



# General Services Administration

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*#GS-07F-0644W*  
*#GS-07F-0643W*

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## **522 Productions, LLC**

2544 S. Arlington Mill Dr.  
Unit E  
Arlington, VA 22206

### **GENERAL SERVICES ADMINISTRATION FEDERAL ACQUISITION SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for *GSA Advantage!* is <http://www.gsaadvantage.gov>

**SCHEDULE TITLE:** Advertising and Integrated Marketing Solutions (AIMS 541)  
FSC Group: R701

**CONTRACT NUMBER:** GS-07F-0643W (Small Business Set Aside)  
541-3 Web Based Marketing Services

**CONTRACT NUMBER:** GS-07F-0644W  
541-4B Video/Film Production

**CONTRACT PERIOD:** September 16, 2010 – September 15, 2015  
For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:** 522 Productions, LLC  
2544 S. Arlington Mill Dr.  
Unit E  
Arlington, VA 22206  
Phone number: (703) 623-4075  
Fax number: (866) 612-9085  
E-Mail: [info@522productions.com](mailto:info@522productions.com)

#### **CONTRACTOR'S ADMINISTRATION SOURCE:**

Tristan Pelligrino  
2544 S. Arlington Mill Dr.  
Unit E  
Arlington, VA 22206  
Phone number: (703) 623-4075  
Fax number: (866) 612-9085  
E-Mail: [tpelligrino@522productions.com](mailto:tpelligrino@522productions.com)

**BUSINESS SIZE:** Small Business

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

**SIN DESCRIPTION**

GS-07F-0643W (Small Business Set Aside)  
541-3 Web Based Marketing Services (Small Business Set-Aside)

GS-07F-0644W  
541-4B Video Film Production

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**

(Government net price based on a unit of one)

SIN	MODEL	PRICE
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See Price List (Attachment 1)

**1c. HOURLY RATES:**

See Price List (Attachment 1)

**2. MAXIMUM ORDER\*:** \$1,000,000.00 per SIN

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, 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

**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:** Arlington, VA

**6. DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, discount deducted.

**7. QUANTITY DISCOUNT(S):** +2% >\$500,000.00

**8. PROMPT PAYMENT TERMS:** Net 30 Days

**9.a** Government Purchase Cards must be 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:** As specified on task order and as mutually agreed upon

**11b. EXPEDITED DELIVERY:** As specified on task order and as mutually agreed upon

**11c. OVERNIGHT AND 2-DAY DELIVERY:** As specified on task order and as mutually agreed upon

**11d. URGENT REQUIREMENTS:** 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:**

522 Productions, LLC  
2544 S. Arlington Mill Dr.  
Unit E  
Arlington, VA 22206

**13b. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

**14. PAYMENT ADDRESS:**

522 Productions, LLC  
2544 S. Arlington Mill Dr.  
Unit E  
Arlington, VA 22206

**15. WARRANTY PROVISION:** Standard Commercial 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:** 785150983
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** 522 Productions, LLC is currently registered in the CCR database.

## Price List

Labor Category	SIN	Unit of Issue	Rate (including IFF)
Creative Director	541 4B	Hourly	\$134.66
Sr. Creative Director	541 4B	Hourly	\$184.53
Director of Photography - I	541 4B	Hourly	\$149.62
Director of Photography - II	541 4B	Hourly	\$194.51
Camera Operator	541 4B	Hourly	\$134.66
Make-up Artist	541 4B	Hourly	\$79.80
Sound Recordist	541 4B	Hourly	\$94.76
Production Assistant	541 4B	Hourly	\$64.84
Lighting Director	541 4B	Hourly	\$114.71
Project Manager	541 4B	Hourly	\$164.58
Final Cut Pro Editor - I	541 4B	Hourly	\$134.66
Motion Editor - I	541 4B	Hourly	\$194.51
Encoding Editor - I	541 4B	Hourly	\$144.63
Assistant Editor	541 4B	Hourly	\$89.77
Producer	541 4B	Hourly	\$94.76
Web Developer - I	541 3	Hourly	\$94.76
Web Developer - II	541 3	Hourly	\$124.69

## Labor Categories and Descriptions

### Video/Film Production Labor Categories (SIN 541-4B)

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#### Creative Director

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**Duties:**

Provides creative direction for video, web and interactive development projects.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 2

#### Sr. Creative Director

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**Duties:**

Senior member that provides creative direction for video, web and interactive development projects.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 4

#### Director of Photography - I

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**Duties:**

Plans, directs, and coordinates filming by conferring with the Creative Director regarding the interpretation of a scene and the desired effects. Observes set or location and reviews other information relating to natural or artificial conditions to determine filming and lighting requirements. Selects cameras, accessories, equipment, and film stock, utilizing knowledge of filming techniques, filming requirements, and computations. Instructs camera operators regarding camera setup, angles, distances, movement, and other variables and signals cues for starting and stopping filming.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 2

## **Director of Photography - II**

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**Duties:**

Plans, directs, and coordinates filming by conferring with the Creative Director regarding the interpretation of a scene and the desired effects. Observes set or location and reviews other information relating to natural or artificial conditions to determine filming and lighting requirements. Selects cameras, accessories, equipment, and film stock, utilizing knowledge of filming techniques, filming requirements, and computations. Instructs camera operators regarding camera setup, angles, distances, movement, and other variables and signals cues for starting and stopping filming.

**Minimum Education:**

BA, BBA (3 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 3

## **Camera Operator**

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**Duties:**

Works under the direction of the Director of Photography and/or the Creative Director. Responsible for operating camera in single or multi-camera setups. Possesses the visual skills and technological knowledge required to operate cameras.

**Minimum Education:**

High School Degree

**Minimum Years of Experience:** 1

## **Make-up Artist**

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**Duties:**

Ensures that models, performers, presenters and others have suitable make-up and hairstyles before they appear in front of the cameras. Interprets the make-up requirements of clients to produce both a creative and technically accurate visual representation. This may involve very basic make-up for a presenter or more complex scenarios with specific wardrobes, etc.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1

**Sound Recordist**

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**Duties:**

Controls equipment to record sound originating on set. Analyzes environment conditions to determine the most appropriate equipment to use to obtain sound. Operates recording equipment during the shoots and observes audio.

**Minimum Education:**

BA, BBA

**Minimum Years of Experience:** 1

**Production Assistant**

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**Duties:**

Involved in all stages of the production process and assists the Creative Director with logistics and on-location duties such as monitoring the production schedule and organizing crew members.

**Minimum Education:**

High School Degree

**Minimum Years of Experience:** 1

**Lighting Director**

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**Duties:**

Plans all aspects of lighting a production. Works under the direction of the Creative Director to convey the desired on-screen effect.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1

## Project Manager

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**Duties:**

Manages resources, budgets and time schedules related to the development of both video and interactive productions.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 4

## Final Cut Pro Editor – I

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**Duties:**

Responsible for editing the final product and integrating motion graphics, audio, raw footage and images. Utilizes Final Cut Pro as the primary software for editing.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1

## Motion Editor – I

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**Duties:**

Responsible for developing and compositing motion graphics for use in the final production. Utilizes Motion and/or After Effects as the primary software for the development of motion graphics.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1

## Encoding Editor – I

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**Duties:**

Encodes video for a variety of formats including DVD, Broadcast and the web. Also develops and authors DVD navigation and menus.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1**Assistant Editor**

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**Duties:**

Responsible for logging and capturing footage obtained during the shoot. Organizes digital content for other editors during post-production. Researches archived footage and images for use in the final production.

**Minimum Education:**

High School Degree

**Minimum Years of Experience:** 1**Producer**

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**Duties:**

Plans and coordinates various aspects of video productions. Staffs production crews and manages team members assigned to all phases of production. Serves as a quality assurance specialist during all phases of production. Collaborates with the Creative Director to ensure production requirements are met.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 2

## Web Based Marketing Labor Categories (SIN 541-3)

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### Web Developer – I

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**Duties:**

Responsible for developing web applications using a variety of technologies and software languages.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 1

### Web Developer – II

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**Duties:**

Responsible for analyzing requirements and designing web applications using a variety of technology. Has the ability to manage a development environment and coordinate with other development resources.

**Minimum Education:**

BA, BBA (2 year's of experience is a substitute for this requirement)

**Minimum Years of Experience:** 2