

**SCHEDULE TITLE:** Advertising & Integrated Marketing Solutions  
FSC Group: 541

**CONTRACT NUMBER:** *GS07F122BA*

**CONTRACT PERIOD:** February 5, 2014 through February 4, 2019

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:** Lucid Graphic, Inc.  
3 W Garden Street Ste 515  
Pensacola, FL 32503-5634

**CONTRACTOR'S ADMINISTRATION SOURCE:** Michael Morse

**BUSINESS SIZE:** Small

**Socioeconomic Indicators:** s

**CUSTOMER INFORMATION:**

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

<b>SIN</b>	<b>DESCRIPTION</b>
541-1	Advertising Services
541-4F	Graphic Art and Commercial Design Services

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**  
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
N/A - Services		

1c. HOURLY RATES: (Services Only)

SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Job Title/Task)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA (including IFF)
541-1 & 541-4F	Principal Management	Hourly	172.80
541-1 & 541-4F	Adverstising Strategist	Hourly	153.05
541-1 & 541-4F	Creative Director	Hourly	133.30
541-1 & 541-4F	Art Director	Hourly	110.59
541-1 & 541-4F	Graphic Designer	Hourly	83.93
541-1 & 541-4F	Mechanical Production	Hourly	71.09
541-1 & 541-4F	Web Programmer	Hourly	108.61
541-1 & 541-4F	Web Search Eng Optimizer	Hourly	83.93
541-1 & 541-4F	Media Planner	Hourly	108.61
541-1 & 541-4F	Media Buyer	Hourly	83.93
541-1 & 541-4F	Ad Traffic Manager	Hourly	74.06
541-1 & 541-4F	Print Traffic Manager	Hourly	74.06
541-1 & 541-4F	Project Manager	Hourly	97.75
541-1 & 541-4F	Writer	Hourly	110.59
541-1 & 541-4F	Copy Editor	Hourly	67.14
541-1 & 541-4F	Proofreader	Hourly	57.27
541-1 & 541-4F	Account Manager	Hourly	110.59
541-1 & 541-4F	Clerical Support	Hourly	54.31
541-1 & 541-4F	Photographer	Hourly	110.59
541-1 & 541-4F	TV/Video Producer	Hourly	110.59
541-1 & 541-4F	Video Editor	Hourly	103.68
541-1 & 541-4F	Camerman	Hourly	93.80

2. **MAXIMUM ORDER\***: \$1 million per SIN and \$1 million per order

\*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 contactor 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:** NA
6. **DISCOUNT FROM LIST PRICES:** GSA Net Prices are shown on the attached GSA Pricelist.
7. **QUANTITY DISCOUNTS:** +1% on orders over \$100,000
8. **PAYMENT TERMS:** net 30 days
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Card accepted for purchases above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** N/A
- 11b. **EXPEDITED DELIVERY:** Contact Contractor's Representative
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact the Contractor for rates
- 11d. **URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as contractor
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
14. **PAYMENT ADDRESS:** Same as contractor
15. **WARRANTY PROVISION:** N/A
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Government Purchase Card accepted for purchases above the micro-purchase threshold.
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):** N/A
- 24b. **Section 508 Compliance for EIT:** as applicable

25. **DUNS NUMBER:** 010537438

26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.