



**General Services Administration
Federal Supply Service**

**Authorized Federal Supply Schedule
Price List**

Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541 Part 1

Contract Number: GS-23F-0007K

**Contract Period:
October 8, 2004 - October 7, 2014**

Contact:

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**Business Type: 8(a) Woman-Owned Small
Disadvantaged Business**

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**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

Online 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>.

Contractor: Venture Media, Inc., 902 Harvest Pointe Drive, Fort Mill, SC 29708

Multiple Award Schedule: 541 – Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: **GS-23F-0007K**

For more information on ordering from GSA Schedules (also known as Multiple Award Schedules and Federal Supply Schedules), click on the GSA Schedules button under “Most Requested Links” at <http://www.gsa.gov>.

Contract Period: October 8, 2004 – October 7, 2014

Business Size: 8(a) Woman-Owned Small Disadvantaged Business

1a. Table of Awarded Special Item Numbers (SINs)

<u>SIN</u>	<u>DESCRIPTION</u>
541-4B	Video/Film Production
541-1000	Other Direct Costs (ODCs)

1b. Lowest Priced Model Number and Price for Each SIN:

SIN	Labor/Task Category	Government Labor Rates
541-4B	Avid Digitizing	\$149/Hr.
541-1000	16mm Film Prep for Transfer	\$ 0.06/Foot

1c. Personnel Descriptions of all Commercial Job Titles, Experience, Functional Responsibility and Education for all Negotiated labor Categories

Labor Category	Job Title	Experi- ence	Responsibility	Educa- tion
Concept Development	Creative Director	30 yrs.	Develops creative ideas and outlines for spots and longform productions.	B.A.- Communi- cations/ Art
Research/Scriptwriting	Scriptwriter	30 yrs.	Writes treatments and scripts including narration, dialog, and scene descriptions.	B.A.- English & Communi- cations
Producer/Line Producer	Producer	37 yrs.	Organizes shoots and handles all production management responsibilities.	B.S.- Broadcas- ting
Director	Director	37 yrs.	Directs talent and crew during shoots.	B.S.- Broadcas- ting
Videographer	Videographer	32 yrs.	Lights and shoots all scenes produced on videotape.	B.S.- Broadcas- ting
Technical Assistant	Production Assistant	10 yrs.	Assists the producer, director, and crew with props and equipment.	A.A.- Communi- cations
Director of Photography	Cinematographer	15 yrs.	Lights and shoots all scenes produced on film.	B.S.- Broadcas- ting
Assistant Camera	Assistant Cameraman	8 yrs.	Assists the cinematographer with camera operations when shooting film	B.S.- Broadcas- ting

AVID Editor	AVID Editor	6 yrs.	Edits rough cuts and final versions of programs, adds special effects and rough audio mixes.	B.S.- Broadcasting
Computer Graphics Designer	Graphics Artist	6 yrs.	Designs and creates graphic and animation sequences for finished productions.	B.A- Art & Graphics

2. *Maximum Order: \$1,000,000 per SIN/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 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 deliver order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$2,500

4. Geographic Coverage: 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, D.C. and U.S. Territories, and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point of production: Fort Mill, SC

6. Discount from list prices: Net Price (discount deducted)

7. Quantity discount: Contact the Contractor.

8. Prompt payment terms: 1%-10 days NET 30

9a. Government Purchase Cards are accepted at or below the micropurchase threshold: Yes.

9b. Government Purchase Cards are accepted above the micro-purchase threshold. Yes.

10. Foreign Items: None

11a. Time of Delivery: Negotiated at the task level.

11b. Expedited Delivery: Negotiated at the task level.

- 11c. Overnight and 2-Day Delivery:** Negotiated at the task level.
- 11d. Urgent Requirements:** Contact contractor to affect a faster 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) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment Address:** Same as contractor.
- 15. Warranty Provision:** Standard Commercial Warranty. Customer should contact contractor for information on the warranty.
- 16. Export Packing Charges:** N.A.
- 17. Terms and Conditions of Government Purchase Card Acceptance:** N.A.
- 18. Terms and Conditions of Rental, Maintenance, and Repair:** N.A.
- 19. Terms and Conditions of Installation:** N.A.
- 20. Terms and Conditions of Repair Parts:** N.A.
- 20a. Terms and Conditions for any Other Services:** N.A.
- 21. List of Service and Distribution Points:** N.A.
- 22. List of Participating Dealers:** N.A.
- 23. Preventive Maintenance:** N.A.
- 24a. Special Attributes such as Environmental Attributes:** N.A.
- 24b. Section 508 Compliance for EIT:** N.A.
- 25. DUNS Number:** 09-223-3600
- 26. Registered and current in SAM**

Customer Information: Pricing

SIN: 541-4B NAICS: 512-110
Videotape and Film Production/Post Services

Labor/Task Category	Government Rate
Concept Development	\$448/Day
Research/Scriptwriting	\$399/Day
Producer/Line Producer	\$448/Day
Director	\$548/Day
Sony PDW-700 XDCAM HD camera or Panasonic DVC-Pro 50 digital video camera, with tripod, monitor, microphones & lighting package	\$598/Day
Videographer	\$324/Day
Tech. Asst.	\$174/Day
Arri 16mm Film Camera, Lens, Video Asst., two 400' magazines and tripod	\$798/Day
Director of Photography	\$598/Day
Asst. Camera	\$399/Day
AVID Digitizing	\$149/Hour
AVID Nitris DX On Line Editing (HD)	\$174/Hour
Computer Graphics (HD)	\$199/Hour

SIN 541-1000- Other Direct Costs

Labor/Task Category	Government Rate
Gaffer	\$399/Day
Grip	\$299/Day
Sound Recordist	\$399/Day
Production Assistant	\$174/Day
Set Design	\$498/Day
Set Construction	\$349/Day
Set Painting	\$199/Day
Stylist/Makeup	\$548/Day
Talent (On Screen Union)	\$827/Day
Talent (Voice Over - Union)	\$498/Hour
Talent (On Screen Non Union)	\$598/Day
Talent (Voice Over – Non Union)	\$399/Hour
Casting Director	\$299/Day
Location Scout	\$399/Day

Teleprompter	\$548/Day
Dolly	\$399/Day
Studio Rental	\$1,695/Day
Working Meals	\$24/Ea.
16mm Film Stock	\$ 0.33/Foot
16mm Film Process	\$ 0.23/Foot
16mm Film Prep for Transfer	\$ 0.06/Foot
16mm Film Transfer	\$349/Hour
Film Transfer Stock	\$33/Ea.
DAT Audio Package	\$299/Day
Grip and Lighting Truck	\$798/Day
HMI Lighting	\$299/Day
Betacam Tape Stock (30 Min) or XDCAM Disc	\$33/Ea.
DV Cam/DVC-Pro Tape Stock (30 Min)	\$23/Ea.
VHS Tape	\$9.50/Ea.
Stock Music	\$59/Ea.
Audio Sync.	\$124/Hour
Audio Mix and Sweetening	\$149/Hour
Audio DAT Tape	\$9.50/Ea.
Telephone and Cable	\$199/Day
Still Camera Rental	\$199/Day
Casting	\$498/Day
Generator	\$498/Day

Awarded non-labor hours costs (i.e., teleprompter, dollies, and props) are comprised of the components as described in the table above and are directly applicable to the services described. Agency orders for services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. Venture Media, Inc. is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded non-labor hour costs as specified above without a modification to this contract.

NOTE: Prices shown herein are Net (discount deducted).

Company Overview

Venture Media, Inc. is a certified 8(a) Woman-Owned Small Disadvantaged Business. Since its inception in 1979, Venture Media (formerly Venture Productions) has provided creative development, writing, film and video production, and multimedia services to clients throughout the world.

Venture operates as a production company, interactive multimedia company, creative development/scriptwriting company, and post-production facility, all under one roof. The company's offices include an Avid non-linear edit suite, graphic and animation facilities, a full range of production equipment, and a wide-ranging video content library. Venture's personnel have extensive national credits and decades of experience.

Venture Media's operation is focused in four primary areas:

- Government Production
- Original Television Programming
- Interactive Multimedia
- Creative Development & Writing

Venture is one of the country's largest prime contractors of film, video, and multimedia production services for the U.S. Government (Source: Commerce Business Daily; GovCon). Recent highlights include 1,400 informational TV and radio spots for the Armed Forces Network, training videos for the U.S. Army and Navy, two multi-year contract awards from the National Park Service, a multi-year contract award from the Federal Highway Administration, and award of one of the first GSA schedules for production services.

The company also develops, writes, and produces interactive DVD and CD-ROM presentations. These informational and training programs are produced for Fortune 500 corporations, government agencies, and the retail distribution market.

In the television programming arena, Venture has developed and produced numerous original series, primarily for the national cable networks (Discovery Networks, Travel Channel, Knowledge TV, etc.). In addition, we also research, write, and produce historical, military, and geographic documentaries for the educational and home video markets.

Venture Media is also called upon for creative development services that include researching, treatment writing, scriptwriting, and the development of creative concepts and ideas that best present the client's message.

DUNS: 09-223-3600

CAGE: 0C7X3

NAICS Codes: 512110; 512191; 512199; 711510

SIC Codes: 7812; 7819; 7822; 2741

For more information, please visit Venture Media's web site at: www.venturemedia.tv



Facility Profile

Venture Media' production center houses the following equipment:

Production:

- Sony PDW-700 XDCAM high-definition video camera package
- Panasonic SDX-900 DVC-Pro 50 digital video camera package (with 24p filmlook capability)

Post-Production:

- Avid Nitris DX Media Composer Non-Linear Off-Line/On-Line Suite
 - AVX, Boris Continuum, and AfterEffects digital video effects
 - Sorensen video file/compression software
 - Sony PDW-U1 HD drive
 - Panasonic SD-93 DVC-Pro 50 recorder
 - BVW-70 Betacam SP recorder
 - Sony D-2 recorder
 - Sony audio console

Art & Graphics:

- Photoshop, After Effects, Z-Brush, 3D Studio Max, Illustrator, and other design/graphics programs.
- Media import, scanner, & color printer on all systems

Miscellaneous:

- Extensive videotape library
- Set design and construction services

Previous and Current Government Projects

(1a) Previous and Current Government/Video Projects

Navy Bureau of Medicine: Provide creative development, research, writing, producing, directing, editing, and graphics services for PSA-style informational spots and long-form informational/training presentations for U.S. Navy personnel. We've been producing hundreds of creative and successful Navy Medicine projects since 1989. (1989-present)

Longform and PSA spot projects have included: Navy Home Port patient focused healthcare system, flight surgeon training, Marine Corps synthetic drug abuse, fleet hospital tent deployment, surgical technician procedures, echelons of medical care, Chemical and Biological Incident Response Force (CBIRF) training, and a 50 spot series on Navy Corpsman career opportunities.

Navy Personnel Command: Provide creative development, research, writing, producing, directing, editing, and graphics services for PSA-style informational spots and long-form informational/training presentations for U.S. Navy personnel. We've been producing hundreds of creative and successful NPC projects since 1999. (1999-present)

Longform and PSA spot projects have included: operational stress control, Sailor retention and career opportunity programs, suicide prevention, Sailor Helping Sailor programs, physical fitness and training, military family benefits, first responder training, web-enabled record review, high year tenure, drug and alcohol abuse, educational benefits, nutrition, Navy Safe Harbor program, and wounded warrior programs.

US Air Force Chaplain Multimedia Resource Development Center: Provide creative development, writing, producing, directing, editing, web design, still photography, print support, posters, and graphics services for print/video/on-line programs in support of military chaplains. Four year ID/IQ contract runs from 2012 through 2016.

Defense Media Activity-Anacostia (formerly Naval Media Center): Provide creative development, research, writing, producing, directing, editing, and graphics services for PSA-style informational spots and long-form informational/training presentations for U.S. Navy personnel. We've been producing hundreds of creative and successful Navy projects since 1986. (1986-present)

- Longform projects have included: Navy ombudsman program, preventing hazing, aircrew coordination training, liquid oxygen servicing, helicopter emergency egress, air compressor maintenance, refueling torpedoes, bomb search procedures, safe submarine escape, cargo loading, and avoiding collisions and groundings at sea.
- Navy PSA spot topics have included: Navy heritage and tradition, PCS moves, DANTES, Individual Augmentees, retention, motorcycle safety, educational benefits, seatbelts and driving safety, Navy Reading Program, perform to serve, and numerous Special Projects series including Where In The World?, Our Town: A Tribute to Rural America, Celebrity Shout-Outs, Off The Beaten Path,

American Adventure, and Ports of Call. Spots air on AFRTS, DTS & Pentagon Channel.

- Broadcast program services have included: Designing new graphics and animation package for Direct-To-Sailor Network and All Hands Television; and designing a new studio set for All Hands Television.

National Park Service: Two ID/IQ contracts (1994-2004) to provide creative development, scriptwriting, film and video production, multimedia/interactive production, graphics, animation, and editing services for multiple projects, including:

- Visitor center theater films and videos
- Visitor center interactive displays
- Public service announcements
- Training videos
- Outreach programs
- Location production crew services

Projects for NPS have included video and/or audio programs for:

New River Gorge, Big Thicket National Preserve; Fire Island National Seashore, Lincoln Boyhood Memorial, C&O Canal Nat'l Park, Zion National Park, Chickasaw National Recreation Area, Perry Peace Memorial, Biscayne National Park, DeSoto National Memorial, and Everglades National Park.

Armed Forces Radio & Television Service: For ten years worked on the largest film and video production contract awarded by the U.S. government. This was a multi-year contract to handle creative development, scriptwriting, production, art direction, and editing services for over 2,000 television and radio public service announcements. All are educational and informational in nature and are broadcast daily on the Armed Forces Network. (1990-2000)

Armed Forces Radio & Television Service (Additional Contracts):

- “Americana” Spots- Two-year contract to provide creative development, scriptwriting, production, art direction, and post-production services for 100 educational TV spots on American history. (1991-1992)
- Filler Segments- Two one-year contracts to originate ideas & locations, direct, shoot, create graphics, and provide post-production services for a series of 200 motivational and educational segments shot in National Parks throughout America. (1988 & 1993)
- “Of Hurricanes & Wind Damage”- 4:00 min. informational presentation on the military’s role in helping South Florida residents deal with the devastating effects of Hurricane Andrew. (1993)

Social Security Administration: Write, shoot, direct, and edit “Social Security for Women”, a six-part informational video for women’s groups and associations. (2001-2003)

Centers for Disease Control: Write, shoot, direct, and edit eight educational videos for CDC medical personnel on the proper treatment of Dengue Hemorrhagic Fever. Filmed in Puerto Rico. Produced in both Spanish and English. (2000)

Federal Highway Administration: Multiple contracts to produce and duplicate a variety of CD-ROM and video informational programs for public distribution and internal personnel on road maintenance, traffic flow, and highway issues. (2000-2008)

U.S. State Department: "Refugee Orientation Series"; Write, produce, direct, shoot, create graphics, and edit a series of four 15-minute informational presentations to assist political refugees in adapting to American culture. (1997)

U.S. Army (Joint Visual Information Activity): Direct, shoot, create graphics, and provide post-production services for:

- Risk Management - Ground Module; training video (1996)
- Korean War Anniversary- Public Service Announcement with James Garner Commemorating the 50th anniversary of the Korean War (1999)

Harrier Pilot Training: A series of 10 instructional videos showing proper aircrew coordination techniques to U.S. Marine Harrier crews. Produced under U.S. Marine Corps subcontract with CAE-Link. (1995)

Combined Federal Campaign: Awarded contract for the past four years to provide creative development, scriptwriting, production, post-production, and art & graphics services for the 1990 through 1993 Combined Federal Campaign-Overseas TV and radio spots (45 spots total). This is a United Way-type organization which collects millions of dollars annually from overseas-based Armed Forces Servicemembers for various charities. Our 1990 campaign resulted in a substantial increase in collected funds, despite the ongoing Persian Gulf War. (1990-1993)

Federal Law Enforcement Training Center:

- SWAT Training: 30-minute training tape for SWAT Team members on entering and clearing techniques. (1992)
- Law Enforcement Training: Various training and motivational presentations for law enforcement personnel. (1992-1998)

U.S. District Court: Video presentation for the Probation Office to explain the rules of probation to new parolees. (1993)

State of Florida: Research, write, direct, shoot, create graphics, and provide post-production services for a state-funded, ecological PBS documentary entitled “A Sustainable South Florida”. (1998-1999)

Southwest Florida Water Management District: Produce, write, direct, shoot, edit, and program an interactive CD-ROM educational program on the ecology of Florida’s Green Swamp area. (2000)

Past Performance Evaluation

The following information will highlight Venture's exceptional past performance record.

In the evaluation process for obtaining this GSA Schedule contract, the General Services Administration commissioned a Dun & Bradstreet report on Venture Productions. Ten different clients were polled about Venture's work ethic, customer service procedures, ability to produce on budget, ability to deliver on schedule, and other criteria

Venture received a near-perfect score of 1.07, out of a possible 1.00. Every question asked of the ten client references was answered with "Exceeds Expectations" (1 or 2, on a scale of 5).

Hopefully, this will provide some insight as to the quality of our work and the responsiveness of our staff.