GENERAL SERVICES ADMINISTRATION

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 is available through GSA Advantage! a menu-driven database system. The INTERNET address for GSA Advantage! is http://www.gsaadvantage.gov

Schedule: Multiple Award Schedule
Large Category: Professional Services
Subcategory: Marketing and Public Relations
FSC/PSC Code: R499 Other Professional Services
D304 Automatic Data Processing Telecommunications & Transmission Services
R701 Advertising Services

CONTRACT NUMBER: GS-07F-407AA
Contract Period: August 9, 2010 - August 8, 2025
Pricelist Current through Modification PA-0033, dtd 5 Oct 2020

CONTRACTOR: StratComm, Inc.
24 Superior Drive, Suite 103
Natick, MA 01760
Office: (508) 907-7000
Fax: (508) 907-6215
www.stratcomminc.com

Business Size: Small, Service-Disabled Veteran Owned Business

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

ABOUT STRATCOMM, INC.
StratComm, Inc. is an award-winning content development company specializing in editorial, web-based training, and technical documentation solutions. We distribute our content using virtually all mediums, including online publications with high-quality web design, illustrated print publications, web-based structured documentation, and interactive virtual training platforms. Our services include:

**Content Development** - Editorial planning and development, content writing and editing, copyediting, proofreading, book development and book editing, manuscript development and manuscript editing, instructional design and development, marketing and communications strategy, and 508 and SCORM compliance, including document remediation.

**Publishing** - Development and publishing of e-books, high-quality print books, textbooks, handbooks, guidebooks, and flipbooks; graphic design, photography and image research, printing, and fulfillment.

**Multimedia Development** - Website programming and maintenance, Flash programming, Content Management System (CMS) development and maintenance, graphic design, new media development, mobile and HTML5 application development, website design/website redesign, search engine optimization (SEO), email marketing, social media consulting and development, media archiving, and database management.

**Web-based Training** - Multi-user virtual environments, online employment skills testing and assessments, skills gap analysis, production services, speaker coaching, project management, Learning Management System (LMS) development and maintenance, live and recorded webcasting, and interactive virtual environments, such as career fairs, learning and testing environments, conferences, summits, and expos.

**Technical Publications** - Interactive Electronic Technical Manual (IETM) publishing using both military (S1000D and other specifications) and commercial standards.
CUSTOMER INFORMATION

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

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<th>SIN</th>
<th>DESCRIPTION</th>
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<td>Graphic Design Services</td>
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<tr>
<td>541511</td>
<td>Web Based Marketing</td>
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<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
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<tr>
<td>OLM</td>
<td>Order Level Materials</td>
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1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN
(Government Net Price Based on a Unit of One)
Refer to GSA Price Section.

1c. RATES - Refer to GSA Price Section

2. MAXIMUM ORDER*: $1,000,000.00
* 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: $100.00

4. GEOGRAPHIC COVERAGE: Worldwide

5. POINT(S) OF PRODUCTION: Natick, MA

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

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: 1% 10 days, 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 are 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 affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: StratComm, Inc.
24 Superior Drive, Suite 103
Natick, MA 01760
Phone: (508) 907-7000    Fax: (508) 907-6215
Email: gsaschedule@stratcomminc.com

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

14. PAYMENT ADDRESS: StratComm, Inc.
24 Prime Park Way, Suite 103
Natick, MA 01760

15. WARRANTY PROVISION: Standard Commercial Warranty

16. EXPORT PACKING CHARGES: Not applicable to Professional Services

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level) Contact Contractor.

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: N/A

25. DUNS NUMBER: 093291644

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: StratComm, Inc. is currently registered in the SAM.gov.
GSA PRICE SECTION

Labor categories applicable to 541430 Graphic Design Services and 541511 Web Based Marketing

CEO/Principal
Rate: $136.48

StratComm, Inc. is 100% owned by CEO, Robert George. Mr. George has been working in publishing and communications for over 40 years. He is a Service Disabled Veteran. After being wounded in Vietnam during July 1970, he was medivaced to CONUS and later placed in charge of a Public Affairs Office as the PAO. In this capacity he managed a large number of military publications and created content that was used by the Commanding Generals of several commands (speeches, press releases, newspaper articles, etc.). Following his release from active duty, he remained in the publishing/content business. He has more than 40 years of experience creating content for corporate, government, and non-profit organizations. He has been in business for 35 years; StratComm, Inc. was re-organized and re-incorporated during 2005 in order to benefit from Sub Chapter S status. Mr. George also holds top secret security clearance.

Minimum Experience: 20+ years of experience as a business leader of a company with both public and private sector clients. Must have direct sales experience.
Minimum Education: Master's Degree in business, history, or a related field.

Director of Client Services
Rate: $154.65

The director of client services reports to the CEO and is responsible for overseeing all members of the StratComm, Inc. project management and production staff. The job requires demonstrated project management skills, a minimum of five years of experience, and a minimum education of a bachelor’s degree. In some instances, demonstrated skill over fewer than five years within a company will be substituted for experience as the CEO deems appropriate. Additionally, the director of client services position requires an advanced understanding of editorial and design
standards, as well as excellent problem-solving skills. The director of client services leads regular staff and client meetings, accompanies the CEO on sales calls, and is responsible for ensuring that projects are completed according to the StratComm, Inc. quality standards.

**Minimum Experience:** 5 years of experience in project management, marketing, or a related field.

**Minimum Education:** Bachelor's Degree in business, communications, or a related field.

**Executive Editor**

**Rate:** $100.16

The executive editor reports to the director of client services. The position requires a bachelor’s degree with a graduate degree strongly preferred, as well as three years of experience or demonstrated accomplishment (i.e., published books and/or other works, etc.). The executive editor must have a strong knowledge of all major style guides, including, but not limited to, AP and Chicago. The executive editor is responsible for ensuring that all content produced meets the style guides required by the client. The executive editor must hold excellent writing and communications skills, and must be able to collaborate constructively with team members from design and project management.

**Minimum Experience:** 3 years of experience in writing or editing, or demonstrated experience in publishing.

**Minimum Education:** Bachelor’s Degree in English or a related field.

**New Media Design Specialist**

**Rate:** $93.15

The new media design specialist reports to the director of client services and must hold a bachelor’s degree paired with three or more years of experience, or a demonstrated ability to deliver on provided design concepts. The new media design specialist must have strong creative ability and attention to detail; this person is often responsible for photo cleaning and organizing as well as text flow-ins and composition, in addition to end-to-end projects. The design specialist must have proficiency in both print and web design, including use of the entire Adobe CS5 suite. The candidate must be able to work with print vendors on ensuring that designs meet required print standards, and will often be on-site for press-checks, as needed.
as part of quality control. Additionally, this position often directs the freelance web developer in the final development of web design.

**Minimum Experience:** 3 years of experience in design or a demonstrated ability to deliver on provided design concepts.

**Minimum Education:** Bachelor's Degree in graphic arts or a related field.

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**Project Manager/Editor**

**Rate:** $68.25

The project manager/editor reports directly to the executive editor and also to the director of client services. This person serves as a primary client contact, managing the moving pieces of individual projects and serving as the coordinator between design, edit, printing, production, and mailing teams, as applicable. The position requires a bachelor’s degree and a minimum two years of experience. The role requires excellent communication and customer service skills, attention to detail, and the ability to work independently. Additionally this position requires excellent writing skills and a creative mind. Editors are responsible for managing the workflow of the writing team and making sure that all writing adheres to style and design guidelines.

**Minimum Experience:** 2 years of experience in project management or publishing.

**Minimum Education:** Bachelor’s Degree in English or a related field.

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**Writer**

**Rate:** $3.02 per word

The writer reports to the director of client services, executive editor, and the project manager. The position requires at least five years of experience and proven ability in the given field they are asked to write for. Writers must be experts in their field and are expected to adhere to stringent quality requirements. They must demonstrate an ability to communicate well while working independently and must be able to conduct extensive research when a project requires it. The writer must be able to write to specific word counts and document maps when asked.

**Minimum Experience:** 5 years of experience writing in a given field of expertise.

**Minimum Education:** Bachelor’s Degree in English or a related field.
Designer  
Rate: $128.46 per hour  

The designer supports the new media design specialist on an as-needed basis. The position requires 10 years of experience and/or demonstrated proficiency in designing and managing other designers. Designers must be able to use both Mac and PC platforms interchangeably and must hold proficiency in both Adobe CS5 and Quark 8.0. The designer creates project templates and layouts for various print and web pieces, and must be able to manage the process from concept through delivery.

Minimum Experience: 10 years of experience in graphic and web design, and demonstrated ability working with clients on a variety of design projects.  
Minimum Education: Bachelor’s Degree in graphic design, web development, or a related field.

Photo Editor  
Rate: $60.45 per hour  

The photo editor reports to the new media design specialist and the project manager. The job requires a bachelor’s degree and a minimum of 10 years of experience and/or a demonstrated ability to research, locate, collect, and manage rights for an extensive variety of photo types within a specified budget. The photo editor must have excellent communication skills in order to interact and negotiate with agencies, publishers, and independent photographers. This person must have a deep understanding of the function of imagery within the context of editorial design, and must comprehend the designer’s and/or editor’s vision.  
Minimum Experience: 10 years of experience in photography and demonstrated ability in photo research.  
Minimum Education: Bachelor’s Degree in the arts, photography, or a related field.

Web Developer  
Rate: $90.68 per hour  

The web developer reports to the director of client services and the project manager. The position requires a bachelor’s degree, a minimum of 10 years of experience, and proficiency in coding HTML and Flash. Graduate work in computer programming is preferred. The web developer is responsible for working with the
designer(s) to develop concepts for websites and e-newsletters. Once the initial static design is completed, the web developer slices and codes the pages and conducts initial testing of all functionality.

**Minimum Experience:** 10 years of experience and demonstrated proficiency in working with a variety of languages and applications.

**Minimum Education:** Bachelor's Degree in web development or a related field.

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**Costs Applicable with 541810ODC Other Direct Costs for Marketing and Public Relations Services**

<table>
<thead>
<tr>
<th>SUPPORT PRODUCT / ODCs</th>
<th>UNIT OF ISSUE</th>
<th>CEILING PRICE/RATE OFFERED TO GSA (includes IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing</td>
<td>Printed Piece</td>
<td>Rate: Not to exceed $10.79 per unit</td>
</tr>
<tr>
<td>Shipping</td>
<td>Printed Piece</td>
<td>Rate: Not to exceed $2.04 per printed piece</td>
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