GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC GROUP: 541

KGB MEDIA, LLC dba TheRedFlash Group

679 Encinitas Blvd, Suite 211
Encinitas, CA 92024
Phone: (760) 632-8280
Fax: (866) 448-1436
http://www.redflashgroup.com/
Contract Administrator: Mr. Jake Knight
Email: jknight@redflashgroup.com

CONTRACT NUMBER: GS-07F-0548W

PERIOD COVERED BY CONTRACT:
August 1, 2010 through July 31, 2020

BUSINESS SIZE:
Small Business

Pricelist current through modification #PA-0012
Pricelist current through date July 2, 2015

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!* ™,a menu-driven database system. The Internet address for GSA *Advantage!* ™ is www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules click on the FAS Schedules button at http://www.gsa.gov/fas.

INFORMATION FOR ORDERING ACTIVITIES

1a. AUTHORIZED SPECIAL ITEM NUMBERS (SINs):

SIN	DESCRIPTION
541-1, 541-1RC	Advertising Services
541-3, 541-3RC	Web Based Marketing Services
541-4A, 541-4ARC	Market Research and Analysis
541-4D, 541-4DRC	Conference, Events and Tradeshow Planning Services
541-5, 541-5RC	Integrated Marketing Services
541-1000,541-1000RC	Other Direct Cost

1b and 1c. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

SIN(S)	LABOR/TASK CATEGORY	HOURLY
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Account Coordinator I	$81.79
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Account Coordinator II	$111.12
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Account Manager I	$115.62

SIN(S)	LABOR/TASK CATEGORY	HOURLY
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Account Manager II	$125.04
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Account Manager III	$141.97
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Administrative Assistants	$75.76
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Associate Consultants	$112.41
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Consulting Lead I	$167.00
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Copywriter	$76.44
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Creative Director	$141.97
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Events Manager/Supervisor	$102.51

SIN(S)	LABOR/TASK CATEGORY	HOURLY
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Graphic Designer I	$88.21
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Graphic Designer II	$113.65
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Meeting Planner/Coordinator	$132.53
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Partner/Principal Executive Consultant	$185.47
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Research Analyst	$112.41
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Senior Writer/Editor	$118.37
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Subject Matter Expert I	$155.79
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Subject Matter Expert II	$174.92

SIN(S)	LABOR/TASK CATEGORY	HOURLY
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Subject Matter Expert III	$244.08
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Web Designer I	$129.95
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Web Designer II	$139.81
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Web Site Developer/Technology Specialist I	$146.80
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Web Site Developer/Technology Specialist II	$162.51
541-1, 541-1RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4D, 541-4DRC, 541-5, 541-5RC	Web Site Developer/Technology Specialist III	$201.26

2. MAXIMUM ORDER: $1,000,000 per SIN

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: Encinitas, CA

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

7. QUANTITY DISCOUNT(S): +.5% > $500,000

8. PROMPT PAYMENT TERMS: +1% 20 Days Net 30 days

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

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

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be
discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the
Contractor for rates.

11d. URGENT REQUIRMENTS: 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.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:
KGB Media, LLC dba The RedFlash Group
679 Encinitas Blvd, STE 211
Encinitas, CA 92024-3761

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:
679 Encinitas Blvd, STE 211
Encinitas, CA 92024-3761

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level)

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 AVAILABLE): 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):

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 089290535

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: REGISTERED

Labor Category Position Descriptions

Account Coordinator I

Minimum/General Experience: 1 – 5 years marketing experience (can include internship)

Functional Responsibility: Acts under the direction of the Account Managers. Assists in managing client projects specifically related to planning, scheduling and coordination of collateral production, print, advertising, research, exhibit coordination, web development and e-mail campaigns, PR support and related marketing activities and drafting copy.

Minimum Education: Bachelor's degree in related field

Account Coordinator II

Minimum/General Experience: 5+ years marketing experience (can include internship)

Functional Responsibility: Acts under the direction of the Account Managers. Assists in managing client projects specifically related to planning, scheduling and coordination of collateral production, print, advertising, research, exhibit coordination, web development and e-mail campaigns, PR support and related marketing activities and drafting copy.

Minimum Education: Bachelor's degree in related field

Account Manager I

Minimum/General Experience: 5 to 7 years of experience in managing projects. The ability to exercise independent judgment and resolve technical, administrative and managerial problems. Responsible for planning and coordinating staff and managing costs, quality and schedule.

Functional Responsibility: Advises and/or recommends at tactical level. Provides overall direction to the formulation, development, implementation and delivery of a project. Is able to apply the principles of sound project methodology. Is able to lead complex projects with minimal external project interfaces. Exercises management responsibility and accountability for performance, revenue and profit objectives of a project and its contracts. Ensures that the project plan maintains tasks, schedules, estimates and status. Creates and makes information available to project members.

Minimum Education: Bachelor's degree in related field

Account Manager II

Minimum/General Experience: 7 to 10 years of experience in managing projects. The ability to exercise independent judgment and resolve technical, administrative and managerial problems. Responsible for planning and coordinating staff and managing costs, quality and schedule.

Functional Responsibility: Begin to advise at Industry/Strategic level. Provides overall direction to the formulation, development, implementation and delivery of a project. Is able to apply the principles of sound project methodology. Is able to lead complex projects with minimal external project interfaces. Exercises management responsibility and accountability for performance, revenue and profit objectives of a project and its contracts. Ensures that the project plan maintains tasks, schedules, estimates and status. Creates and makes information available to project members.

Minimum Education: Bachelor's degree in related field

Account Manager III

Minimum/General Experience: 10+ years of experience in managing projects. The ability to exercise independent judgment and resolve technical, administrative and managerial problems. Responsible for planning and coordinating staff and managing costs, quality and schedule.

Functional Responsibility: Advise at Industry/Strategic level. Provides overall direction to the formulation, development, implementation and delivery of a project. Is able to apply the principles of sound project methodology. Is able to lead complex projects with minimal external project interfaces. Exercises management responsibility and accountability for performance, revenue and profit objectives of a project and its contracts. Ensures that the project plan maintains tasks, schedules, estimates and status. Creates and makes information available to project members.

Minimum Education: Bachelor's degree in related field

Administrative Assistant

General/Specialized Experience: Minimum of 2 years experience in office environment providing project support.

Functional Responsibility: Responsible for providing secretarial/clerical support services to technical project staff, such as word processing, photocopying, scheduling, administrative reporting, supply ordering, management and messaging.

Minimum Education: Associate's degree in Computer or Information Science, Business Management, or related discipline. Experience may be substituted for education.

Associate Consultant

Minimum/General Experience: At least 7 years of direct client experience.

Functional Responsibility: Acts under the direction of higher-level executive or senior consultants. Develops specific consulting approaches for information collection and analysis, policy analysis, problem solving, facilitation, planning and program integration/collaboration. Assists with implementation of consulting approaches (identified above). Responsible for documents application and results of implementation of consulting approaches. Analyzes and evaluates tabulated data. Prepares interpretations of methods and findings for customers and others. Drafts material for inclusion in consulting reports. May perform some work of or coordinate with senior or partner consultants.

Minimum Education: Bachelor's degree in related field

Consulting Lead I

Minimum/General Experience: 10+ years of experience in unique areas. Strong history of applying in-depth knowledge and expertise to educate and guide clients on best practices in the areas of management, marketing, advertising, problem identification and solution implementation. Acquired industry recognition for successful design, development or implementation of highly specialized marketing issues, systems or methods.

***Functional Responsibility*:** Consultants are responsible for overall project success, oversee project budget and schedules and have supervisory responsibility. May serve as primary client contact.
***Minimum Education*:** Bachelor's degree in related field

Copywriter

Minimum/General Experience: Copywriters will have at least 3 years of experience and be familiar with standard concepts, practices and procedures within a particular field.
Functional Responsibilities: Writes, proofreads and edits copy brochures/print and other forms of documents. May assist in estimating production costs, overseeing work done by external suppliers and preparing the marketing program. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor, manager or consultant. A certain degree of creativity and latitude is required.
Minimum Education: Bachelor's degree in a related area

Creative Director

Minimum/General Experience: Minimum of 12 years experience in design-related positions with at least 2 as a creative director in a high-performing design/ communications environment. Minimum of 5 years of supervisory and office management experience. Superior and demonstrated strategic thinker. Demonstrated ability to maintain and develop new work relationships and motivate design staff to produce high-quality work. Superior written, verbal, organizational and visual communication skills. Superior knowledge of communications trends. Knowledge of design, multimedia and Web systems and software.
Functional Responsibilities: Supervise creative staff, including ensuring overall quality translating client's goals into successful design. Manage day-to-day business operations including proposals, relations and accounting. Lead potential client meetings and business development. Organize, train and mentor creative team for each project. Determine internal marketing efforts with consulting team. Ensure design staff efficiency and budget adherence.
Education: Bachelor's degree in graphic design or related field, required graduate degree in graphic design or related field preferred

Events Manager/Supervisor

Minimum/General Experience: The event manager has at least 5 years of event management experience, with at least 2 years in a primary role as Event Manager. Exceptional oral and written communication skills. Must possess a high level of organizational and multi-tasking skills to meet client expectations and to do so in a timely and efficient manner.
Functional/ Responsibilities: Main contact for clients once contracts are negotiated and signed. Responsible for the design end of the events and will work with client to follow through on goals, needs and the vision for the project. Manages the food & beverage order, audio-visual, and the pre-conference & on-site registration processes. Serves as primary contact with venue and vendors. Also facilitates any other special events, group tours, spouse programs, etc… Will work with Event Coordinator to meet and exceed

client expectations. Also serves as primary on-site contact during event/conference, in addition to Meeting Planner/Coordinator when necessary.
Minimum Education: Bachelor's degree

Graphic Designer I

Minimum/General Experience: 1 – 5 years experience as a designer with increasingly challenging responsibilities. Advanced conceptual, design and communication skills. Good knowledge of printing processes. Good written and verbal communication skills. Ability to follow design direction and collaborate on design. Demonstrated ability to handle multiple projects and tight deadlines. Demonstrated ability to work in a team environment
Functional Responsibilities: Conceptualize, design and produce various print and collateral materials. Demonstrated efficiency, attention to detail and professional attitude. Assist with computer maintenance and office management. Review and proof all client materials. Coordinate design and print schedules. Macintosh and IBM-platform literacy. Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop.
Minimum Education: Bachelor's degree in graphic design or related field required

Graphic Designer II

Minimum/General Experience: 5+ years experience as a designer with increasingly challenging responsibilities. Advanced conceptual, design and communication skills. Good knowledge of printing processes. Good written and verbal communication skills. Ability to follow design direction and collaborate on design. Demonstrated ability to handle multiple projects and tight deadlines. Demonstrated ability to work in a team environment
Functional Responsibilities: Conceptualize, design and produce various print and collateral materials. Demonstrated efficiency, attention to detail and professional attitude. Assist with computer maintenance and office management. Review and proof all client materials. Coordinate design and print schedules. Macintosh and IBM-platform literacy. Expert in Quark XPress, Adobe Illustrator, InDesign and Photoshop.
Minimum Education: Bachelor's degree in graphic design or related field required

Meeting Planner/Coordinator

Minimum/General Experience: At least 7 years of experience in the event planning industry, with at least 5 years in a primary role as Event Coordinator/Meeting Planner. This individual also possesses extensive contract and negotiating experience. Exceptional oral and written communication and organizational skills are also required to fill this role.
Functional Responsibilities: Responsible for client negotiations, hotel/venue contract negotiations and other key agreements initialized at the beginning of the project. Also responsible for establishing the client's goals and needs for each function/event. Will work closely with Event Coordinator to monitor progress made on stages of the event planning and assist with program material, recruit speakers and exhibitors, and facilitate any vendor exhibitions. When necessary, the meeting planner will also serve as an on-site contact at event/conference.
Minimum Education: Bachelor's degree in related field

Partner (or Principal) Executive Consultant

Minimum/General Experience: At least 15+ years of experience in unique areas. Strong history of applying in-depth knowledge and expertise to educate and guide clients on best practices in the areas of management, marketing, advertising, problem identification and solution implementation. Acquired industry recognition for successful design, development or implementation of highly specialized marketing issues, systems or methods.

***Functional Responsibility*:** Partner Consultants are responsible for overall project success, oversee project budget and schedules and have supervisory responsibility. May serve as primary client contact.

***Minimum Education*:** Bachelor's degree in related field, advanced degree preferred

Research Analyst/Associate

Minimum/General Experience*:* At least 7 years of experience in research.

Functional Responsibilities*:* Under direction of higher-level employee: Develops and tests methods for data collection. Analyzes and evaluates tabulated data. Interprets methods and findings for customers and other users. Drafts material for inclusion in research reports. May coordinate or perform work of consulting team.

Minimum Education*:* Bachelor's degree in related field

Senior Writer/Editor

Minimum/General Experience: Senior Writers will have at least 15 years experience and be familiar with a variety of the field's concepts, practices, and procedures.

Functional Responsibilities: Writes a variety of technical articles, reports, brochures and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

Minimum Education: Bachelor's degree in a related area (journalism)

Subject Matter Expert I

Minimum/General Experience*:* 15 years of experience. Proficient in single or multiple technical disciplines.

Functional Responsibilities*:* Provides strategic consulting in specified program area. Plans, conducts, and communicates various support services. Provides expert guidance and insight into project where complex problems require in depth-knowledge of the subject matter for effective implementation. May supervise other team members. May meet with client regularly to discuss performance, propose initiatives and establish priorities. May perform other related duties as assigned.

Minimum Education: Bachelor's degree; advanced degree preferred; may hold current or past certification at state or national level

Subject Matter Expert II

Minimum/General Experience: 18 years of experience. Proficient in single or multiple technical disciplines.

Functional Responsibilities: Provides strategic consulting in specified program area. Plans, conducts, and communicates various support services. Provides expert guidance and insight into project where complex problems require in depth-knowledge of the subject matter for effective implementation. May supervise other team members. May meet with client regularly to discuss performance, propose initiatives and establish priorities. May perform other related duties as assigned.

Minimum Education: Bachelor's degree; advanced degree preferred; may hold current or past certification at state or national level

Subject Matter Expert III

Minimum/General Experience: 20+ years of experience. Proficient in single or multiple technical disciplines.

Functional Responsibilities: Provides strategic consulting in specified program area. Plans, conducts, and communicates various support services. Provides expert guidance and insight into project where complex problems require in depth-knowledge of the subject matter for effective implementation. May supervise other team members. May meet with client regularly to discuss performance, propose initiatives and establish priorities. May perform other related duties as assigned.

Minimum Education: Bachelor's degree; advanced degree preferred; may hold current or past certification at state or national level

Web Designer I

Minimum/General Experience: 3-5 years' experience as a designer, at least 2 years focused on Web and multimedia design. Minimum of 1 year of supervisory and office management experience. Strategize and develop user interface elements supporting visual, branding navigational and stylistic needs. Work with supervisors and Web developer to ensure feasibility of design. Manage project from concept to launch. Work directly with Web developer to implement design.

Functional responsibilities: Strategic conceptual, design and written/verbal communication skills and the ability to follow art direction and collaborate on design. Excellent user-centered design implementation skills. Ability to communication ideas intelligently with client. Strong understanding of up-to-date multimedia and Internet technology and trends. Macintosh and IBM-platform literacy. Expert in Adobe Photoshop, Illustrator and Image Ready. Knowledge of HTML, CCS and Dreamweaver helpful.

Minimum Education: Bachelor's degree in graphic design, multimedia or other related field require

Web Designer II

Minimum/General Experience: 5+ years' experience as a designer, at least 3 years focused on Web and multimedia design. Minimum of 2 year of supervisory and office management experience. Strategize and develop user interface elements supporting visual, branding navigational and stylistic needs. Work with supervisors and Web developer to ensure feasibility of design. Manage project from concept to launch. Work directly with Web developer to implement design.

Functional responsibilities: Strategic conceptual, design and written/verbal communication skills and the ability to follow art direction and collaborate on design. Excellent user-centered design implementation skills. Ability to communication ideas intelligently with client. Strong understanding of up-to-date multimedia and Internet technology and trends. Macintosh and IBM-platform literacy. Expert in Adobe Photoshop, Illustrator and Image Ready. Knowledge of HTML, CCS and Dreamweaver helpful.

Minimum Education: Bachelor's degree in graphic design, multimedia or other related field require

Web Site Developer/Technology Specialist I

Minimum/General Experience: At least 10 years of experience in website development activities. Must have broad experience in website programming techniques and database integration. Must have creative design experience.

Functional Responsibility: Applies full competency in website development, demonstrating broad knowledge of current database technology and computer systems. Plans and implements website solutions as a part of major projects under the direction of a project or program manager. Works with designer to translate concepts to websites. Tests sites to ensure quality and usability on all main browsers. Conducts usability tests and ensures all requirements are met. Maintains site upkeep as needed. Selects and supervises outside vendors, including web hosts, database management services and ecommerce solutions. Provides application support to clients on a case-by-case basis including training sessions. Is able to create web interfaces for backend databases. Is able to create dynamic websites using DHTML and CSS. Duties at this level require mastery of specialized techniques, ingenuity and ability to apply an analytical approach to the solution of a wide variety of problems. Acts as creative advisor to determine needs, present concepts and present design. Communicates with clients during design process. Develops web concepts. Creates visual interpretations of concepts. Demonstrates experience in creating section 508-compliant websites. Expert in HTML, CSS, XHTML, PHP, CMS, JavaScript, Dreamweaver, Flash, Image Ready, Adobe Photoshop, Illustrator and FireworksEducation.

Minimum Education: Bachelor's degree in Computer Science, Information Systems, or relevant technical, (or equivalent combination of education and related IT experience) or combination graphic design, multimedia degree.

Web Site Developer/Technology Specialist II

Minimum/General Experience: 12 years of experience in website development activities. Must have broad experience in website programming techniques and database integration. Must have creative design experience.

Functional Responsibility: Applies full competency in website development, demonstrating broad knowledge of current database technology and computer systems. Plans and implements website solutions as a part of major projects under the direction of a project or program manager. Works with designer to translate concepts to websites. Tests sites to ensure quality and usability on all main browsers. Conducts usability tests and ensures all requirements are met. Maintains site upkeep as needed. Selects and supervises outside vendors, including web hosts, database management services and ecommerce solutions. Provides application support to clients on a case-by-case basis including training sessions. Is able to create web interfaces for backend databases. Is able to create dynamic websites using DHTML and CSS. Duties at this level require mastery of specialized techniques, ingenuity and ability to apply an analytical approach to the solution of a wide variety of problems. Acts as creative advisor to determine needs, present concepts and present design. Communicates with clients during design process. Develops web concepts. Creates visual interpretations of concepts. Demonstrates experience in creating section 508-compliant websites. Expert in HTML, CSS, XHTML, PHP, CMS, JavaScript, Dreamweaver, Flash, Image Ready, Adobe Photoshop, Illustrator and FireworksEducation.

Minimum Education: Bachelor's degree in Computer Science, Information Systems, or relevant technical, (or equivalent combination of education and related IT experience) or combination graphic design, multimedia degree.

Web Site Developer/Technology Specialist III

Minimum/General Experience: 15+ years of experience in website development activities. Must have broad experience in website programming techniques and database integration. Must have creative design experience.

Functional Responsibility: Applies full competency in website development, demonstrating broad knowledge of current database technology and computer systems. Plans and implements website solutions as a part of major projects under the direction of a project or program manager. Works with designer to translate concepts to websites. Tests sites to ensure quality and usability on all main browsers. Conducts usability tests and ensures all requirements are met. Maintains site upkeep as needed. Selects and supervises outside vendors, including web hosts, database management services and ecommerce solutions. Provides application support to clients on a case-by-case basis including training sessions. Is able to create web interfaces for backend databases. Is able to create dynamic websites using DHTML and CSS. Duties at this level require mastery of specialized techniques, ingenuity and ability to apply an analytical approach to the solution of a wide variety of problems. Acts as creative advisor to determine needs, present concepts and present design. Communicates with clients during design process. Develops web concepts. Creates visual interpretations of concepts. Demonstrates experience in creating section 508-compliant websites. Expert in HTML, CSS, XHTML, PHP, CMS, JavaScript, Dreamweaver, Flash, Image Ready, Adobe Photoshop, Illustrator and FireworksEducation.

Minimum Education: Bachelor's degree in Computer Science, Information Systems, or relevant technical, (or equivalent combination of education and related IT experience) or combination graphic design, multimedia degree.

SCA Matrix

SCA Matrix		
SCA Eligible Contract Labor Category	SCA Equivalent Code - Title	WD Number
Administrative Assistant	01011 - Accounting Clerk I	2005-2057

"The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly."