

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

FSS 541 – Advertising & Integrated Marketing Solutions

FSC Group 541



Small Business

**CONTRACT NUMBER: GS-07F-0572T
PERIOD COVERED BY CONTRACT: 9/01/2007 THROUGH 8/31/2012
CONTRACT ADMINISTRATION: MR. DAVID GIBBS**

**BRAINBOX PRODUCTIONS, INC.
8215-B FENTON STREET
SILVER SPRING, MD 20910-4757**

**TEL: (301) 657-3700 EXT 115
FAX: (301) 495-0829**

<http://www.brainbox.tv>

Effective through Modification AO01 dated 9/20/2007

Products and ordering information in this Authorized Federal Supply Schedule Price list are also available on the GSA Advantage! System. Agencies can browse GSA Advantage! by accessing the Federal Supply Service's Home Page via the Internet at <http://www.fss.gsa.gov/>

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Information for Ordering Activities

General Terms and Conditions:

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

<u>SIN</u>	<u>Description</u>
541-1	Advertising Services
541-4B	Video/Film Production
541-1000	Other Direct Costs

1b. Lowest Priced Model Number and Price:

<u>SIN</u>	<u>Part No.</u>	<u>GSA Net Price</u>
541-1	Transcriptions	\$3.21
541-4B	Transcriptions	\$3.21
541-1000	High Hat	\$1.26 Hourly

1c. Hourly Rates

Refer to page 4 for a complete listing of the hourly rates.

2. Maximum Order: All SINs - \$1,000,000.00 per SIN and \$3,000,000 per Order

Note: If the "Best Value" selection places your order over this Maximum Order, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100.00

4. Geographic Coverage: Domestic, 50 states, District of Columbia, Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Points of Production: Silver Spring, Maryland, Montgomery County, USA

6. Discount from List Prices: 2% - 5% from accepted rate sheet.

7. Quantity discounts: None

8. Prompt Payment Terms: 1% - 10 Days, Net 30 Days

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

- 9b. Government purchase cards are acceptable for payments above the micro-purchase threshold.
- 10. Foreign Items: None
- 11a. Time of Delivery: 60 days after receipt of order (ARO) or as specified on task order
- 11b. Expedited Delivery: Contact Contractor's Representative for possible earlier completion time.
- 11c. Overnight and 2-Day Delivery: Overnight and 2-day delivery may be 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. Ordering Address: Brainbox Productions, Inc.
8215-B Fenton Street
Silver Spring, MD 20910-4757
- 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: Brainbox Productions, Inc.
8215-B Fenton Street
Silver Spring, MD 20910-4757
- 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 Accepted; no additional discounts are offered
- 18. Terms and Conditions Applicable to Rental, Maintenance and Repair Not Applicable
- 19. Terms and Conditions Applicable to Installation Not Applicable
- 20. Terms and Conditions Applicable to Repair Parts Not Applicable

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|------|--------------------------------------------------------------------------------------------------|----------------|
| 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. | Preventative Maintenance: | Not Applicable |
| 24a. | Environmental Attributes, e.g., Recycled, content, Energy Efficiency, and/or Reduced Pollutants: | Not Applicable |
| 24b. | Section 508 Compliance Information | Not Applicable |
| 25. | DUNs Number: | 113-80-0069 |
| 26. | Registration in CCR Database: | Registered |

Services Descriptions

The following SINs (Special Item Numbers) are available under this schedule. Each SIN described below shall include but is not limited to the services described.

Note: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541-1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to advertising objective determination, message decision/creation, media selection and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

- Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message. Typical tasks may include, but are not limited to:
 - Direct Mail Services: Incorporates effective timing of messages, a method of reaching prospects directly, and diversity in advertising formats. Services may include: address list compilation; addressing services; test mailing services; warehousing/clearinghouse services; and mail advertising services including direct mail and postage (most economical means to the government). Using the Coding Accuracy Support System software and National Change of Address to match addresses with the U.S. Postal Service database may be required.
 - Outdoor Marketing and Media Services: Will promote agencies' advertising and integrated marketing efforts. Types of services may include but are not limited to: painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Also, assembling, repairing and maintaining displays may be required. Novelty items in conjunction with advertising services are also included. Examples of advertising sites are: all modes of transit such as buses to include exterior and interior panels; train and subway stations; taxi tops; truck trailers; sporting events; airport displays; and kiosks.

- Broadcast Media (Radio, TV and Public Service Announcements (PSA)): Promotes public awareness and/or prepares the consumer market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.
 - Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.
 - Related activities to advertising services.
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541-4B Video/Film Production Services:

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
 - DVD
 - CD-ROM
 - Video Streaming Development
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SIN 541-1000 Other Direct Costs

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs can not be purchased under this contract as a stand alone item or service.

Possible ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. ODCs not approved on schedule may not be included as part of a GSA Schedule order.

Schedule Pricing

Production Services - (SIN 541-1 and 541-4B)

Skill/Task Category	GSA Price (Hourly Rate)	GSA Price (Daily Rate)
Production Coordination	\$71.78	\$574.28
Executive Producer	\$95.71	\$765.70

Production Crew

Director- HD Film	\$185.13	\$1,481.03
Director	\$86.39	\$691.15
Assistant Director	\$55.54	\$444.31
Producer- HD/Film	\$74.05	\$592.41
Producer	\$49.37	\$394.94
Associate Producer	\$40.11	\$320.89
Director of Photography- Film	\$148.10	\$1,184.82
Director of Photography- HD	\$98.74	\$789.88
Director of Photography	\$74.05	\$592.41
Camera Operator- Film	\$123.42	\$987.35
Camera Operator-HD	\$86.39	\$691.15
Camera Operator	\$61.71	\$493.68
Assistant Camera	\$55.54	\$444.31
Jib Operator	\$74.05	\$592.41
Lighting Director	\$740.51	\$740.51
Gaffer	\$55.54	\$444.31
Grip/Electric	\$49.37	\$394.94
Sound Mixer	\$61.71	\$493.68
Sound Operator	\$49.37	\$394.94
Sound Assistant	\$37.03	\$296.21
Location Manager	\$61.71	\$493.68
Location Scout	\$43.20	\$345.57
Production Assistant	\$18.51	\$148.10
Video Assist Operator	\$37.03	\$296.21

Skill/Task Category	GSA Price (Hourly Rate)	GSA Price (Daily Rate)
Set Director	\$61.71	\$493.68
Set Dresser	\$37.03	\$296.21
Property Master	\$56.77	\$454.18
Makeup/Hair/Wardrobe	\$61.71	\$493.68
Teleprompter Operator	\$30.85	\$246.84

Talent – Non-Union

On-Screen Talent (Non-Union)	\$98.74	\$789.88
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Post-Production Services - (SIN 541-1 and 541-4B)

Skill/Task Category	Unit of Issue	GSA Price
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Editing Services

HD Online Editing	Hour	\$406.78
SD Online Editing	Hour	\$311.07
SD Editing	Hour	\$167.50
Offline Editing	Hour	\$143.57
Log & Digitizing	Hour	\$95.71

Audio

Studio Audio Recording	Hour	\$167.50
Sound Design	Hour	\$167.50
Mix and Layback	Hour	\$167.50
Custom Soundtrack	Hour	\$172.79

Talent – Non-Union

VO Artist Non-Union Talent	Hour	\$246.84
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Animation & Design

Motion Graphics	Hour	\$215.35
3D Modeling and Animation	Hour	\$296.21

Skill/Task Category	Unit of Issue	GSA Price
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DVD Authoring, Multi-media & Web

Still Design	Hour	\$95.71
Programming	Hour	\$143.57
Encoding	Minute	\$4.79
FTP	Minute	\$4.79

Additional Post

Transcriptions	Page	\$3.21
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Note: 50% Rush Fee – for non-standard work hours or to push jobs that are ahead in the production cycle.

Production - Other Direct Costs – (SIN 541-1000)

Item	Description	GSA Price Hourly	GSA Price Daily
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Studio

Small Studio	Small Studio	\$125.94	\$1,007.50
Medium Studio	Medium Studio	\$188.91	\$1,511.25
Large Studio	Large Studio	\$251.88	\$2,015.00

Additional Equipment

Aerial Photography	Helicopter, Mount, Installation, Flight Time per hour	\$1,632.15	N/A
Large Fog Machine	Large Fog Machine	N/A	\$45.34
Steadicam	Steadicam	N/A	\$503.75
Powered Dolly	Powered Dolly	N/A	\$403.00
Dolly Track	Dolly Track	N/A	\$12.09
Jimmy Jib	Jimmy Jib Up to 18 Foot Arm	N/A	\$604.50

Item	Description	GSA Price Hourly	GSA Price Daily
<u>Camera</u>			
DV Camera Package	Mini DV Camera, Tripod, Camera Mic and case	\$25.19	\$201.50
HDV Camera Package	HDV Camera Package HDV Camera, Tripod, Camera Mic and case	\$44.08	\$352.63
Beta Camera Package	Beta Camera, Tripod, Camera Mic and case	\$62.97	\$503.75
HD Camera Package	HD Camera Package HD Camera, Tripod, Camera Mic and case	\$188.91	\$1,511.25
HD/Film Lens	HD/Film Lens HD or Film lens	\$62.97	\$503.75
35mm Camera Package	Film Camera, Tripod, Mags, lens and case	\$251.88	\$2,015.00
Fisheye Lens Adapter	Fisheye Lens Adapter for HDV	\$9.45	\$75.56
Wide Angle Lens Adapter	Wide Angle Lens Adapter for HDV	\$9.45	\$75.56
HD Monitor	HD Monitor	\$37.78	\$302.25
SD Monitor	SD Monitor	\$18.89	\$151.13
Litepanel Camera Light	On Board Camera Light, with mounting access.	\$9.45	\$75.56
Timecode Notepad	Timecode Notepad	\$4.41	\$35.26

Item	Description	GSA Price Hourly	GSA Price Daily
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Sound

Basic Sound Package	2 Channel Field Mixer, Lav, Shotgun and Boom	\$25.19	\$201.50
Wireless Mixer Package	4 Channel Mixer, 4 Wireless Mics, Sound Cart	\$62.97	\$503.75
Wireless Mic	Wireless Mic, Transmitter and Receiver	\$9.45	\$75.56
Timecode Slate	Timecode Slate	\$9.45	\$75.56
4 Track Digital Recorder	4 Track Digital Recorder	\$18.89	\$151.13
10 Track Digital Recorder	10 Track Digital Recorder	\$25.19	\$201.50

Additional Equipment

Teleprompter	Teleprompter	\$31.48	\$251.88
Mini/Remote Fog Machine	Mini/Remote Fog Machine	\$4.41	\$35.26
Doorway Dolly	Doorway Dolly	\$22.04	\$176.31
Jib	Porta Jib Porta or EZFX Jib-Up to 10 Foot Arm	\$37.78	\$302.25
Radios	Radios	\$2.52	\$20.15
High Hat	High Hat Camera Mount	\$1.26	\$10.08
DV Pin Camera	DV Pin Camera for POV shots	\$12.59	\$100.75
Digital Still Camera	Digital Still Camera	\$9.45	\$75.56

Item	Description	GSA Price Hourly	GSA Price Daily
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Lighting Package

Lighting Package-Small	Small Assortment of Lighting Instruments	\$50.38	\$403.00
Lighting Package-Medium	Medium Assortment of Lighting Instruments	\$75.56	\$604.50
Lighting Package- Large	Large Assortment of Lighting Instruments	\$100.75	\$806.00
Arri Light Kit	Arri Light kit Includes 1K, 2 650W, 350W 4 Stands	\$18.89	\$151.13
Arri Back Light Kit	Arri Back Light Kit 650W, 350W, Stands and Accessories	\$12.59	\$100.75
Diva Light Kit	Diva Light Kit 2 Diva Kino Flo Instruments	\$15.75	\$125.94
400W Joker HMI Kit	400W HMI light and Accessories	\$9.45	\$75.56
4x4 Kino Light Kit	4x4 Kino Light Kit	\$12.59	\$100.75

Grip Package

Interview Grip Kit	Interview Grip Kit Grip Accessories For Interview Setup	\$9.45	\$75.56
Backdrop Grip Kit	Backdrop Grip Kit Grip Accessories For Background Setup	\$15.75	\$125.94
Grip Package - Small	Small Grip Package in Trailer or Van- add .70/mile	\$50.38	\$403.00
Grip Package- Medium	Medium Grip Package in Box Truck- add .80/mile	\$62.97	\$503.75
Grip Package- Large	Large Grip Package in Large Truck- add .80/mile	\$75.56	\$604.50

Item	Description	GSA Price	
<u>Tape Stock (for Shooting)</u>			
HDCAM 40 Stock	HDCAM 40 Stock	\$45.34	Each
XDCAM Disk Stock	XDCAM Disk Stock	\$40.30	Each
HDV Tape Stock	HDV Tape Stock	\$25.19	Each
DigiBeta 40 Stock	DigiBeta 40 Stock	\$35.26	Each
BetacamSP 30 Stock	BetacamSP 30 Stock	\$25.19	Each
MiniDV 60 Stock	MiniDV 60 Stock	\$15.11	Each

Item	GSA Price Hourly Rate	GSA Price Daily Rate
<u>Production Vehicle Rental- Hourly and Daily</u>		
Dodge Grand Caravan	\$7.94	\$63.47
Toyota Rav 4	\$7.30	\$58.44

Post-Production - Other Direct Costs – (SIN 541-1000)

Item	Description	Unit of Issue	GSA Price
<u>Stock Imagery- Royalty free</u>			
Stock Image: 1-3MB	Still Image Size1-3MB, Royalty free	Each	\$201.50
Stock Image: 10-16MB	Still Image Size10-16MB, Royalty free	Each	\$352.63
Stock Image: 25-75MB	Still Image Size 25-75MB, Royalty free	Each	\$453.38

Music Library Cuts

Music Library Cut- 15 second	15 Second Cut	Each	\$201.50
Music Library Cut- 30 second	30 Second Cut	Each	\$503.75
Music Library Cut- 60 second	1 Minute Cut	Each	\$1,007.50
Music Library Cut-Long Form	Long Form cuts	Each	\$1,410.50

Item	Description	Unit of Issue	GSA Price
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Stock footage

Stock footage- Low	Stock Footage Low End	Second	\$30.23
Stock footage- Med	Stock Footage Mid End	Second	\$50.38
Stock footage- High	Stock Footage High End	Second	\$100.75

Duplication

HDCAM 12 Dub	HDCAM 12	Each	\$80.60
HDCAM 32 Dub	HDCAM 32	Each	\$120.90
HDCAM 40 Dub	HDCAM 40	Each	\$151.13
HDCAM 64 Dub	HDCAM 64	Each	\$171.28
HDCAM 94 Dub	HDCAM 94	Each	\$211.58
HDCAM 124 Dub	HDCAM 124	Each	\$241.80
DigiBeta 6 Dub	DigiBeta 6	Each	\$50.38
DigiBeta 22 Dub	DigiBeta 22	Each	\$60.45
DigiBeta 40 Dub	DigiBeta 40	Each	\$75.56
DigiBeta 64 Dub	DigiBeta 64	Each	\$100.75
DigiBeta 94 Dub	DigiBeta 94	Each	\$141.05
DigiBeta 124 Dub	DigiBeta 124	Each	\$181.35
BetacamSP 5-10 Dub	BetacamSP 5-10	Each	\$40.30
BetacamSP 30 Dub	BetacamSP 30	Each	\$55.41
BetacamSP 60 Dub	BetacamSP 60	Each	\$95.71
BetacamSP 90 Dub	BetacamSP 90	Each	\$125.94
MiniDV, DVC Pro- 30 Min. Dub	MiniDV, DVC Pro- 30 Min. Dub	Each	\$30.23
MiniDV, DVC Pro- 60 Min. Dub	MiniDV, DVC Pro- 60 Min. Dub	Each	\$60.45
DAT 60 Dub	DAT 60 Dub	Each	\$50.38
DVD-R Video 30 Dub	DVD-R Video: Under 30 minutes	Each	\$25.19
DVD-R Video 60 Dub	DVD-R Video: between 31-60 minutes	Each	\$45.34
DVD-R Video 120 Dub	DVD-R Video- Over 60 minutes	Each	\$75.56

Item	Description	Unit of Issue	GSA Price
DVD Data Disk Dub	DVD Data Disk Dub	Each	\$30.23
CD Data Disk Dub	CD Data Disk	Each	\$20.15
VHS 10 Dub	VHS 10	Each	\$10.08
VHS 30 Dub	VHS 30	Each	\$20.15
VHS 60 Dub	VHS 60	Each	\$35.26
VHS 120 Dub	VHS 120	Each	\$50.38
DVD-R Check Disk	DVD-R Check Disk	Each	\$151.13
DLT Tape Master	DLT Tape Master For DVD Replication	Each	\$352.63

Note: 50% Rush Fee for non standard work hours or to push jobs that are ahead in the production cycle