports. Ability to translate business requirements into clear reports. Experience writing reports using Crystal Reports, Excel and SQL. Microsoft Reporting Services is a plus. Familiarity with MySQL, PHP, and Linux with proficiency in Microsoft Office product suite including Word, Excel, and Project,

Years of Experience: 7-10 (with 2-4 years professional web reporting development experience)

Educational Requirements: B.S. or equivalent

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### **Database Administrator**

Develops standards and guidelines to guide the use and acquisition of software and protect vulnerable information. Modifies existing databases and database management systems. Interacts with programmers and data analysts to assess needs. Tests programs or databases, corrects errors and makes necessary modifications. Plans, coordinates and implements security measures to safeguard information in computer files against accidental or unauthorized damage, modification or disclosure. Recommends, schedules, plans and supervises the installation and testing of new products and improvements to computer systems, such as the installation of new databases. Trains users and answers questions. Establishes and calculates optimum values for database parameters. Recommends users and user access levels for each segment of database. Develops data models describing data elements and how they are used. Develops methods for integrating different products. Works as part of a project

(Continued)

team to coordinate database development, determine project scope and limitations, and estimate time and costs required for completing a project. Identifies and evaluates industry trends in database systems to serve as a source of information and advice for upper management. Writes and codes database descriptions. Reviews workflow charts to understand tasks computer will perform, such as updating records.

Years of Experience: 7-10

Educational Requirements: B.S. or equivalent

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### **Network Administrator**

Oversees computer networks to ensure smooth functioning. Establishes the infrastructure and configuration for network. Monitors the performance of the network and troubleshoots any problems such as slow performance or network crashes. Develops, installs and maintains emergency systems to back up the main network server. Controls user access to the network, including setting up passwords for individual users and determining which files, programs, or features each person is allowed to use. Creates and monitors the firewall. Responsible for changing passwords periodically and updating security measures and procedures.

Years of Experience: 5+

Educational Requirements: B.S. or equivalent work experience

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### **Graphic Animator I**

Assists in the development of animation for multiple client projects based on the creative direction and conceptual design provided, working closely with supervisor and team leaders. Applies creative design to television, film, video and interactive multimedia (CD/DVD/Web). Works under the guidance of the Graphic Animator III. Creating and animating graphics using AFX, 3D Package (Cinema 4D), and Flash. Working knowledge of Photoshop and Illustrator.

Years of Experience: 1-3

Educational Requirements: A.A. or equivalent work experience

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### **Graphic Animator II**

Develops animation for multiple client projects based on the creative direction and conceptual design provided through collaboration with the client, Creative Director and Team Leaders. Applies creative design to television, film, video and interactive multimedia (CD/DVD/Web). Works under the guidance of the Team Leader and Creative Director and balances creative communications according to budget constraints and cost/pricing efficiencies. Creating and animating graphics using AFX, 3D Package (Cinema 4D), and Flash, Photoshop and Illustrator. Working knowledge of high-end character animation tools.

Years of Experience: 3-5

Educational Requirements: A.A. or equivalent work experience

### **Graphic Animator III**

Develops animation for multiple client projects based on the creative direction and conceptual design provided through collaboration with the client, Creative Director and Team Leaders. Applies creative design to television, film, video and interactive multimedia (CD/DVD/Web). Works under the guidance of the Creative Director and Team Leaders and is responsible for the overall balancing of clients' creative needs according to budget constraints and cost/pricing efficiencies. Supervision and direction of other graphic animators. Creating and animating graphics using AFX, 3D Package (Cinema 4D), and Flash. Minimum of one (1) year experience with high-end character animation tools.

Years of Experience: 5+

Educational Requirements: A.A. or equivalent experience

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### **Video Producer**

Manages the production process, including script writing, camera work, music, etc., and interacts with client, crew, and outside vendors. Ensures that the projects are completed on time and on budget delivering a product that meets the client's needs. Responsible for the technical aspects of the production including talent performance, lighting and audio quality. Responsibilities also include overseeing the work of support staff and ensuring program scripts meet intentions and requirements expressed by the client.

Years of Experience: 5+

Educational Requirements: B.A. or equivalent experience

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### **Video Director**

Responsible for overseeing every creative aspect of a video, developing a vision, and determining the look and tone, and what an audience should gain from watching it. Approves camera angles, lens effects, lighting, and set design, and occasionally takes part in the hiring of key crew members. Coordinates the actors' moves and can be involved in the writing, financing, and editing of a film. Plays a key role in post-production, overseeing the editing of the scenes with the editor, and participates in the sound mix and musical composition of the film.

Years of Experience: 5+

Educational Requirements: B.A. or equivalent experience

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### **Executive Producer**

Responsible for the overall production of the video but not involved in any technical aspects of the video making process. Manages the business side of production, distribution, and promotion. This role entails obtaining financing, allocating the budget, and other operational functions.

Years of Experience: 10+

Educational Requirements: B.A. or equivalent experience

### **Production Assistant**

Responsible for administrative and various other tasks on a video shoot, including running errands, answering phones, stopping traffic for a shot, copying scripts, acting as a courier, and acts a general right hand. Tasks can vary greatly depending on needs of the film, director, and crew.

Years of Experience: 1+

Educational Requirements: High School Diploma

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### **Production Coordinator**

Communicates on a regular basis with production managers, directors, staff and agents to ensure everything is prepared for filming. Meets with outside vendors, artists, actors and other professionals, getting signed contracts and clearly outlining expectations, dates and services required. Plans, organizes and arranges the movement of cast, crew, equipment and supplies to the various filming locations. Troubleshoots in various areas on a video shoot, including script revisions, contract issues, technical problems, conflict resolution, etc.

Years of Experience: 2-4

Educational Requirements: Associates Degree or equivalent

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### **Production Manager**

Manages production of a variety of projects for a video production. Reporting to the producer, the production manager supervises the budget, hires the crew, approves purchase orders & time cards, and generally makes sure all departments are doing their respective jobs within the parameters of the budget. Manages the financial issues of the filming, including A/P and A/R. Troubleshoots issues that arise on the set regarding equipment, services or cast and crew issues. Completing and ensuring that all contracts, union paperwork (if applicable), and hiring is completed within timeframes that will allow production to begin as scheduled. Ensures all supplies and equipment will be on site, assembled and ready to use when required both in a studio and on location.

Years of Experience: 3-5

Educational Requirements: B.A. or equivalent experience

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### **Camera Operator/ Videographer**

Responsible for the camerawork on a production including focus, composition and quality. Operates the camera to the specifications dictated by the Director. May also coordinate the lighting on set, as well as the audio and images captured on camera. Assembles, prepares and sets up equipment prior to filming, including tripods, monitors, lighting, cables and leads, and headphones. Provides input during the shoot, including explanation of the visual impact created by the angle of particular shots.

Years of Experience: 3-5

Educational Requirements: High School Diploma

### **Scriptwriter**

Responsible for providing a final script for production. 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. Supervises the crew during production and the editor during postproduction.

Years of Experience: 3+

Educational Requirements: B.A. or equivalent work experience

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### **Video Editor**

Edits film with the guidance of the director, determining arrangement of scenes that have been shot, what footage to cut, and where to insert music, sound, or optical effects.

Years of Experience: Associates Degree minimum

Educational Requirements: 3-5

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### **Sound Editor**

Responsible for creating the sound track by cutting and synchronizing to the picture, adding sound elements, such as production wild tracks, dialogue tracks, library material. Work closely with Director to establish what sound effects are required throughout the production and to ensure that these effects are available from sound effect libraries, or can be created to production requirements within tight time schedules.

Years of Experience: 3-5

Educational Requirements: Associates Degree minimum

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### **Photographer**

Creates and prepares photographic images to display in a variety of published mediums. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Views subject and setting and plans composition, camera position, and camera angle to produce desired effect. Mixes chemicals and processes film. Spots and retouches prints and negatives.

Years of Experience: 2-4

Educational Requirements: Associates Degree or equivalent

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### **Graphic Artist I**

Working knowledge of current graphic design software in web and print to produce high quality graphics and visual materials for multiple clients for promotions, advertisements, packaging, and informative and instructional materials in a variety of outlets (print, Web and others). Generates and manipulates graphic images, sound, text and video into consolidated and seamless multimedia programs for client branding, collateral. Follows graphic design from conception through production. Works under the guidance of lead graphic designer.

Years of Experience: 1-3

Educational Requirements: B.F.A. or equivalent work experience

### **Graphic Artist II**

Collaborates with the Team Leader, Creative Director and vendors to meet client requirements. Acts a design Team Leader for multiple client projects. May communicate with client on design issues when necessary. Uses vast knowledge of current graphic design software in web and print to produce high quality graphic art and visual materials for multiple clients. Follows graphic design from conception through production. Manages client project design budgets. Collaborates with copywriting, creative and interactive staff members to clearly communicate the client's objectives and produce bold, strategic, persuasive messages with strong, creative visual solutions.

Years of Experience: 3-5

Educational Requirements: B.F.A. or equivalent work experience

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### **Graphic Artist III**

Manages Graphic Artist team and coordinates workflow. Collaborates with the Team Leader, Creative Director and vendors to meet client requirements. May act as main contact with client on design issues when necessary. Uses vast knowledge of current graphic design software in web and print to produce high quality graphic art and visual materials for multiple clients. Follows graphic design from conception through production. Manage client design budgets. Collaborates with copywriting, creative and interactive staff members to clearly communicate the client's objectives and produce bold, strategic, persuasive messages with strong, creative visual solutions.

Years of Experience: 5+

Educational Requirements: B.F.A. or equivalent work experience

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### **Technical Writer**

Writes and edits a variety of technical articles, reports, brochures, and/or manuals for documentation. Knowledge of specific technical field(s) and ability to explain in simple language technical ideas that are difficult for the average reader to understand. Works closely with publication and web staff.

Years of Experience: 2-4

Educational Requirements: B.A. or equivalent

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### **Copywriter**

Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Collaborates with design and production staff to complete client projects.

Years of Experience: 2-3

Educational Requirements: B.A. in English, journalism or equivalent

### **Sr. Copywriter**

Crafts messaging and creates copy (content) that best reflects the strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Collaborates with design and production staff, along with management, to complete client projects. Manages project deadlines, along with workflow of other copywriting staff.

Years of Experience: 3-6

Educational Requirements: B.A. in English, Journalism or equivalent

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### **Reporter**

Researches, develops, investigates and writes a variety of news stories through interviews, observation and library and/or online resources. Determines tone and intended audience of story. Investigates and determines the validity of news story leads. May be involved in special assignments and investigative articles.

Years of Experience: 2-4

Educational Requirements: B.A. in English, Journalism or equivalent

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### **Proofreader**

Proofreads, reviews and edits materials for accurate use of grammar and content. Corrects any grammatical, typographical, or compositional errors in original copy.

Years of Experience: 1-3

Educational Requirements: Associates Degree Minimum/B.A. preferred in English, Journalism or equivalent

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### **Editor/Writer**

Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits.

Years of Experience: 2-3

Educational Requirements: B.A. in English, Journalism or equivalent

### **Managing Editor**

Oversees the design and content of multiple client publications. Manages a group of writers, freelancers, and researchers. Reviews all assignments before publication to ensure material is accurate. Manages all publication deadlines, sets timelines and assigns or assists with story ideas.

Years of Experience: 5+

Educational Requirements: B.A. in English, Journalism or equivalent

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### **Researcher**

Carries out research activities. Makes detailed observations, analyzes data, and interprets results. Compiles results and prepares technical reports and documentation of outcomes.

Years of Experience: 1-3

Educational Requirements: B.S. or equivalent

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### **Research Director**

Directs and oversees research function. Responsible for developing research policies, objectives, and initiatives. Designs and leads research studies evaluating the effectiveness of programs, policies, and other areas. Manages data collection and analysis and oversees the formulation of research reports.

Years of Experience: 5+

Educational Requirements: B.S. minimum (Master's may be required)

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### **Data Entry/Control Clerk**

Enters data records for various lists, records, or other data points in both alpha and numeric fields. Strong, accurate typing skills required. Work closely with client teams regarding reports. Answering phones and assist management staff with miscellaneous tasks.

Years of Experience: 2+

Educational Requirements: High School Diploma

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### **Quality Assurance Analyst**

Responsible for the design and implementation of policies and procedures to ensure that quality standards are met during production. Coordinates testing of processes and products. Creates test cases and performs manual testing on client websites. Develops and executes test plans and test cases. Runs SQL Queries for Data Validation. Maintain regression test suites of existing applications. Accesses and reports quality of each software release and works with product team on defining requirements. Recommends improvements to applications and processes. Experience with SQL Query and using a Quality Analysis or Defect Tracking tool. Experience testing concurrent projects and quickly adapting to changing requirements

Years of Experience: 2-4

Educational Requirements: B.S. or equivalent

### **Quality Assurance Manager**

Manages team of quality assurance analysts. Responsible for the design and implementation of policies and procedures to ensure that quality standards are met during production. Oversees testing of processes and products. Leads the overall software quality assurance efforts, which includes the management of projects, people and quality assurance processes. Responsible for helping to develop department strategies and then driving strategies to tactical plans. Creates test cases and performs manual testing on client websites. Develops and executes test plans and test cases. Runs SQL Queries for Data Validation. Maintain regression test suites of existing applications. Accesses and reports quality of each software release and works with product team on defining requirements. Recommends improvements to applications and processes. Experience with SQL Query and using a Quality Analysis or Defect Tracking tool. Experience testing concurrent projects and quickly adapting to changing requirements

Years of Experience: 4-6

Educational Requirements: B.S. or equivalent

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### **Creative Director**

Develops basic presentation approaches and directs layout design and copy writing for promotional material, such as books, magazines, newspapers, television, posters, and packaging: Reviews materials and information presented by client and discusses various production factors to determine most desirable presentation concept. Confers with heads of art, copy writing, and production departments to discuss client requirements and scheduling, outline basic presentation concepts, and coordinate creative activities. Reviews and approves art and copy materials developed by staff and presents final layouts to client for approval.

Years of Experience: 6-8

Educational Requirements: B.F.A

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### **Art Director**

Formulates concepts and supervises workers engaged in executing layout designs for art work and copy to be presented by visual communications media, such as magazines, books, newspapers, television, posters, and packaging: Reviews illustrative material and confers with client or individual responsible for presentation regarding budget, background information, objectives, presentation approaches, styles, techniques, and related production factors. Formulates basic layout design concept and conducts research to select and secure suitable illustrative material, or conceives and assigns production of material and detail to artists and photographers. Assigns and directs staff members to develop design concepts into art layouts and prepare layouts for printing. Reviews, approves, and presents final layouts to client or department head for approval. May perform duties of Graphic Designer (profess. & kin.) to design art layouts. May mark up, paste up, and finish layouts to prepare layouts for printing. May draw illustrations. May prepare detailed storyboard showing sequence and timing of story development when producing material for television. May specialize in particular field, media, or type of layout.

Years of Experience: 3-5

Educational Requirements: B.F.A.

### **Account Coordinator**

Provides day-to-day administrative support and assistance on client projects. Responsibilities include assisting with the creation of client and new business presentations and administrative reports, facilitating the implementation of projects, preparing for client meetings, and supporting the account management team.

Years of Experience: 1-2

Educational Requirements: B.A. or equivalent

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### **Account Executive**

Plans, coordinates and directs the marketing efforts on behalf of clients, guiding the day-to-day development of all client projects. Coordinates the development of the marketing strategy in accordance with the client's objectives and budgets. Consults with creative and interactive staff members to communicate client objectives and develop sound, strategic solutions. Develops annual projections of client gross income and personnel needs. Reviews all creative work prior to submitting to the client for approval, in addition to review of project billing. Participates in New Business activities as necessary, and develops project estimates and pricing.

Years of Experience: 3+

Educational Requirements: B.A or equivalent

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### **Account Supervisor**

This position requires the ability to successfully focus the efforts of team members so that projects are completed as proposed - on time, within budget and meeting client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively assigns, delegates, coordinates and monitors the work of agency staff members assigned to client projects, and manages the agency's day-to-day relationship with key client contacts.

Years of Experience: 6+

Educational Requirements: B.A. or equivalent

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### **Project Manager**

Responsible for the coordination and completion of multiple client projects, overseeing all aspects through completion. Sets deadlines, assigns responsibilities, and monitors and summarizes progress of project. Prepares reports for upper management regarding status of projects. Familiarity with a variety of marketing concepts, practices, and procedures necessary. Works with account managers to develop client project estimates and pricing.

Years of Experience: 2-4

Educational Requirements: B.A. or equivalent

### **Contract Manager**

The Contracts Manager manages all aspects of client and vendor contracts, including the negotiation and administration of a wide range of complex contracts and related business agreements using established procedures to develop, preserve, and fulfill the company's contractual rights and obligations. Administers contracts, assists in preparation of price/cost proposals, and provides guidance on all matters involving compliance with Federal and supplemental regulations. Also responsible for contributing to the development of company contracts policy and procedures. Evaluates organizational conflict of interest (OCI) issues.

Years of Experience: 3+

Educational Requirements: B.A. or B.S. in related field or equivalent

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### **Traffic Manager**

Acts as a liaison between Account Services and all other departments. Supervises, coordinates and ensures the on-time and orderly flow of all projects from job initiation to its release and billing. Reviews and completes job orders. Sets due dates for various stages of job completion after consulting with appropriate creative, interactive and production teams for timing requirements. Keeps abreast of work in the creative department and follows up on due dates that were established for tasks. Runs weekly production meetings. Expedites "rush" jobs so that the orderly flow of every day work is not obstructed. Informs management of any conflicts, delays, postponements or any other unusual situations that may impede the orderly flow of their assignments.

Years of Experience: 4+

Educational Requirements: B.A. or equivalent

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### **Web Development Consultant**

Consults on web site development and provides recommendations to improve navigation and user experience. Works will involve the review of existing site architecture to assure adherence to and/ improve upon the specifications for technical development. In-depth knowledge of emerging technologies necessary to ensure that the user will be able to navigate easily and receive the full benefit of the content. Produces technical documents to outline future functionalities of the site. Knowledge of multiple programs essential, which can include PHP, Excel, Word, and Adobe InDesign in order to combine data from heterogeneous sources and accelerate various inputting/formatting tasks. He/she has knowledge of VBScript, Python, Javascript, HTML, XML/XSLT, CSS, SQL, SQL Server, MySQL, Access, Excel, Word, and Adobe InDesign,

Years of Experience: 5+

Educational Requirements: B.S. or equivalent

### **Graphic Design Consultant**

Consults on and develops designs for creative products based on the creative direction, conceptual design and image branding decisions provided by a collaboration of the client, Creative Director and Team Leaders. Applies creative design to print, radio, TV, cable, film, video and interactive multimedia (such as CD-ROM), Web site and exhibits. Works under the guidance of the Creative Director and balances creative communications according to budget constraints and cost/pricing efficiencies.

Years of Experience: 5+  
Educational Requirements: B.F.A.

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### **Publication Design Consultant**

Designs and presents information in a visual form for print, film, television, signs, video and computers. Engages in strategic creative direction discussions and contribute ideas and marketing solutions. Consults on, conceptualizes, designs and produces when necessary final art for publications and other print related materials for multiple clients. Works closely with publication management and other publication designers, editorial staff and studio photographers to meet design demands and crucial deadlines.

Years of Experience: 5+  
Educational Requirements: B.F.A or equivalent

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### **Marketing Consultant**

Counsels and collaborates with client teams on marketing communications strategies to meet client objectives. Collaborates in developing detailed marketing plans for multiple clients. Involved in branding, researching and understanding various trends within industries. Consults on various marketing communication projects, and makes recommendations of appropriate strategies and methodologies based on client needs and desired results, which can occur within stated timelines and within budget requirements. Makes recommendations and executes appropriate messaging strategies to support client needs

Years of Experience: 5+  
Educational Requirements: B.A. or equivalent

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### **Military Subject Matter Expert Consultant**

Ensures that all Iostudio products featuring the military adhere to all military rules and regulations. Verifies that any mention or images of service members, uniforms, historical information and any military equipment are correct and accurate for the intended era. Responsible for verifying that correct military law and protocol is upheld during any company ceremony or event involving military personnel. Consults with the creative and interactive team to communicate client objectives and to develop sound, strategic solutions. Aware of all changes in military policy, rules and regulations. Utilizes military experience to develop and plan special projects and events to enhance and improve recruitment and retention of military clients and increase the company's military experienced staff. Writes copy/editorial that best reflects the marketing strategy and client/project objectives. Knowledge of all emerging and new military bonus and enlistment and retention incentives. Maintains existing military relationships and

(Continued)



developing new ones to facilitate new opportunities to further iostudio's influence.

Years of Experience: 10+

Educational Requirements: B.A. or equivalent work experience

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**Executive Business Strategist**

Oversees critical analysis, determination and formulation of policies and strategies, and comprehensive business strategy. Plans, directs, and coordinates operational activities, big-picture client strategy, and top-level decision-making. Oversight of targeted market identification and consumer trends for clients impacting strategy, while linking strategy to related functions of client budgets, merchandising, planning, etc.

Years of Experience: 10+

Educational Requirements: B.A./B.S. minimum

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## Detailed Company Information

From interactive Web sites to targeted contemporary print publications, Iostudio, LLC is a versatile marketing communications and publishing agency. Founded in 2001, Iostudio made its home in Nashville, Tennessee, otherwise known as Music City. Over the course of seven years, Iostudio flourished into an award winning, multi-million dollar company boasting more than 76 “Iostudians.”

Iostudio creates specific and targeted messaging through the use of Web, email, print and video. Although industry trends have shifted to “a one-size fits all” template approach, customization remains one of the core philosophies of Iostudio. Two examples of our custom work include a Web site for notable client, Army National Guard, and a database management system for the Tennessee Bar Association. We have also created *Hooah!* magazine for the Army National Guard. *Hooah!* is sent to more than seven-million high school students every other month. “Mr. Magazine”, Samir Husni, awarded *Hooah!* magazine one of the top 30 most innovative launches of 2007.

Iostudio’s clients are local, regional and national organizations with diversified interests. Our portfolio includes a seven-year history of working with the Army National Guard as well as civilian companies such as the technical product company Sabre Defence Industries and the prestigious Tennessee Bar Association. From coffee table books about the National Guard to online support for animal lovers, Iostudio is well versed in a range of business models, topics and product offerings. At Iostudio, it is always “one size fits one.”

In addition to its creative agency side, Iostudio is also the innovator of its own brands. Iostudio currently publishes *GX: The Guard Experience*<sup>®</sup>, an award-winning, monthly lifestyle magazine designed to celebrate and support Soldiers and families of the Army National Guard. *GX*<sup>®</sup> debuted in March 2004 and is circulated to more than 270,000 Guard Soldiers worldwide, free of charge. *GX*<sup>®</sup> is the only publication that honors these heroes as both citizens and Soldiers. Iostudio also caters to military personnel through AmericanSoldier.com, an online store featuring branch-specific and American Soldier<sup>®</sup>-branded apparel.

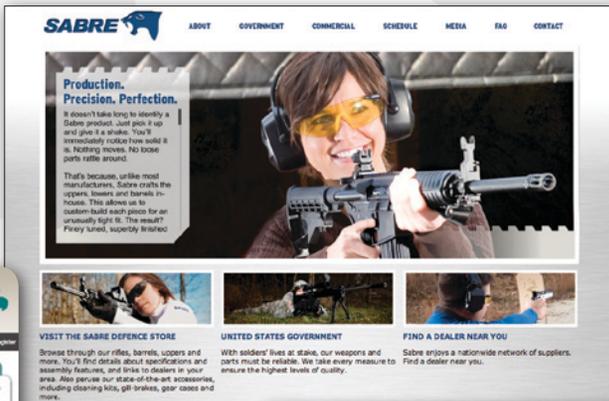
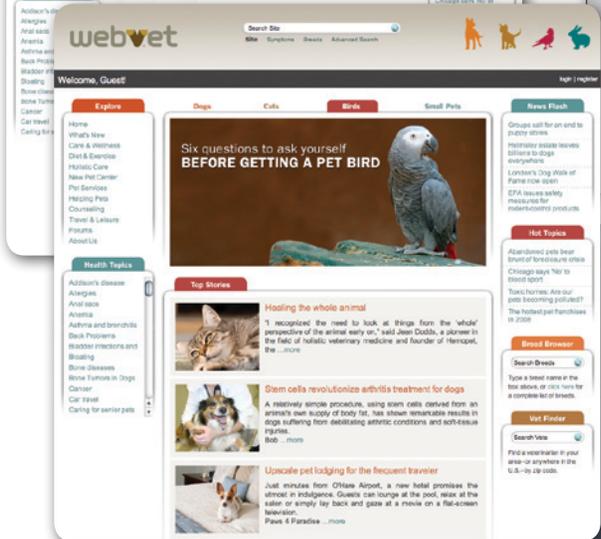
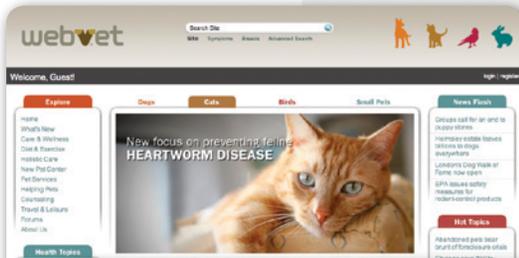
Whatever the scope of the project, Iostudio has the “bandwidth” to match needs with personalized products and service. Iostudio offers clients the cutting edge of contemporary technical expertise coupled with innovative design savvy. Iostudio’s technical experience includes creating media-rich Web sites, interactive and educational online games, and niche market print publications such as books, catalogs, brochures and magazines. Iostudio, LLC staffs Web designers, Web architects, flash designers, programmers, system administrators, graphic artists, copywriters, copy and video editors, videographers, photographers, brand consultants, creative directors, account executives and office staff. See attached organizational chart.

Iostudio’s strategies for future growth include enhanced products and services for the military and federal marketplace, and expansion of publishing operations through new title development and acquisitions. We are currently expanding into private sector enterprises to insure that we remain market-savvy and competitive. Our unofficial motto is, “Plan for Growth. Plan for Change.”



### **Organization Information**

With 76 full-time staff members, Iostudio is equipped to handle multiple projects, small or large. In order to demonstrate a high level of accountability for each client, Iostudio utilizes Clients and Profits, which manages personnel time-tracking and estimates and has detailed job-tracking capabilities.



# Websites that click.

Your customers don't need to know how your site was built. That it's cross-browser and Web 2.0 compliant. That your content management systems were custom-designed, and turnaround was fast and prompt. They just need it to look good and to work. To make sense. To click.

Project highlights:

- WebVet: Brings hundreds of lifestyle and medical animal articles to pet lovers
- Sabre Defence: New design merged online image with print for a unified brand message
- Army National Guard: Dramatic increase in recruiting, retention and public image
- Aspyre: College housing site improves student awareness and sense of community





# Answers for everything.

Today, Websites are more than online brochures. They're commerce conduits, media libraries and social networks. Web applications are the method—they are the shopping carts, catalogs and forums. Iostudio specializes in custom applications for unique online needs. You could say we find an answer for everything.

Project highlights:

- Aspyre: Online rental application saves landlords and tenants time and money
- Army National Guard: Multiple apps greatly increased recruiting and retention
- Tennessee Bar Association: 60% sales increase, improved member satisfaction
- WebVet: Forums, newsletter, SEO, CMS and vet friend improve user experience





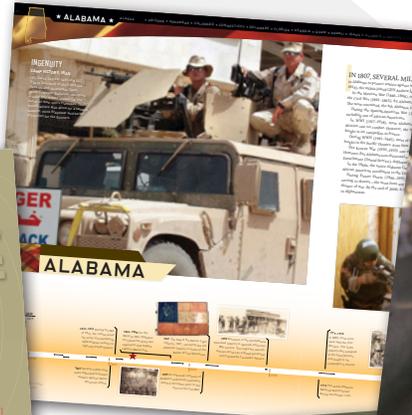
# Looks are everything.

Effective artwork does more than look good. It communicates a message. So the right graphic design is imperative. Iostudio excels in identifying the client's message and conveying it through visual imagery that's both pretty *and* smart. Make no mistake—sometimes, looks are everything.

## Project highlights:

- Catalogs: Clean design enhances consumer experience and time spent shopping
- Motion graphics: Cutting-edge animation breathes life into DVDs, podcasts, videos and Websites
- Packaging: Strengthens company identity and improves customer experience
- Logos: New and refreshed logos increase consumer awareness and recognition





# Get it in writing.

When you need a major publication, you need a proven team. With a portfolio of critically acclaimed magazines, brochures and newsletters created by award-winning designers and copywriters, Iostudio has the expertise you need. But don't just take our word for it. Get it in writing.

## Project highlights:

- *GX: The Guard Experience*: Earned "Top 20 Notable New Magazine Launch," 2004
- *Hooah!*: Reaches 6 million teenagers with compelling Army National Guard news
- National Guard coffee table book: Pre-release orders exceed 25,000



# Meet Iostudio

## The Name

People often ask about our name. We like explaining, because it embodies our corporate philosophy. “Io” stands for input/output—a data processing term. “Studio” is, of course, an artist’s workplace. So as a design shop offering both technical and creative, “Iostudio” just fits.

It signifies balance. Symmetry. A left-brain and right-brain mix. It also conveys our ability to see the big picture and plan all aspects of a job—IT and design—accordingly. So your project benefits from a cohesive plan and uninterrupted attention from concept through launch.

## The Culture

Our 100-plus staff enjoys hard work and fun play. Sometimes it feels like there’s no difference between the two, because we love what we do.

We promote individuality, excellence and an open exchange of ideas. When there’s a decision to be made, everyone chimes in. When there’s success to celebrate, everyone shares in the credit. We support each other in our non-work endeavors, too, and many of us have tremendous talent. Among us are hit songwriters, artists, gourmet chefs and marathon runners. We even have an Army master fitness trainer.

## The Work

Iostudio excels at innovative solutions. We conceive, design and create unique answers to your needs with unrestrained imagination. Recent examples include a full-service call center, magazines, a user-driven member portal and promotional mini-sites. This, along with our Websites and applications, branding, graphic design and marketing collateral, makes us a full-service studio with an edge.

We develop every project using a method we call the 4D’s—Discovery, Documentation, Development and Deployment. This system keeps you in the loop, your project on track and in budget, and ensures a result that looks great, works and sells.

