About Silver Fir Media

Silver Fir Media is a full service production company based in Chicago, Illinois. We are a team of award-winning filmmakers with over a decade of varied experience. With a focus on nature and adventure documentary films, Silver Fir Media has created over 100 films for government agencies and corporate clients. In the past five years, we have created over 26 films for 31 National Parks and are thrilled to watch that number grow.

We believe that good storytelling comes from collaboration. In turn, we work closely with our clients throughout the project, from conception to post production. We are passionate about telling your story through film to connect you with your audience. That means going the extra mile, whether it’s to the top of a mountain peak or through the city’s streets. Silver Fir Media tells unique stories: your stories.

Silver Fir Media cares about our planet. Our main goal is to create films that make a difference. Our personal and professional decisions are driven by our passion for a cleaner environment. Through digital invoicing, using fuel-efficient vehicles, & donating to environmental non-profits, we do our part & we hope the stories we tell along the way will inspire others to do theirs.

Donald J O’Brien
President/Director - Silver Fir Media
Silver Fir Media  
1919 S. Carpenter St.  
Chicago, IL 60608  

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 & Integrated Marketing Solutions.  
FSC Group: 541v  

CONTRACT NUMBER: GS-07F-272BA  
541-4B Video/Film Production  

CONTRACT PERIOD: August 8, 2014 through August 7, 2019  
For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov  

CONTRACTOR:  
Silver Fir Media Inc.  
4146 Raymond  
Brookfield, IL 60513-1822  

CONTRACTOR’S ADMINISTRATION SOURCE:  
Brittany Hayford  
1919 S. Carpenter St.  
Chicago, IL 60608  
Phone number: 847.276.7466  
Email: brit@silverfirmedia.com  

BUSINESS SIZE: Small Business  

Socioeconomic Indicators:  

CUSTOMER INFORMATION:  

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-4B</td>
<td>Video/Film Productions Services</td>
</tr>
<tr>
<td>541-1000</td>
<td>Other Direct Costs</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>MODEL</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A - Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1c. **HOURLY RATES**: (Services Only)

See Price List Below

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**: None

8. **PAYMENT TERMS**: net 30 days. **Information for Ordering Offices**: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

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 REQUIREMENTS**: 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: 079310909

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

**541-4B**

<table>
<thead>
<tr>
<th>LABOR CATEGORY</th>
<th>UNIT</th>
<th>COMMERCIAL PRICE</th>
<th>GSA PRICE INCLUDING IFF (DISCOUNTED 11%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Day Rate</td>
<td>$655.52</td>
<td>$587.82</td>
</tr>
<tr>
<td>Producer</td>
<td>Day Rate</td>
<td>$560.45</td>
<td>$502.57</td>
</tr>
<tr>
<td>Assistant Director</td>
<td>Day Rate</td>
<td>$500.40</td>
<td>$448.72</td>
</tr>
<tr>
<td>Creative Writer</td>
<td>Day Rate</td>
<td>$325.26</td>
<td>$291.67</td>
</tr>
<tr>
<td>Storyboard Artist</td>
<td>Hourly</td>
<td>$50.04</td>
<td>$457.97</td>
</tr>
<tr>
<td>Set Designer</td>
<td>Day Rate</td>
<td>$500.40</td>
<td>$448.72</td>
</tr>
<tr>
<td>Associate Producer</td>
<td>Day Rate</td>
<td>$448.36</td>
<td>$402.06</td>
</tr>
<tr>
<td>Line Producer</td>
<td>Day Rate</td>
<td>$590.47</td>
<td>$529.49</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Day Rate</td>
<td>$396.32</td>
<td>$355.39</td>
</tr>
<tr>
<td>Director of Photography</td>
<td>Day Rate</td>
<td>$655.52</td>
<td>$587.82</td>
</tr>
<tr>
<td>Camera Operator</td>
<td>Day Rate</td>
<td>$550.44</td>
<td>$493.59</td>
</tr>
<tr>
<td>Lighting Director</td>
<td>Day Rate</td>
<td>$600.48</td>
<td>$538.47</td>
</tr>
<tr>
<td>Sound Recordist</td>
<td>Day Rate</td>
<td>$500.40</td>
<td>$448.72</td>
</tr>
<tr>
<td>Boom Operator</td>
<td>Day Rate</td>
<td>$200.16</td>
<td>$179.45</td>
</tr>
<tr>
<td>Makeup Artist</td>
<td>Day Rate</td>
<td>$700.56</td>
<td>$628.21</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>Day Rate</td>
<td>$200.16</td>
<td>$179.45</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>Day Rate</td>
<td>$650.52</td>
<td>$583.62</td>
</tr>
<tr>
<td>Assistant Editor I</td>
<td>Day Rate</td>
<td>$200.16</td>
<td>$179.45</td>
</tr>
<tr>
<td>Assistant Editor II</td>
<td>Day Rate</td>
<td>$500.40</td>
<td>$448.72</td>
</tr>
<tr>
<td>Motion Graphic Designer</td>
<td>Hourly</td>
<td>$100.08</td>
<td>$89.74</td>
</tr>
<tr>
<td>Color Corrector</td>
<td>Hourly</td>
<td>$150.12</td>
<td>$134.62</td>
</tr>
<tr>
<td>Sound Designer</td>
<td>Per Minute of Content</td>
<td>$250.20</td>
<td>$224.36</td>
</tr>
<tr>
<td>Original Composition</td>
<td>Per Minute of Content</td>
<td>$250.20</td>
<td>$224.36</td>
</tr>
</tbody>
</table>
## Price List

### 541-1000

<table>
<thead>
<tr>
<th>LABOR CATEGORY</th>
<th>UNIT</th>
<th>PRICE (INCLUDING IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-set digital media Workstation (card downloads, etc.)</td>
<td>Day Rate</td>
<td>$ 95.79</td>
</tr>
<tr>
<td>Red Epic Camera Package</td>
<td>Day Rate</td>
<td>$ 756.23</td>
</tr>
<tr>
<td>C-100 Camera Package</td>
<td>Day Rate</td>
<td>$ 403.32</td>
</tr>
<tr>
<td>5D Mark III Package</td>
<td>Day Rate</td>
<td>$ 302.49</td>
</tr>
<tr>
<td>Lighting Package</td>
<td>Day Rate</td>
<td>$ 100.83</td>
</tr>
<tr>
<td>Field Audio Package</td>
<td>Day Rate</td>
<td>$ 100.83</td>
</tr>
<tr>
<td>Jib/Dolly Rental</td>
<td>Day Rate</td>
<td>$ 171.41</td>
</tr>
<tr>
<td>Helicam operator rental</td>
<td>day rate</td>
<td>$ 4,537.38</td>
</tr>
<tr>
<td>Airplane rental for aerial shots</td>
<td>day</td>
<td>$ 1,008.31</td>
</tr>
<tr>
<td>Helicopter rental for aerial shots</td>
<td>day</td>
<td>$ 3,024.92</td>
</tr>
<tr>
<td>Gyro stabilizer rental</td>
<td>week</td>
<td>$ 403.32</td>
</tr>
<tr>
<td>Gyro stabilizer with Aerial exposures mount rental</td>
<td>week</td>
<td>$ 1,209.97</td>
</tr>
<tr>
<td>Underwater housing rental</td>
<td>week</td>
<td>$ 604.98</td>
</tr>
<tr>
<td>Video Compression &amp; Encoding</td>
<td>hour</td>
<td>$ 32.27</td>
</tr>
<tr>
<td>DVD/Blue Ray Burn</td>
<td>each</td>
<td>$ 10.08</td>
</tr>
<tr>
<td>External Harddrive</td>
<td>N/A</td>
<td>$ 100.83</td>
</tr>
<tr>
<td>Subtitling (Includes Transcription)</td>
<td>minute</td>
<td>$ 20.17</td>
</tr>
</tbody>
</table>
Labor Categories & Descriptions

Director

Duties: Senior member that provides creative direction for video. Responsible for writing and revising treatment as well as shot list for day-of shoot.

Minimum Education: BA, (2 years in the field can substitute for this)

Minimum Years of Experience: 4

Assistant Director

Duties: Assists director with creative direction for video. May carry out direction day-of if director is not available.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Producer

Duties: Plans and coordinates various aspects of video production. Manages all preproduction. 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 Director to ensure production requirements are met.

Minimum Education: BA, BBA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 4
Creative Writer

Duties: Works closely with Director and Producer to write treatment or script for film shoot.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Story Board Artist

Duties: Creates static visual graphics of proposed story using hand drawings, Photoshop and/or photographs to help client visualize video. May also create drawings or graphic elements to assist Motion Graphic Designer with motion graphics.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Set Designer

Duties: Designs set and manages set creation.

Minimum Education: BA, BBA (2 year’s of experience is a substitute for this requirement)

Minimum Years of Experience: 2

Associate Producer

Duties: Assists producer with preproduction elements, and hiring crew.

Minimum Education: BA, BBA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Line Producer

Duties: Oversees production. Manages releases, budget and schedule day of shoot. Manages all crew on set.

Minimum Education: BA, BBA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Project Manager

Duties: Works with producer to manage resources, budgets and time schedules related to the development of video productions.

Minimum Education: BA, BBA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Director of Photography

Duties: Plans, directs, and coordinates filming by conferring with the 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 operator regarding camera setup, angles, distances, movement, and other variables and signals cues for starting and stopping filming.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 4

Camera Operator

Duties: Works under the direction of the Director of Photography and/or the Director. Responsible for operating camera in single or multi-camera
General Services Administration Catalogue

setups. Possesses the visual skills and technological knowledge required to operate cameras.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

**Lighting Director**

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

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

**Sound Recordist**

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, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 4

**Boom Operator**

Duties: Controls boom during sound recording.

Minimum Education: High School Diploma

Minimum Years of Experience: 1

**Makeup artist**

Duties: Responsible for makeup and hair of talent on-set.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

**Production Assistant**

Duties: Involved in all stages of the production process and assists the Director and/or Producer with logistics and on-location duties such as monitoring the production schedule, organizing crew members and collecting releases.

Minimum Education: High School Degree

Minimum Years of Experience: 1

**Managing Editor**

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

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 4

**Assistant Editor I**

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, Pursuing BA or comparable degree

Minimum Years of Experience: 1
Assistant Editor II

Duties: Creates string-outs and first rough-cut of the film. May be asked to make changes for second rough-cut. Responsible for getting project in manageable working status for Managing Editor to make tweaks.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Motion Graphic Designer

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, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 4

Colorist

Duties: Responsible for enhancing color in film using post-production software.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Sound Designer

Duties: Responsible for final sound mix of film.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2

Original Composition

Duties: Composes, records and mixes an original score.

Minimum Education: BA, or comparable degree (2 years in the field can substitute for this)

Minimum Years of Experience: 2