



**Federal Supply Service
Authorized Federal Supply Schedule Price List**

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

**Advertising and Integrated Marketing Solutions (AIMS)
FSC 541**

**Contract Number
GS-07F-0588T – SINs 541-4D/541-E/541-4F
GS-07F-0589T – SINs 541-1/541-2/541-4A/541-4B**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

**Contract period:
5-year Option Period 1: September 1, 2012 – August 31, 2017**
Base: September 7, 2007 – August 31, 2012

Vox Optima, LLC

505 14th Street NW
Albuquerque, NM 87104
866.499.2947
FAX 703.637.1114

www.voxoptima.com

Vox Optima is a woman- and service-disabled veteran-owned firm

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s):

- 541-1 Advertising Services**
- 541-2 Public Relations Services**
- 541-4A Marketing Research and Analysis**
- 541-4B Video/Film Production**
- 541-4D Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)**
- 541-4E Commercial Photography Services (Small Business Set-Aside)**
- 541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)**

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract (base year):

SIN	Labor/Task Category
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Subject Matter Expert III
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Subject Matter Expert II
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Subject Matter Expert I
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Communications Manager II
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Multimedia Editor/Specialist
SIN 541-1, 541-2, 541-4A, 541-4B, 541-4D, 541-4E, 541-4F	Technical Editor/Writer II

Please see Price list (Table A) for escalation rate for current option year of the contract.

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:

Subject Matter Expert III

Description: Highly sought out expert with credited publications.

Work experience: 25+ years of experience and advanced degree in field of expertise.

Minimum education: Bachelor's degree in field of expertise or complimentary field (i.e., MBA, J.D., etc.). Ph.D. degree may waive ten years of experience requirement.

Subject Matter Expert II

Description: Principal decision and policy maker for the company. Develops company business processes, mentoring senior-level executives in the application of these processes. Creator of employee policy and ultimate job hiring officer. Supports program managers and senior-level executives with customer relations and product quality, providing oversight for all account progress. Must excel in leadership roles.

Work experience: 15+ years, with at least five years experience as a director or executive.

Minimum education: An advanced degree in field of expertise. Ten years experience as a director or executive may waive advanced degree requirement.

Subject Matter Expert I

Description: Responsible for overall project management and/or projects within a business line. As primary client contact, creates plan to provide all services and products necessary for the project. Principal team leader and motivator, supervises employee ensuring the proper balance of manpower and resources for all projects within their purview. Implements all policies and procedures as dictated by Executive Director. Ensures all projects are delivered on time and on budget, reporting to the Executive Director.

Work experience: 10+ years of experience with at least three years as a director or executive.

Minimum education: Bachelor's degree in field of expertise or complimentary field (i.e., MBA, J.D., etc.). Five years experience as a director or executive may waive degree requirement.

Communications Manager II

Description: Responsible for overall project management, reporting to executive director and/or operations manager. Develops and supervises communication plans and products, ensuring they are delivered on time and on budget. Working in close coordination with the customer, is responsible for directing assigned staff on established policies and business procedures. Tasked with all project concepts, strategy and planning, as well as the assignment of tasks and the oversight of premier quality finished products. Also responsible for monitoring employee hours and resources usage.

Work experience: 10+ years of experience in public relations or public affairs with at least one year in a supervisory position

Minimum education: Bachelor's degree. Advanced degree in field of expertise or related field may way supervisory requirement.

Multimedia Editor/Specialist

Description: Develops and manages video and multimedia projects from concept and scripting to shooting and post production work and distribution services. Designs and employs attending presentation materials.

Work Experience: 4+ years experience in developing, producing and editing multimedia and video products in current digital formats.

Minimum Education: Degree in video/graphics production may replace two years of experience.

Technical Editor/Writer II

Description: Responsible for writing projects requiring technical knowledge and familiarity to translate technical materials into final products useful to the general public. Completes moderately complex assignments with responsibility for superior quality, working in close consultation with customers.

Work experience: 10+ years of experience in writing and editing technical and organizational documents and publications, including three years of experience as an editor.

Minimum education: Bachelor's degree in English, journalism or related field. Degree requirement may be waived with a total of 20 years of experience, five of which are as an editor.

2. Maximum Order: **\$1M**
3. Minimum Order: **None**
4. Geographic Coverage (delivery area): **Worldwide**
5. Point(s) of production (city, county and State or foreign country): **The primary point of production is the Vox Optima corporate headquarters, located in Tijeras, NM. Vox Optima has additional offices in Metropolitan Washington, DC; Norfolk, VA; San Diego, CA; Dayton, OH; and Omaha; NE.**
6. Discount from list prices or statement of net price: **Figures shown above are Net prices and include discounts.**
7. Quantity discounts: **n/a**
8. Prompt payment terms: **0% net 30 days**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Vox Optima is pleased to accept Government purchase cards for orders at or below the micro-purchase level.**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Vox Optima is pleased to accept Government purchase cards for orders above the micro-purchase level.**
10. Foreign items (list items by country of origin): **n/a**
- 11a. Time of delivery: **Vox Optima will studiously adhere to the delivery schedule as specified by each task order. Understanding the requirements and schedules of our government clients, Vox Optima strives to respond to all orders quickly, efficiently and economically.**
- 11b. Expedited Delivery: **Vox Optima can honor expedited delivery as required by the task order. Please contact the contractor to negotiate expedited delivery.**
- 11c. Overnight and 2-day delivery: **Please contact the contractor for availability and rates for overnight and 2-day delivery.**

- 11d. Urgent Requirements: **Per I-FSS-140-B, when the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract. Please contact the contractor for availability and rates for faster delivery to meet urgent requirements.**
12. F.O.B. point(s): **Destination.**
- 13a. Ordering Address: **Vox Optima
Hampton Roads Office
807 Amberline Drive
Chesapeake, VA 23322**
- 13b. Ordering Procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA s), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).**
14. Payment Address: **Vox Optima
Corporate Headquarters
505 14th Street NW
Albuquerque, NM 87104**
15. Warranty Provision: **n/a**
16. Export packing charges, if applicable: **n/a**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **n/a**
18. Terms and conditions of rental, maintenance, and repair (if applicable): **n/a**
19. Terms and conditions of installation (if applicable): **n/a**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **n/a**
- 20a. Terms and conditions for any other services (if applicable): **n/a**
21. List of services and distribution points (if applicable): **n/a**
22. List of participating dealers (if applicable): **n/a**
23. Preventive maintenance (if applicable): **n/a**

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- 24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): **n/a**
- 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/ . **n/a**
- 25. Data Universal Number System (DUNS) number: **185739427**
- 26. Notification regarding registration in Central Contractor Registration (CCR) database: **Vox Optima maintains current registration in the Central Contractor Registration (CCR) System.**

Table A: Cost Escalation, contract period September 1, 2012 – August 31, 2017, Option #1, five year-option period

Years 6-10

	Year 6: 9/1/12 – 8/31/13	Year 7: 9/1/13 – 8/31/14	Year 8: 9/1/14 – 8/31/15	Year 9: 9/1/15 – 8/31/16	Year 10: 9/1/16 – 8/31/17
Labor Category	Rate				
Subject Matter Expert III	\$111.70	\$115.61	\$119.66	\$123.85	\$128.18
Subject Matter Expert II	\$99.48	\$102.96	\$106.57	\$110.30	\$114.16
Subject Matter Expert I	\$94.24	\$97.54	\$100.96	\$104.49	\$108.15
Communications Manager II	\$87.77	\$90.84	\$94.02	\$97.31	\$100.72
Multimedia Editor/Specialist	\$83.09	\$86.00	\$89.01	\$92.12	\$95.35
Technical Editor/Writer II	\$70.22	\$72.67	\$75.22	\$77.85	\$80.57