

MEDIAFORCE^{LLC}

ADVOCATES FOR POSITIVE CHANGE

General Services Administration Authorized Professional Services Schedule Price List

GS-07F-0547U

October 7, 2015



MediaForce, LLC, 10427 North Street, Suite 201, Fairfax, Virginia 22030
703.229.1200 info@mediaforcellc.com www.mediaforcellc.com
A Woman-Owned Small Business



**General Services Administration
Authorized Professional Services 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 are available through *GSA Advantage!*, a menu-driven database system.

The Internet address for *GSA Advantage!* is: <http://www.GSAAdvantage.gov>.

Schedule Title: Professional Services Schedule (PSS)

FSC Group: 00CORP

Contract Number: GS-07F-0547U

For more information on ordering from Professional Services Schedules click on the PSS Schedules button at <http://www.gsa.gov/portal/content/245423>

Contract Period: September 17, 2008 – September 16, 2018

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Contract Administrator

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Business Classification: Woman-Owned Small Business

Prices shown herein are NET (discount deducted).

Price list current through modifications dated October 7, 2015

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CORPORATE OVERVIEW

MediaForce, LLC, a Woman-Owned Small Business, is an award-winning social marketing and communications firm that specializes in innovative integrated marketing and advertising solutions for public service campaigns. The company has provided production and distribution services for government and nonprofit marketing campaigns for more than a decade, often developing innovative new messaging channels for their use. MediaForce's programs blend a strategic mix of communications outlets that include social and traditional media, grassroots marketing and exclusive location-based networks that ensure targeted audiences are successfully reached, engaged and measured.

The roster of multimedia production capabilities that we have employed on behalf of clients includes:

- Audio and video Public Service Announcements (PSAs)
- Educational/corporate video production
- Audio and video news releases and podcasts (ANR/VNR)
- Radio and television media tours
- Media production in English and Spanish
- News conferences and event recording
- On-site audio and video production and event planning
- In-store broadcasts
- Website development, hosting and maintenance
- Transit/Out-of-Home campaigns
- Graphic design/print production
- Promotional item production
- Brand development and brand research
- Social media
- Digital advertising and Web analytics

In support of these multimedia strategies, we also provide:

- Media training
- Spokesperson placement
- Marketing/pitching/tracking
- Focus groups
- Media buys
- Translation
- Transcriptions

Much of our capability is in-house with a full staff of skilled professionals plus subcontracted talent, which is a key differentiator for us in this highly competitive arena. We have in-house capabilities for audio recording/production/editing and video editing, and we also have a pool of the highest-level production specialists to utilize as needed, many of whom are award-winning experts in their fields.

MediaForce uses a variety of new media and online solutions in its integrated marketing campaigns and we have a web of like-minded partners and resources on which to draw; this helps to extend a client's reach and stretch marketing dollars. We can attract successful sponsorships – often with professional sports teams,

community organizations, or celebrity affiliations – and we facilitate team opportunities for our clients across government, nonprofit and for-profit.

Ensuring quality needs to be a significant part of any business strategy. In a competitive business environment, quality can be a key differentiator that results in increased market share. We maintain rigorous quality control standards because we understand that a stumble in any marketing, advertising or communications campaign could be perceived by the audience to reflect on the client's reputation or overall standards of quality in all other areas of a client's activities. MediaForce adheres to the philosophy of Total Quality Management (TQM).

CUSTOMER INFORMATION

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

541-1/RC	Advertising Services
541-2/RC	Public Relations Services
541-3/RC	Web-Based Marketing Services
541-4A/RC	Market Research and Analysis
541-4B/RC	Video/Film Productions
541-5/RC	Integrated Marketing Services
541-1000/RC	Other Direct Costs

1b. Labor Category Descriptions:

Refer to page 10

1c. Service Packages:

Refer to page 21

2. Maximum Order**:

\$1,000,000.00 per SIN

**If the best value selection places your order over the Maximum Order identified in this price list, contact MediaForce to request a better price before placing your order. MediaForce 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 this schedule contract in accordance with FAR 8.404.

3. Minimum Order:

\$100.00

4. Geographic Coverage:

Domestic

5. Point(s) of Production:

Services N/A

6. Statement of Net Price:

All prices herein are net; discounts deducted

7. Quantity Discounts:

None

8. Prompt Payment Terms:

Net 30 days

9a. Government Purchase Cards:

Accepted at or below the micro-purchase threshold

9b. Government Purchase Cards:

Accepted above the micro-purchase threshold

10. Foreign Items:

None

11a. Time of Delivery:

In accordance with the requirement of the task order

11b. Expedited Delivery:

Contact MediaForce representative

11c. Overnight and 2-Day Delivery:

Services N/A

11d. Urgent Requirements:

Agencies can contact MediaForce to request accelerated delivery.

12. F.O.B. Point(s):

Destination

- 13a. Ordering Address: MediaForce LLC
 10427 North Street, Suite 201
 Fairfax, VA 22030
Phone: 703.229.1208
Fax: 703.352.1012
customerservice@mediaforcellc.com
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: Same as ordering address
15. Warranty Provision: Standard commercial warranty. Customer should contact MediaForce for a copy of the warranty.
16. Export Packing Charges: Not applicable
17. Terms and Conditions of Government Purchase Card Acceptance: None
18. Terms and Conditions of Rental, Maintenance and Repair: N/A
19. Terms and Conditions of Installation: N/A
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
21. List of Service and Distribution Points: N/A
22. List of Participating Dealers: N/A
23. Preventive Maintenance: 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 for EIT: N/A
25. Data Universal Number System (DUNS) Number: 186503640
26. Notification Regarding Registration in System for Award (SAM) Database: Currently active

DESCRIPTION OF AWARDED SINs

541-1/RC ADVERTISING SERVICES

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited, to the following components:

- Advertising objective determination
- Message decision/creation media selection
- Outdoor marketing and media services
- Broadcast media (radio, TV and Public Service Announcements)
- Direct mail services
- Media planning and placement services
- Advertising evaluation
- Related activities to advertising services

541-2/RC PUBLIC RELATIONS SERVICES

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

541-3/RC WEB-BASED MARKETING SERVICES

Develop strategies for an agency to make the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web-based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive (digital) marketing
- Web-based training
- Web-casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- Online media management
- Related activities to web-based marketing services
- Coordination and management of online search and display networks
- Web analytics tracking and reporting services

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541-4A/RC MARKET RESEARCH AND ANALYSIS

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
- Establishing call centers (in relation to services provided under this schedule)

541-4B/RC VIDEO/FILM PRODUCTION

Videotape and film production services will be provided to inform the public and government agencies about the latest products, services, and/or issues, in various outputs such as industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required.

Examples of services include, but are not limited to:

- Writing
- Directing
- Animation
- Shooting
- Arranging for talent
- Narration
- Music and sound effects
- Video scoring
- Duplication
- Distribution
- Editing

541-5/RC INTEGRATED MARKETING SERVICES

This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full-service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web-Based Marketing, 541-4A Market Research and Analysis, and 541-4B Video/Film Production.

NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

541-1000/RC OTHER DIRECT COSTS (ODCs) are expenses other than labor hours

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

LABOR CATEGORY DESCRIPTIONS

CHIEF STRATEGY OFFICER

Provides vision and oversight for multiple client engagements. Responsible for overall performance of project teams. Identifies and develops integrated marketing campaign strategies involving all aspects of the project. Defines market research needs and requirements. Works with the customer to identify image branding requirements, target markets, media outlets and technology-driven marketing and public information resources. Strategizes with the executive management team.

The Chief Strategy Officer generally has a BBA, BS or BA and 15 years of experience.

VICE PRESIDENT

Provides senior leadership and counsel to clients on program strategy and implementation. Supervises the development and implementation of strategic campaigns. Manages and oversees department teams.

The Vice President generally has a BBA, BS or BA and 15 years of experience.

CLIENT SERVICES DIRECTOR

Leads communications program group, developing communications strategy per project. Builds a team capable of providing a range of support services including media relations, vertical market partner relations, news monitoring, trend analysis and evaluation. Strategizes with the Chief Strategy Officer, Senior Program Director, Creative Director, Media Director, Program Manager, Project Manager, Web Developer and Account Director. Manages the Client Services team.

The Client Services Director generally has a BS or BA and 15 years of experience.

CLIENT SERVICES MANAGER

Provides research, marketing and pitching strategy and or support for client project teams. Duties may include researching potential high-level strategic partners for client projects, media pitching and tracking. Reports to the Client Services Director, Program Manager or Project Manager.

The Client Services Manager generally has a BS or BA and 10 years of experience.

CLIENT SERVICES REPRESENTATIVE

Provides research, marketing and pitching support for client project teams. Duties may include researching potential strategic partners for client projects, media pitching and tracking. Reports to the Client Services Director, Program Manager or Project Manager.

The Client Services Representative generally has a BS or BA and 2 years of experience.

CLIENT SERVICES ASSISTANT

Assists in the administration of the project from introduction to completion. Duties may include research, tracking projects, maintaining research spreadsheets, media pitching and organizing files for appropriate documentation. Reports to the Client Services Director, Program Manager or Project Manager.

The Client Services Assistant generally has a BS or BA and 0 years of experience.

SENIOR PROGRAM DIRECTOR

Takes overall responsibility for complex programs or campaigns. Contributes strategic planning to design programs that fulfill client requirements, and supervises all campaign elements to ensure the program meets or exceeds highest client expectations. Designs the most cost-effective means of achieving client goals. Can serve as the primary point of contact with client with regard to program vision, strategy and oversight, while supervising staff in charge of implementation-level activities to ensure that the client is up-to-date on program status and overall progress. Guides the development of program components and acts as quality assurance officer over all program elements. Oversees budget expenditures, ensures the strategic focus and coordination of talent groups, and directs administrative and billing personnel. Plays a key role in the development of marketing strategies.

The Senior Program Director generally has a BS or BA and 20 years of experience.

PROGRAM MANAGER

Supervises all program elements to ensure the program meets or exceeds client expectations. Determines the most cost-effective means of achieving client goals. Can serve as the primary point of contact with client, ensuring that the client is up-to-date on program status and overall progress. Guides the development of program components and acts as quality assurance officer over all program elements. Oversees budget expenditures, ensures the strategic focus and coordination of talent groups, and directs administrative and billing personnel. Plays a key role in the development of marketing strategies.

The Program Manager generally has a BS or BA and 8 years of experience.

SENIOR PROJECT DIRECTOR

Provides managerial oversight and direction of complex project teams, ensuring timely project completion. Serves as the key point of project contact between internal functional departments, including marketing strategy, creative services, marketing/communications, information management and print/production management. Oversees every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among team members.

The Senior Project Director generally has a BS or BA and 15 years of experience.

PROJECT MANAGER

Provides managerial oversight and direction of the project team, ensuring timely project completion. Serves as the key point of project contact between internal functional departments, including marketing strategy, creative services, marketing/communications, information management and print/production management. Schedules every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among team members.

The Project Manager generally has a BS or BA and 5 years of experience.

ACCOUNT EXECUTIVE II

Serves as day-to-day liaison with clients to ensure successful and timely definition, implementation and completion of projects. Works closely with both clients and project teams in developing strategies, objectives and measurements. Monitors projects to ensure they are meeting all clients needs and acts as a main line of communication to and from the strategic client. Strategizes with the Client Services Director, Program Manager, Creative Director, Media Relations Specialist, and Project Manager.

The Account Executive II generally has a BS or BA and 5 years of experience.

ACCOUNT EXECUTIVE I

Serves as day-to-day liaison with clients to ensure successful and timely implementation and completion of projects. Works directly with client in developing programs, campaigns and materials. Works closely with internal project teams to convey client directives for developing strategies, objectives and measurements. Monitors projects to ensure they are meeting all clients needs and serves as the front line for communication to and from the client.

The Account Executive I generally has a BS or BA and 3 years of experience.

SUBJECT MATTER EXPERT III

Implements strategy dictating direction and management of support services in a specified field. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert III generally has a BA or BS and 15 years of experience.

SUBJECT MATTER EXPERT II

Implements strategy dictating direction and management of support services in a specified field. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert II generally has a BA or BS and 10 years of experience.

SUBJECT MATTER EXPERT I

Performs directed subject matter work. Supports team in producing high quality deliverable in time-efficient manner. Meets with client as needed.

Subject Matter Expert I generally has a BA or BS and 5 years of experience.

PRODUCT SPECIALIST

Specializes in a particular product line. Monitors all aspects of that product's lifecycle, including long- and short-term development and marketing. Stays abreast of trends in the marketplace to ensure the product's competitive position. Interfaces with project managers and clients to determine the product's future direction. Requires a bachelor's degree and at least 5 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is required. Works closely with the Program Manager or Project Manager.

The Product Specialist generally has a BS or BA and 5 years of experience.

PRODUCTION QUALITY CONTROL SPECIALIST

Evaluates and ensures high-quality production of all projects before their final release.

The Production Quality Control Specialist generally has a BS or BA and 10 years of experience.

SENIOR MEDIA RELATIONS SPECIALIST

Develops media relations strategies to ensure media placement and media coverage for client or client programs. Creates and implements a plan to meet media objectives within an established budget. Determines tactical plan; liaises with media and journalists to identify placement opportunities. Creates or supervises creation of press releases and media tours. Works with account teams to develop objectives and strategies for media and sponsorship buys.

The Senior Media Relations Specialist generally has a BS or BA and 10 years of experience.

MEDIA SPECIALIST

Works with account teams to develop objectives and strategies for media and sponsorship buys. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. Negotiates with media and sponsorship sales representatives to buy and place advertising for clients, calculates rates and budgets, and ensures that ads appear as specified.

The Media Specialist generally has a BS or BA and 5 years of experience.

CREATIVE DIRECTOR II

Drives the creative direction and conceptual design of complex, multi-segment integrated video, audio, print and interactive multimedia projects to ensure market differentiation and successful market penetration. Works with the creative team to identify, develop and coordinate innovative approaches to all media outlets. Oversees overall creative quality of design for projects in all media. Manages the production staff and works closely with the team leader to manage expectations and customer satisfaction.

The Creative Director generally has a BS, BA or equivalent and 15 years of experience.

CREATIVE DIRECTOR I

Drives the creative direction and conceptual design of video, audio, print and interactive multimedia projects to ensure market differentiation and successful market penetration. Works with the creative team to identify, develop and coordinate innovative approaches to all media outlets. Oversees creative quality of design for projects in all media. Manages the production staff and works closely with the team leader to manage expectations and customer satisfaction. Reports to the team leader to manage expectations and customer satisfaction.

The Creative Manager generally has a BS, BA or equivalent and 10 years of experience.

SENIOR GRAPHIC DESIGNER

Designs creative products based on the creative direction, conceptual design and image branding decisions provided by the client, creative team and the marketing team. Applies creative design to all media, such as

transit (Metro car cards, bus shelters), print (promotional materials, brochures), Web (banners, page design), etc. Works under the guidance of the team leader and/or the Creative Director.

The Senior Graphic Designer generally has a BS or BA and 10 years of experience.

GRAPHIC DESIGNER II

Designs creative products based on the creative direction, conceptual design and image-branding decisions provided by the creative team and the marketing team. Applies creative design to all media, such as transit (Metro car cards, bus shelters), print (promotional materials, brochures), Web (banners, page design), etc. Works under the guidance of the team leader and/or the Creative Director.

The Graphic Designer II generally has a BS or BA and 5 years of experience.

GRAPHIC DESIGNER I

Designs creative products based on the creative direction, conceptual design and image-branding decisions provided by the creative team and the marketing team. Applies creative design to print (promotional materials, brochures) and Web (banners, page design), etc. Works under the guidance of the team leader and/or the Creative Director.

The Graphic Designer I generally has a BS or BA and 1 years of experience.

WEB BACK-END DEVELOPER II

Assigned to complex, multi-tiered Web projects. Performs a variety of complex tasks relating to designing, developing, troubleshooting, debugging and implementing software code for Web sites. Online database design and implementation. Possesses expertise in HTML, JavaScript, Cold Fusion, ASP, and/or other tools to execute Web design. Works under the guidance of the team leader or the Creative Director.

The Web Developer generally has a BS, BA and 15 years of experience.

WEB BACK-END DEVELOPER I

Performs a variety of complex tasks relating to designing, developing, troubleshooting, debugging and implementing software code for Web sites. Possesses expertise in HTML, JavaScript, Cold Fusion, ASP, and/or other tools to execute Web design. Works under the guidance of the team leader or the Creative Director.

The Web Developer generally has a BS, BA and 10 years of experience.

WEB DEVELOPER

Performs a variety of complex tasks relating to designing, developing, troubleshooting, debugging and implementing software code for Web sites. Posts content as received from the Program Manager, Project Manager or the Creative Director.

The Web Developer generally has a BS, BA and 5 years of experience.

SENIOR WRITER/EDITOR

Has the lead responsibility and oversight for writing descriptive copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for reports, proposals, scripts, advertisements, new product introductions, press releases and promotional materials for all media outlets, including print, radio, TV and Web sites.

The Senior Writer/Editor generally has a BS or BA and 10 years of experience.

WRITER/EDITOR

Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for reports, proposals, scripts, advertisements, new product introductions, press releases and promotional materials for all media outlets, including print, radio, TV and Web sites. Reports directly to the team leader.

The Writer/Editor generally has a BS or BA and 5 years of experience.

SENIOR VIDEO EDITOR

Manages editing of video projects. Participates in all video project status and production meetings to ensure that client and project requirements are being met. Reports to the Creative Director.

The Senior Video Editor generally has a BS, BA or equivalent and 15 years of experience.

VIDEO EDITOR

Manages editing of video projects. Participates in all video project status and production meetings to ensure that client and project requirements are being met. Reports to the Creative Director.

The Video Editor generally has a BS or BA or equivalent and 10 years of experience.

SENIOR VIDEO PRODUCER

Manages production of video projects. Participates in all video project status and production meetings to ensure that client and project requirements are being met. Reports to Creative Director.

The Senior Video Producer generally has a BS, BA or equivalent and 15 years of experience.

VIDEO PRODUCER

Manages production of video projects. Participates in video project status and production meetings as directed to ensure that client and project requirements are being met. Reports to the Creative Director.

The Video Producer generally has a BS, BA or equivalent and 10 years of experience.

VIDEO DIRECTOR

Responsible for the technical and creative aspects of the production. Oversees the crew during the production and the Video Editor during postproduction.

The Video Director generally has a BS, BA or equivalent and 10 years of experience.

DIRECTOR OF PHOTOGRAPHY

Responsible for photography content and shoots. Works with client and project manager to coordinate efforts. Experienced in fulfilling video/film and photography requirements for marketing, advertising, public relations, account communications and training programs.

The Director of Photography generally has a BS or BA and 10 years of professional and advanced photography experience.

CAMERA OPERATOR

Responsible for operating the camera and for composition and quality. This individual reports to the Director of Photography.

The Camera Operator generally has a BS, BA or equivalent and 5 years of experience.

AUDIO PRODUCER

Manages production of audio projects. Participates in all audio project status and production meetings to ensure that client and project requirements are being met. Reports to the Creative Director.

The Audio Producer generally has a BS, BA or equivalent and 10 years of experience.

SENIOR AUDIO EDITOR

Oversees complex audio projects. Manages editing of audio projects. Participates in all audio project status and production meetings to ensure that client and project requirements are being met. Reports to the Creative Director.

The Senior Audio Editor generally has a BS, BA or equivalent and 15 years of experience.

AUDIO EDITOR

Oversees audio projects. Manages editing of audio projects. Participates in all audio project status and production meetings to ensure that client and project requirements are being met. Reports to the Creative Director.

The Audio Editor generally has a BS, BA or equivalent and 10 years of experience.

AUDIO OPERATOR

Responsible for audio recording quality and microphone placement during the production.

The Audio Operator generally has a BS, BA and 5 years of experience.

GRIP

The Grip is responsible for assisting with rigging, lighting and running errands for the production crew. This individual reports to the Director of Photography.

The Grip generally has a BS, BA or equivalent and 0 years of experience.

LIGHTING DIRECTOR

The Lighting Director is responsible for all aspects of lighting on the set of a production. This individual reports to the Director of Photography.

The Lighting Director generally has a BS, BA or equivalent and 5 years of experience.

MAKE-UP ARTIST

The Make-Up Artist is responsible for the talent's hair, make-up and special effects (when required) during a production.

The Make-Up Artist generally has a BS, BA or equivalent and 5 years of experience.

ON-CAMERA NARRATOR

Provides the on-camera narration for video productions.

The On-Camera Narrator generally has a BS, BA or equivalent and 10 years of professional experience.

OFF-CAMERA NARRATOR

Provides the off-camera narration for video productions.

The Off-Camera Narrator generally has a BS, BA or equivalent and 10 years of professional experience.

VOICEOVER II

Provides the narration for radio spot productions.

The Voiceover II generally has a BS, BA or equivalent and 5 years of professional experience.

VOICEOVER I

Provides the narration for podcast productions.

The Voiceover I generally has a BS, BA or equivalent and 5 years of professional experience.

LANGUAGE TRANSLATOR

Translates written documents and spoken words from one language to another. Must be well versed in vocabulary dealing with specialty as well as with vernacular, slang and cultural sensitivities. Familiar with standard concepts, practices, and procedures within a particular field. Works under general supervision.

The Language Translator generally has a BS or BA or equivalent and 2 years of professional experience.

EVENT PLANNER

Performs a broad range of duties to organize and design conferences and meetings, plus post-meeting activities. Provides on-site support at conferences. The position requires planning, dependability, good business judgment, tact, poise and resourcefulness to ensure timely completion of assignments.

The Event Planner generally has a BS, BA or equivalent and 3 years of professional experience.

Where indicated within the specific labor category descriptions, relevant work experience is an acceptable substitute for education requirements listed in the job descriptions and job postings for roles within MediaForce. In certain instances, specific licenses or certifications are a requirement and is stated in the job description or job posting. Below is an example:

- BA or BS college degree preferred. Related work experience may be substituted for educational requirements.

The Service Contract Act (SCA) is applicable to this contract. 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 29CRF 5413.300), 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 applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

LABOR RATES FOR SINS

541-1/RC, 541-2/RC, 541-3/RC, 541-4A/RC, 541-4B/RC, 541-5/RC

POSITION	UNIT	GSA*
<i>*GSA pricing includes IFF</i>		
Chief Strategy Officer	hour	\$277.71
Vice President	hour	\$199.95
Client Services Director	hour	\$138.85
Client Services Manager	hour	\$94.42
Client Services Representative	hour	\$66.65
Client Services Assistant	hour	\$49.98
Senior Program Director	hour	\$199.95
Program Manager	hour	\$127.75
Senior Project Director	hour	\$155.52
Project Manager	hour	\$122.20
Account Executive II	hour	\$111.08
Account Executive I	hour	\$83.31
Subject Matter Expert III	hour	\$264.48
Subject Matter Expert II	hour	\$213.35
Subject Matter Expert I	hour	\$158.04
Product Specialist	hour	\$122.20
Production Quality Control Specialist	hour	\$138.85
Senior Media Relations Specialist	hour	\$155.52
Media Specialist	hour	\$83.31
Creative Director II	hour	\$155.52
Creative Director I	hour	\$141.63
Senior Graphic Designer	hour	\$133.30
Graphic Designer II	hour	\$94.42
Graphic Designer I	hour	\$72.20
Web Back-End Developer II	hour	\$211.06
Web Back-End Developer I	hour	\$177.73
Web Developer	hour	\$133.30
Senior Writer/Editor	hour	\$133.30
Writer/Editor	hour	\$105.53
Senior Video Editor	hour	\$138.85
Video Editor	hour	\$94.42
Senior Video Producer	hour	\$138.85
Video Producer	hour	\$94.42
Video Director	hour	\$122.20
Director of Photography	hour	\$133.30
Camera Operator	hour	\$116.63
Audio Producer	hour	\$138.85

POSITION	UNIT	GSA*
Senior Audio Editor	hour	\$127.75
Audio Editor	hour	\$83.31
Audio Operator	hour	\$122.20
Grip	hour	\$55.55
Lighting Director	hour	\$111.08
Make-up Artist	hour	\$111.08
On-Camera Narrator	day	\$1,666.25
Off-Camera Narrator	hour	\$833.13
Voiceover II	per 30-second spot	\$444.33
Voiceover I	per podcast	\$277.71
Language Translator	hour	\$166.63
Event Planner	hour	\$66.65

SERVICE PACKAGES

PRODUCT	DESCRIPTION	GSA*
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*GSA pricing includes IFF

SIN 541-1/RC

PSN Entertainment	Featuring online PSA distribution through entertainment venues such as LiveNation.com and TicketMaster.com. Includes monitoring, vetting and distribution of a website banner or interactive PSA, project management, gathering all data for reporting. Additional program options available. *Yielding 4,000,000 impressions per flight based on program configuration.	\$52,200.50
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SIN 541-1/RC

PSN In-Store Broadcasting with Brochure Give-away	Two-week audio flight with brochure give-away within two store chains and/or up to 1,000 stores. Includes on average 14 -18 broadcasts per day. Scripting and production of a 30- second audio PSA, store and brochure (supplied by the client) coordination, final report.	\$27,768.26
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SIN 541-1/RC

PSN In-Store Broadcasting with Brochure Give-away; Additional Store	Additional store added to the above PSN In-Store Broadcasting with Brochure Give-away service.	\$18.64
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NOTE: For all above listed in-store option, PSAs must be approved by the retail chains. Guaranteed 14 broadcasts (minimum) per day for 7 days.

SIN 541-1/RC

PSN WaitingRoom I	Featuring video or print PSA distribution in physician and/or clinical specialist waiting rooms. May also include online version. Includes monitoring, vetting and distribution of a 30- second video PSA or print PSA, project management, gathering all data and final report. Additional program options available. *Yielding up to 10,000,000 impressions per flight based on program configuration.	\$52,200.50
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SIN 541-1/RC

PSN WaitingRoom II	Featuring video or print PSA distribution in physician and/or clinical specialist waiting rooms. May also include online version. Includes monitoring, vetting and distribution of a 30- second video PSA or print PSA, project management, gathering all data and final report. Additional program options available. *Yielding up to 16,000,000 impressions per flight based on program configuration.	\$75,853.90
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SIN 541-1/RC

Audio PSA Production	Scripting, voiceover, studio production of a 30- second audio PSA.	\$2,644.84
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SIN 541-1/RC

Broadcast Radio Package	Compose and distribute an email advisory to 6,400+ radio stations nationwide, pitch 300 radio stations, Web download and final report.	\$5,818.64
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SIN 541-1/RC

Radiocast	Scripting, recording and production of one weekly radiocast. Must be combined with an audio podcast and Web maintenance.	\$2,327.46
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SIN 541-1/RC

Telephone Interview Recording	Recording and post-production of one (up to 30 minutes) telephone interview.	\$385.75
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SIN 541-1/RC

Audio Interview Recording - Customer Site	Recording (one venue) half-day and post-production.	\$1,850.88
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SIN 541-2/RC

Broadcast TV Package I	Compose and distribute an email advisory to 1,000+ TV stations and broadcast and cable networks containing a description of the PSA, preview file, broadcast quality downloadable links and summary of the campaign. Pitch 35 markets and 10 networks, SpoTTrac encode and tracking for 13 weeks (one version), closed captioning, satellite feed and email advisory, final report.	\$13,224.18
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SIN 541-2/RC

Broadcast TV Package II	Prepare up to two PSA(s) for digital distribution: Add SpoTTrac encoding and closed captioning. Secure an Ad-ID for each video format. Reformat video(s) with a count down and custom slate based on target network specifications. Compose and distribute an email advisory to 2,000+ TV stations and broadcast and cable networks containing a description of the PSA, preview file, broadcast quality downloadable links and summary of the campaign. Pitch 35 markets (300 stations) and 10 networks, Nielsen tracking data distributed to client for 26 weeks. Refresh email advisory and distribute again after 3 months with 60 additional hours of pitching, final report.	\$22,693.64
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SIN 541-2/RC

Broadcast TV Package III	Compose and distribute an email advisory to TV stations and local cable outlets in one market or limited markets containing a description of the PSA, preview file, broadcast quality downloadable link and summary of the campaign. 40 hours of marketing/pitching to targeted stations. Determine which format the stations/cables will require for broadcast and final report.	\$4,589.42
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SIN 541-2/RC

Broadcast TV Package IV	Prepare up to two PSA(s) for digital distribution: Add SpoTTrac encoding and closed captioning. Secure an Ad-ID for each video format. Reformat video(s) with a count down and custom slate based on target network specifications. Compose and distribute an email advisory to 1,000+ TV stations and broadcast and cable networks containing a description of the PSA, preview file, broadcast quality downloadable links and summary of the campaign. Pitch 35 markets (300 stations) and 10 networks, email advisory distributed a second time after 1 month, Nielsen tracking data distributed to client for 13 weeks, final report.	\$15,536.52
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SIN 541-2/RC

PSA Encoding/Tracking – For Additional PSA Versions	PSA SpoTTrac encoding, closed captioning and tracking for 13 weeks per PSA version.	\$1,586.90
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SIN 541-3/RC

Audio Podcast I	Production and launch of one audio podcast, one minute in length. Includes project management, one optional prerecorded interview, transcripts, program production, talent fees, music beds, editing and podcast execution.	\$2,905.66
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NOTE: Initial podcast requires purchase of Audio Podcast Web Set-up.

SIN 541-3/RC

Audio Podcast III	Production and launch of one, 10 - 12 minute audio podcast - monthly fee. Includes transcripts, program production, talent fees, music beds, editing & podcast execution.	\$4,760.71
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NOTE: Initial podcast requires purchase of Audio Podcast Web Set-up.

SIN 541-3/RC

Audio Podcast Web Set-up	Design and development of basic Web landing page.	\$2,644.84
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SIN 541-3/RC

Basic Web Hosting & Maintenance	Basic Web hosting and up to 12 hours IT support, database management, site edits, content management – monthly fee.	\$1,465.24
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SIN 541-3/RC

Comprehensive Web Hosting & Maintenance	Includes hosting and up to 32 hours IT support for audio podcasts & associated Web site; program archiving & management; ongoing site edits – monthly fee.	\$4,760.71
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SIN 541-3/RC

Flash Brick Development	Includes development of a Flash brick; excludes cost of stock image purchase.	\$317.38
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SIN 541-3/RC

Thumbnail Development	Includes development of a thumbnail, two iterations, excludes cost of stock image purchase.	\$37.03
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SIN 541-4A/RC

Focus Group Facilitation	Development of screener and two (2) revisions; development of moderator's guide and two (2) revisions; focus group moderation; facility (may be included based on program requirements), audio recording and transcription; recruitment of 6 – 8 participants, incentives (\$100 per recruit), refreshments and group summary report. *Travel not included.	\$15,324.94
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SIN 541-4A/RC

Research/Marketing/Pitching/ Tracking Package	40 hours of research/marketing/pitching/tracking.	\$3,204.03
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SIN 541-4B/RC

Edit Suite	Includes per hour rate for use of editing suite services; excludes operator.	\$93.70
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SIN 541-4B/RC

CD, DVD and Betacam Dubs	Includes fee per spot for CD, DVD or Betacam dubs. Includes label and case.	\$26.45
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SIN 541-4B/RC

Production of Video PSA	Includes one HD camera and operator, scripting, one non-union talent, professional local production crews, teleprompter services or second HD camera, and editing of at least one 30- second PSA. Also includes basic storyboarding, two rough cuts, up to three additional edits, two flash drives or two DVDs.	\$41,652.39
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OTHER DIRECT COSTS

SIN 541-1000/RC

- **Limitations may apply based on actual requirements (i.e.: duration, market, frequency, geographic location, talent fees) for campaigns, programs and events.**
- **Other Direct Cost (ODC) rates shown are ceiling prices per category. Actual prices will be quoted based on individual specifications of the project. Lower rates may be available.**

PRODUCT	DESCRIPTION	GSA*
<i>*GSA pricing includes IFF</i>		
NOTE: Direct cost. Each must be wrapped with labor.		
Professional Team Sponsorship	Local market team sponsorship agreement during season of play.	\$110,825.00
Media Sponsorships (Grass-roots event)	One local event to include one basic six-foot table and two chairs, one 30- second PSA with radio station placements for one week.	\$7,808.13
Media Buys	Per advertiser, per month (net charge)	\$1,000,000.00
Out-of-Home/Transit Advertising	Advertising on/in: Metro cars Delivery trucks Bus shelters Dioramas Displays Banner stands Includes: printing, shipment & placement	\$140,042.50
Production/Printing of Various Media	The production/printing of any media: promotional items, brochures, posters, flyers, etc. per project.	\$5,037.50
Production Materials, Supplies & Equipment	Per item: materials/supplies/equipment associated with production, including but not limited to: supplies, props, music beds, stock footage, photography services, images, site fees, permits, crew refreshments, promotional materials, additional camera, etc.	\$3,365.05
Actor/Extra	Additional actor/extra required for a PSA production.	\$906.75
Shipping & Handling	Fees associated with shipping/handling.	\$541.70