



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

**Multiple Award Schedule (MAS)
Federal Supply Group: Professional Services**

KGB MEDIA, LLC dba RedFlash Group

681 Encinitas Blvd. Suite 407

Encinitas, CA 92024

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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, 2015 through July 31, 2025

BUSINESS SIZE: Small Business

Pricelist current through modification #PO-0032

Pricelist current through date August 1, 2020

*For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at fss.gsa.gov.
On-line access to contract ordering information, terms and conditions, and up-to-date pricing, as applicable, is
available on GSA Advantage! At <https://www.gsaadvantage.gov>*

INFORMATION FOR ORDERING ACTIVITIES
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1a. **Authorized Special Item Numbers (SINs)**

SIN	DESCRIPTION
<i>541511/ 541511RC</i>	<i>Web Based Marketing</i>
<i>541611/ 541611RC</i>	<i>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</i>
<i>541613/ 541613RC</i>	<i>Marketing Consulting Services</i>
<i>541810/ 541810RC</i>	<i>Advertising Services</i>
<i>541910/ 541910RC</i>	<i>Market Research and Analysis</i>
<i>561920/ 561920RC</i>	<i>Conference, Meeting, Event and Trade Show Planning Services</i>
<i>OLM</i>	<i>Order-Level Materials (OLM)</i>

1b. **Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. *Not Applicable***

1c. **If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. *See price list below starting on page 5..***

2. **Maximum order: \$1,000,000**

3. **Minimum order: \$100**

4. **Geographic coverage (delivery area): *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 of production:** *Same as company address*
6. **Discount from list prices or statement of net price:** *Government net prices (discounts already deducted).*
7. **Quantity discounts:** *+.5% > \$500,000*
8. **Prompt payment terms:** *+1% 20 Days Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.*
- 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:** *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 Requirements:** *Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.*
12. **FOB Point:** *Destination*
- 13a. **Contractor's ordering address:**
*KGB Media, LLC dba RedFlash Group
681 Encinitas Blvd. STE 407
Encinitas, CA 92024*
- 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:**
*681 Encinitas Blvd. STE 407
Encinitas, CA 92024*

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:** *Contact Contractor*
18. **Terms and conditions of rental, maintenance, and repair:** *Not Applicable*
19. **Terms and conditions of installation:** *Not Applicable*
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** *Not Applicable*
- 20a. **Terms and conditions for any other services:** *Not Applicable*
21. **List of service and distribution points:** *Not Applicable*
22. **List of participating dealers:** *Not Applicable*
23. **Preventive maintenance:** *Not Applicable*
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** *Not Applicable*
- 24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/:** *Not Applicable*
25. **Data Universal Number Systems (DUNS) number:** *089290535*
26. **Contractor has registered in the System for Award Management (SAM) Database.**
CAGE code: 5KNV9

Labor Category Position Descriptions

Account Coordinator I

Minimum/General Experience: 1-year 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 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 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**

Minimum/General Experience: 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 I

Minimum/General Experience: 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: 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-year 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: 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: 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: 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 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: 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 Fireworks Education.

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.

Substitution Policy:

The KGB Media LLC dba RedFlash Group reserves the right to make the following substitutions in the education and/or experience requirements of any of the service skill categories set forth herein.

1. One year of additional work experience is equivalent to an additional one year of education.
2. One year of additional education is equivalent to an additional one year of experience.
3. Certification related to the technology is equivalent to two years of experience or education requirement.

LABOR CATEGORY	HOURLY
Account Coordinator I	\$85.88
Account Coordinator II	\$116.68
Account Manager I	\$121.40
Account Manager II	\$131.29
Account Manager III	\$149.07
Administrative Assistants**	\$79.55
Associate Consultant I	\$118.03
Consulting Lead I	\$168.90
Copywriter	\$80.26
Creative Director	\$149.07
Events Manager/Supervisor	\$107.64
Graphic Designer I	\$92.62
Graphic Designer II	\$119.33
Meeting Planner/Coordinator	\$139.16
Partner/Principal Executive Consultant	\$194.74
Research Analyst	\$118.03
Senior Writer/Editor	\$124.29
Subject Matter Expert I	\$163.58
Subject Matter Expert II	\$183.67
Subject Matter Expert III	\$256.28
Web Designer I	\$136.45
Web Designer II	\$146.80

LABOR CATEGORY	HOURLY
Web Site Developer/Technology Specialist I	\$154.14
Web Site Developer/Technology Specialist II	\$170.64
Web Site Developer/Technology Specialist III	\$211.32

SCA Matrix

SCA Matrix		
SCLS Eligible Contract Labor Category	SCA Equivalent Code - Title	WD Number
Administrative Assistant	01020 – Administrative Assistant	2015-5636

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).