

# GENERAL SERVICES ADMINISTRATION

## Federal Acquisition Service Authorized Federal Supply Schedule Price List

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

### Schedule 541—Advertising and Integrated Marketing Solutions (AIMS)

**SIN 541-1/1RC—Advertising Services**

**SIN 541-3/3RC—Web-based Marketing Services**

**SIN 541-4f/4fRC—Commercial Art & Graphic Design Services**

**SIN 541-1000/1000RC—Other Direct Costs (ODCs); Expenses  
Other Than Direct Labor Hours**

Contract number: GS-07F-0499V  
Contract period: August 28, 2014 through August 27, 2019  
Modification #: PS-0006 effective June 2, 2015

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



### **INFORMATICS STUDIO, INC.**

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[www.informatics-studio.com](http://www.informatics-studio.com)

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## Customer Information

- 1a. Awarded special item numbers:  
**541-1/1RC—Advertising Services**  
**541-3/3RC— Web-based Marketing Services**  
**541-4f/4fRC—Commercial Art & Graphic Design Services**  
**541-1000/1000RC— Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours**

Service descriptions are provided at the end of this price list.

- 1b. Hourly rates for each labor category are provided at the end of this price list and are applicable for the United States including Alaska, Hawaii, and Puerto Rico.
- 1c. Descriptions of all corresponding commercial job titles, experience, functional responsibility and education for conference management services are provided at the end of this price list.
2. Maximum order. **\$1,000,000**
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(s) of production: **Pittsburgh, PA**
6. Basic discounts have already been deducted from net prices.
7. Quantity discounts: **None**
8. Prompt payment terms: **None**
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items: N/A
- 11a. Time of delivery: Negotiated per delivery order
- 11b. Expedited Delivery: Negotiated per delivery order
- 11c. Overnight and 2-day delivery: N/A
- 11d. Urgent Requirements: N/A

12. F.O.B. point(s): **Destination**
- 13a. Ordering address  
**INFORMATICS STUDIO, INC.**  
**3509 Butler Street**  
**Pittsburgh, PA 15201-1314**
- 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(es):  
**INFORMATICS STUDIO, INC.**  
**3509 Butler Street**  
**Pittsburgh, PA 15201-1314**
15. Warranty provision: N/A
16. Export packing charges, if applicable: N/A
17. Terms and conditions of Government purchase card acceptance: **Informatics Studio, Inc.** accepts Government card purchase below and above the micro-purchase level.
18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
19. Terms and conditions of installation (if applicable): N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 20a. Terms and conditions for any other services (if applicable): N/A
21. List of service and distribution points (if applicable): N/A
22. List of participating dealers (if applicable): N/A
23. Preventive maintenance (if applicable): N/A
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).

25. Data Universal Number System (DUNS) number: **808594287**
26. **Informatics Studio, Inc.**'s registration in Central Contractor Registration (CCR) database is active and current.

### **Informatics Studio, Inc.**

**I**nformatics Studio, Inc. is a small business that was founded in March 1992 by its owner and president, Todd Cavalier. For 17 years, Informatics has provided world-class creative design and communication strategies with deep expertise in user-centered design. The firm's portfolio has comprehensive advertising services that include: integrated branding, web-based marketing, graphic art and design, and strategic marketing communications for national and international programs. Rather than relying on a generic agency or trendy "dot com" approach, our methods are aimed at differentiating our clients in competitive markets with the style and substance of sophisticated, culturally informed design. We enhance the visibility and competitive position of programs, products and services in the marketplace. Our work strengthens relationships, enhances performance, drives the understanding of critical information in targeted audiences, and generates results.

### **Description of Services for SIN 541-1/1RC: Advertising Services**

Informatics Studio creates strategic advertising that effectively shapes our client's critical messages and information to reach national and international targeted audiences. We produce award winning advertising for social programs sponsored by the Federal Government that targets national and international audiences, including focused and culturally specific groups with special requirements. We always begin with the following questions: What's your message? Who is your audience? How are you different from others competing in the same space? How can your strategic communications be shaped to engage your intended audience in the process of understanding and embracing your products, services and programs?

In close collaboration with our client partners, our creative strategists, writers, usability experts and sophisticated designers craft communications that rise above the clutter and engage targeted consumers with a deliberate call to action. Our own unique methods utilize a research-based approach, which is tested with focus groups before deployment and monitored throughout a campaign to provide feedback that informs refinements. Our background in university research has enabled Informatics Studio to develop Brand Engineering to strategically enhance the effectiveness and accessibility of our clients' critical information with advertising programs that attract and engage targeted consumers who struggle with overwhelming amounts of information on a daily basis.

### **Description of Services for SIN 541-3/3RC: Web-based Marketing Services**

Informatics Studio's award-winning approach to Web-based Marketing incorporates sophisticated branding and design to project an online personality that strategically engages website visitors in the process of promoting our clients' products, services and

programs. More than just putting a website up on the internet, we build sites that use right-fitting technology that delivers our clients' websites to targeted audiences and tracks relationships from first contact through ongoing engagement. We provide Search Engine Optimization (SEO), key word deployment and high-level analytics to track visitor trends and feedback, and develop relationships that effectively market our clients' programs.

## **Description of Services for SIN 541-4f/4fRC: Commercial Art & Graphic Design Services**

Informatics Studio offers unparalleled expertise in Commercial Art and Graphic Design. Our analytical approach and radiant aesthetics are expressed through our principled design and provide our client partners with many worthwhile recommendations for their communication programs. With academic roots in information analysis, communication theory and design, our principled approach has been recognized through national design awards, invited speaking engagements and publications that highlight our unique approach.

In addition to Graphic Design, we offer our clients an unusual mixture of supporting expertise that includes communication program strategy, audience analysis, complex information design, marketing and branding. We have designed and implemented integrated communication programs, and have developed comprehensive design standards, for a wide range of federal communication programs that include social marketing, education, agriculture, health and human services, and the military.

## **Pricing for SINs 541-1/1RC, 541-3/3RC, 541-4f/4fRC and 541-1000/1000RC**

<b>Labor Category</b>	<b>Hourly Rates</b>
Creative Director	\$146.60
Art Director	\$136.83
Project Manager	\$117.28
Strategist	\$143.58
Programmer	\$124.43
Senior Designer	\$127.05
Designer	\$114.86
Tester	\$95.72

<b>SIN</b>	<b>Other Direct Cost</b>	<b>Ceiling Amount</b>
541-1000	Illustrations/Images	\$3,022.50

## **Service Contract Act**

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire AIMS Schedule and all services provided. While no specific labor categories have been identified

as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## **Labor Category Descriptions**

### **Creative Director**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 8 years

**Description:** Manages single or multiple project/task. Manages assigned projects to meet client requirements. Determines project scope with client and manages the design of assigned projects. Responds effectively to meet client's needs. Supports client in business and action planning. Oversees quality inspection and quality assurance activities, conducts project audits and evaluations and recommends project level performance standards. Manages projects, projects budgets, schedules and delivery of services. . Manages client relationships for teams of consultants and professionals assigned to projects and client-customer program and operators work sites.

### **Art Director**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 8 years

**Description:** Directs and coordinates the work of graphic designers while maintaining own portfolio of projects. Primary responsibilities include planning, organizing and delegating work assignments on art projects, mentoring, developing and fostering a team environment, regulating the completion of assignments, and assuring proper execution on all projects. Proven past performance supervising/managing a diverse group of graphic artists. Possess a creative product packaging design and illustration portfolio. Excellent graphic arts/computer graphic skills. Mock-up skills to final proof and approval. A strong proficiency in the use of Adobe Photoshop, Illustrator, Quark and InDesign and/or other similar graphic art packages.

### **Project Manager**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 4 years

**Description:** Manages single or multiple projects/tasks. Manages assigned projects to meet client requirements. Determines project scope with client and manages the design of assigned projects. Responds effectively to meet client's needs. Supports client in business and action planning. Oversees quality inspection and quality assurance

activities, conducts project audits and evaluations, and recommends project-level performance standards. Manages projects, budgets, schedules, and delivery of services. Manages client relationships for teams of consultants and professionals assigned to projects and client-customer program and operations work sites.

### **Strategist**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 8 years

**Description:** Designs strategic communications and creative concepts; layout and production of graphics and communications collateral materials such as print advertising, brochures, sales aids, flyers, exhibit display materials, billboard advertising; and supervision of copywriting staff and suppliers. Provides statistical analysis of marketing-related data, including but not limited to trend analysis, gap analysis, market research, performance-based analyses. Utilizes market research tools and statistical packages such as SAS and SPSS. Liaisons with creative team and the managing Creative Director.

### **Programmer**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 4 years

**Description:** Designs and develops Web sites and graphics based on client's strategies/objectives. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, ADG, Visual Basic, and C/C++.

### **Senior Designer**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 6 years

**Description:** Provides oversight and quality assurance of graphic design projects for the web or print media. Designs art and copy layout for material to be presented visually in magazines, books and newspapers, on product packaging, via television, computer monitor, website and CD-ROM, any by other visual communications media. Plans presentations that typically include illustrations, photographs and text. Selects styles and sizes of type. Draws or prepares samples of proposed designs. Prepares illustrations and rough sketches. Develop style-sheets, logotypes and graphic standards for printed or published materials. Prepares series of drawings to illustrate sequence and timing of story development for video or computer presentation. Prepares notes and instructions for desktop publishing workers who assemble layouts for printing. Designs and produces pages for website. Reviews final layout and recommends improvements as necessary

### **Designer**

**Minimum Education:** BA in Business, Graphic Design, Fine Arts, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience

may be substituted for degree requirements.)

**Minimum Experience:** 3 years

**Description:** Designs art and copy layout for material to be presented visually in magazines, books and newspapers, on product packaging, via television, computer monitor, website and CD-ROM, any by other visual communications media. Plans presentations that typically include illustrations, photographs and text. Selects styles and sizes of type. Draws or prepares samples of proposed designs. Prepares illustrations and rough sketches. Develop style-sheets, logotypes and graphic standards for printed or published materials. Prepares series of drawings to illustrate sequence and timing of story development for video or computer presentation. Prepares notes and instructions for desktop publishing workers who assemble layouts for printing. Designs and produces pages for website. Reviews final layout and recommends improvements as necessary

### **Tester**

**Minimum Education:** BA in Business, Communications, English, Journalism, Marketing or other relevant discipline. (Relevant work experience may be substituted for degree requirements.)

**Minimum Experience:** 3 years

**Description:** Tests websites during final development phase. Ensures architectural and navigational standards are met. Analyzes site usability based on target audience and makes recommendations to improve usability of the site, including Section 508 compliance.