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### Clause I-FSS-600, Contract Price Lists

(i) GENERAL SERVICES ADMINISTRATION

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: [GSAAdvantage.gov](http://GSAAdvantage.gov).

Schedule Title: **Advertising and Integrated Marketing Solutions (AIMS)**  
FSC Group, Part, and Section or Standard Industrial Group (as applicable):

Contract number: **GS-07F-148AA & GS-07F-147AA**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

Contract Period: **February 15, 2013 through February 14, 2018**

Contractor's name, address, and phone number (include toll-free WATS number and FAX number, if applicable): **Symbolic Atlanta, Inc.; 1820 Bevers Landing Dr., Buford, GA 30519-7182; Phone: (404) 601-3353 and Fax: (770) 491-8914**

Contractor's internet address/web site where schedule information can be found (as applicable): [www.symbolic.com](http://www.symbolic.com)

Contract administration source (if different from preceding entry):  
Business size: **Small**

(ii) CUSTOMER INFORMATION: The following information should be placed under this heading in consecutively numbered paragraphs in the sequence set forth below. If this information is placed in another part of the Federal Supply Schedule Price List, a table of contents must be shown on the cover page that refers to the exact location of the information.

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).- **541-1, 541-3, 541-4A, 541-4B, 541-4F, 541-1000 and 541-2000.**

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**

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- 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:

Partner/Principal Executive Consultant	\$ 136.02
Subject Matter Expert	\$ 136.02
Motion/Video Editor	\$ 136.02
Art Director	\$ 136.02
Creative Director	\$ 113.35
Web Site Developer / Technology Specialist	\$ 122.42
Web Designer	\$ 113.35
Copywriter	\$ 96.12
Print Production Manager	\$ 90.68
Project Manager	\$ 90.68
Graphic Designer	\$ 90.68
Research Analyst	\$ 90.68
Social Media Manager	\$ 90.68

2. Maximum order: **\$1,000,000.00**
3. Minimum order: **\$100.00**
4. Geographic coverage (delivery area): **48 Contiguous States including Washington D.C.**
5. Point(s) of production (city, county, and State or foreign country): **Not Applicable**
6. Discount from list prices or statement of net price: **10%**
7. Quantity discounts: **1% for task orders of \$250,000 and 2% for task orders of \$500,000 or greater.**
8. Prompt payment terms: **1% within 15 days/Net 30**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes, Government purchase cards are accepted at or below the micro-purchase threshold**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Yes, Government purchase cards are accepted above the micro-purchase threshold.**
10. Foreign items: **Not Applicable**

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- 11a. Time of delivery: **To be determined at Task Order Level**
- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery: **To be determined at Task Order Level**
- 11c. Overnight and 2-day delivery - The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: **To be determined at Task Order Level**
- 11d. Urgent Requirements - The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: **To be determined at Task Order Level**
- 12. F.O.B. point(s): **Not Applicable**
- 13a. Ordering address: **1820 Bevers Landings Dr., Buford, GA 3051-7182**
- 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: **Not Applicable**
- 14. Payment address: **1820 Bevers Landings Dr., Buford, GA 3051-7182**
- 15. Warranty provision: **Standard Commercial Warranty**
- 16. Export packing charges, if applicable: **Not Applicable**
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **Not Applicable**
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): **Not Applicable**
- 19. Terms and conditions of installation (if applicable): **Not Applicable**
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **Not Applicable**
- 20a. Terms and conditions for any other services (if applicable): **Not Applicable**
- 21. List of service and distribution points (if applicable): **Not Applicable**
- 22. List of participating dealers (if applicable): **Not Applicable**
- 23. Preventive maintenance (if applicable): **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/](http://www.Section508.gov/) [www.symbolic.com](http://www.symbolic.com)

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25. Data Universal Number System (DUNS) number: 042977056
26. Notification regarding registration in Central Contractor Registration (CCR)/SAM database. -**Symbolic Atlanta** is registered in CCR/SAM

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<b>SIN(s)</b>	<b>SERVICE (e.g. Job Title/Task)</b>	<b>UNIT OF ISSUE (e.g. Hour, Task, Sq ft)</b>	<b>PRICE (including IFF)</b>
541-1, 541-3, 541-4A, 541-4B, 541-4F	Partner/Principal Executive Consultant	Hourly	\$ 136.02
541-1, 541-3, 541-4A, 541-4B, 541-4F	Subject Matter Expert	Hourly	\$ 136.02
541-1, 541-3, 541-4A, 541-4B, 541-4F	Motion/Video Editor	Hourly	\$ 136.02
541-1, 541-3, 541-4A, 541-4B, 541-4F	Art Director	Hourly	\$ 136.02
541-1, 541-3, 541-4A, 541-4B, 541-4F	Creative Director	Hourly	\$ 113.35
541-1, 541-3, 541-4A, 541-4B, 541-4F	Web Site Developer / Technology Specialist	Hourly	\$ 122.42
541-1, 541-3, 541-4A, 541-4B, 541-4F	Web Designer	Hourly	\$ 113.35
541-1, 541-3, 541-4A, 541-4B, 541-4F	Copywriter	Hourly	\$ 96.12
541-1, 541-3, 541-4A, 541-4B, 541-4F	Print Production Manager	Hourly	\$ 90.68
541-1, 541-3, 541-4A, 541-4B, 541-4F	Project Manager	Hourly	\$ 90.68
541-1, 541-3, 541-4A, 541-4B, 541-4F	Graphic Designer	Hourly	\$ 90.68
541-1, 541-3, 541-4A, 541-4B, 541-4F	Research Analyst	Hourly	\$ 90.68
541-1, 541-3, 541-4A, 541-4B, 541-4F	Social Media Manager	Hourly	\$ 90.68

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SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	CEILING PRICE/RATE (including IFF)
541-1000 and/or 541-2000	Videography	Task	\$ 387.91
541-1000 and/or 541-2000	Photography	Hour	\$ 155.16
541-1000 and/or 541-2000	Flyers/Registration Cards	Task	\$ 3,280.32
541-1000 and/or 541-2000	Search Engine Optimization	Task	\$ 2,659.95

\* Note: ODCs are normally priced at actual cost (plus IFF), however, if your firm has a standard commercial markup and have documentation to demonstrate this markup relationship, the Government may allow a negotiated discounted markup rate. See Enclosure B for additional information.

### LABOR CATEGORY POSITION DESCRIPTIONS

#### Labor Category: **Partner / Principal Executive Consultant**

Education Required: Bachelor's or Master's Degree

Years of Experience Required: 10+ years

A partner, or principal holding an equity position and has major business responsibility for a firm having employees. A leader who sets the overall strategy, vision and direction of the firm; is responsible for organizational structure including executive development and talent recruiting. Ensures that goals and objectives are matched to strategic corporate intent. Instrumental in new business development as well as deepening current client relationships.

Job Skills Required: Mastery in coaching at the executive level; high integrity and personal ethics; deep understanding of business practices, processes and organizational change. Skilled in relationship and trust building both internally and externally. Ability to work as a consultant and trusted advisor to business leaders; possesses flexibility to changing client demands and market conditions; ability to handle conflict and give constructive feedback; passionate for the work and in helping clients achieve success.

#### Labor Category: **Subject Matter Expert (SME)**

Education Required: Bachelor's Degree

Years of Experience Required: 5 - 10 years

A subject matter expert understands, articulates, and implements best practices related to their area of expertise. Depending on the work environment, the subject matter expert may lead or be an active participant of a work-group with the need for specialized knowledge. The subject matter expert provides guidance on how their area of capability can resolve an organizational need, and actively participates in all phases of the development life cycle.

Job Skills Required: Domain expert with highest level of knowledge and skill in area of specialty. In-depth understanding of subject; ability to develop training and application materials; superior technical knowledge and accuracy. Strong writing, communication and presentation skills; ability to guide or teach others.

#### Labor Category: **Motion/Video Editor**

Education Required: Bachelor's Degree in Film/Video or equivalent

Years of Experience Required: 5+ years

A motion/video editor is responsible for organizing, assembling raw material and executing post-production of motion-based imagery into a quality finished product suitable for broadcasting. Materials may consist of raw camera footage, photography, dialogue, uncut sound, graphics and special effects. Ability to work with a shot list, script, logical/smooth sequencing, audio engineering, visual/graphic effects, selecting music, voiceover/commentary as well as maintaining story relevance, continuity and style of director. Consults with director, producer and/or client throughout the post-production process.

Job Skills Required: Proven experience in film production/techniques, video editing and motion graphics software. Strong communication and organization skills; ability to multi-task and meet deadlines; attention to detail and commitment to client satisfaction; works well independently or in a team environment.

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### Labor Category: **Art Director**

Education Required: Bachelor of Arts in Graphic Design or equivalent

Years of Experience Required: 7+ years

The art director establishes the conceptual and visual direction for the design team and orchestrates their work, as well as the work of production, photographers, illustrators, printers and anyone else involved in the project. Works closely with design team to translate client objectives into creative strategies. Work may include: branding, communication strategy, research, message/positioning, naming & identity, print collateral, web design, social media, SEO strategy, advertising, experience design, environmental design, film & video.

Job Skills Required: Superior strategic thinking and design skills. Strong command of the latest design tools in InDesign, PhotoShop and Illustrator; capable of working independently or with a team. Ability to think creatively while adhering to client goals and objectives. Strong presenter and ability to articulate ideas. Adaptable to feedback and change from other creative staff and various client input.

### Labor Category: **Creative Director**

Education Required: Bachelor of Arts in Graphic Design or equivalent

Years of Experience Required: 10+ years

A creative director is the creative head of a design firm; responsible for communicating strategic goals into actionable design solutions; establishing the conceptual and stylistic direction for creative teams and orchestrating their work, as well as the work of production professionals. The role ensures the right resources are in place, from designers to developers to copywriters and more, so that the creative produced is visually compelling and meets client goals and objectives. Work may include: branding, communication strategy, research, message/positioning, naming & identity, print collateral, web design, social media & SEO strategy, advertising, experience design, environmental design, film & video.

Job Skills Required: Superior strategic thinking and planning skills; strong visual communication ability; excellent written, verbal, organizational and presentation skills. Superior knowledge of design, web, print, multi-media and software tools. Well versed in new media, communication and new marketing trends including digital and social media.

### Labor Category: **Web Site Developer / Technology Specialist**

Education Required: BS in Computer Science or related field

Years of Experience Required: 5+ years

A web site developer is a back-end programmer responsible for working with web server systems, databases, web applications, network security and APIs. Responsible for utilizing any number of web technologies and scripting languages to create websites based on images/illustrations, wireframes, HTML markup and CSS provided by design team. Maintains design integrity, architecture and navigational needs and usability on all main browsers. Supervises outside suppliers including web hosts, database management services and e-commerce solutions.

Job Skills Required: Proficiency in HTML, CSS, XHTML, PHP, ASP, CMS, JavaScript, Dreamweaver, Flash, Image Ready, Photoshop, Illustrator and Fireworks. Self-starter with strong organizational skills and multi-task ability. Proven mastery of specialized techniques, ingenuity and ability to apply an analytical approach to the solution on a wide variety of problems.

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### Labor Category: **Web Designer**

Education Required: Bachelor of Arts in Graphic Design or equivalent

Years of Experience Required: 5+ years Web Design

A web/interactive designer is responsible for creating and executing design concepts that engage visitors, function seamlessly and maintaining brand continuity. Ability to blend form and function to deliver a consistent and engaging experience for the user while meeting defined goals and objectives. Work with information architects, content developers and back-end programmers to maintain overall design integrity, streamline and optimize so users can navigate quickly and easily. Areas of work include digital, interaction and motion design.

Job Skills Required: Superior strategic thinking and creative and problem-solving skills; strong visual communication ability; expert knowledge of design and graphics; excellent organizational, project management and presentation skills. Technical proficiency in WordPress, HTML, XML, CSS, Flash, SEO, Social and other media.

### Labor Category: **Copywriter**

Education Required: Bachelor's Degree in English, Communications or Journalism

Years of Experience Required: 5+ years

A copywriter is responsible for writing, editing and proofing message-driven content for print, interactive and social applications. Responsible for distilling big ideas and client objectives into copy that influences readers and moves customers to act. Develops questions, interviews key leadership as well as internal and external teams as necessary to gain insight, direction and positioning for targeted content. Works with creative team in developing strategic message and concept to align with client goals and objectives.

Job Skills Required: Superior strategic thinking and writing skills; strong command of the English language, established grammar rules and adherence to style guides; capable of working independently or as a team with creative group. Ability to think creatively while adhering to client strategy; strong presentation skills and ability to articulate ideas quickly, clearly and effectively. Adaptable to feedback, change from creative and various client input.

### Labor Category: **Print Production Manager**

Education Required: Bachelor's Degree

Years of Experience Required: 5+ years

A print production manager is responsible for coordination of a variety of print projects which may include: scheduling, developing budgets, vendor negotiations, paper selection, procurement, quality control, logistical coordination, press checks and acting as liaison between the client and the design team. Areas of work may include: branding, corporate communications, marketing collateral, annual reports, sustainability, social responsibility & environmental reports, advertising, packaging and environmental design primarily for print media.

Job Skills Required: Superior knowledge of printing, paper, inks, bindery and various special techniques. Technically proficient with strong project management, communication and interpersonal skills. Ability to resolve production problems, ensure quality control and timely delivery of final products.

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### Labor Category: **Project Manager**

Education Required: Bachelor's Degree

Years of Experience Required: 5+ years

A specialist who gives expert advice or manages the day-to-day implementation of any given creative or marketing assignment. Oversees the relationship between the client/customer and the creative team, ensuring the project stays on time and on budget. Leads and coordinates the efforts of the project teams including creative, media and production. Keeps client informed and proactively advises on solutions when any potential issues arise.

Job Skills Required: Superior strategic thinking and planning skills; strong communicator and excellent organizational skills; multi-tasker with the ability to accept responsibility for the complete implementation of a project from start to delivery. Detail-oriented, strong team player with solid consultancy-type style to help clients stay informed and be part of the process as well as ability to nurture ongoing client relationships.

### Labor Category: **Graphic Designer**

Education Required: Bachelor of Arts in Graphic Design or equivalent

Years of Experience Required: 5+ years Print Design

A graphic designer, primarily print is responsible for creating and executing design concepts from conception through completion while maintaining brand continuity and meeting client strategic goals and objectives. Areas of work may include: branding, graphics, research/strategic, naming & identity, corporate communications, marketing collateral, annual reports, sustainability, corporate social responsibility, environmental reports, advertising and environmental design primarily for print media.

Job Skills Required: Superior strategic thinking and planning skills; strong visual communication ability; excellent written, verbal, organizational and presentation skills. Superior knowledge of design, graphics, typography, photography, illustration, production, paper, printing processes and techniques. Strong command of the latest design tools in InDesign, PhotoShop and Illustrator

### Labor Category: **Research Analyst**

Education Required: Bachelor's Degree

Years of Experience Required: 3+ years

The Market Research Analyst is principally responsible for interpreting data, formulating reports and making recommendations based upon the research findings. To accomplish this task, the Market Research Analyst works with the client (either internal or external) to understand, define and document the overarching business object. The Market Research Analyst applies qualitative and quantitative techniques to interpret the data and produce substantiated recommendations. Market Research Analysts frequently present the findings and recommendations to the client.

Job Skills Required: Superior strategic thinking and planning skills; excellent written, verbal, organizational and presentation skills. Strong analytic and critical thinking skills.

### Labor Category: **Social Media Manager/Strategist**

Education Required: Bachelor's Degree

Years of Experience Required: 3+ years

The Social Media Manager/Strategist will develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all brands and products. They will Lead the development of organization-wide social media management standards, policies and rules of engagement for social media as well as define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success.

Job Skills Required: Understanding of ethical search engine optimization techniques and how to implement those search techniques into a specific strategy. Superior strategic thinking and planning skills; excellent written, verbal, organizational and presentation skills. Strong analytic and critical thinking skills. Experience using various social media analysis tools. Demonstrated experience and a passion for social technology.