

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 for GSA Advantage! is: GSAAvantage.gov.

Advertising & Integrated Marketing Solutions (AIMS)
FSC Class: 541
Contract Number: GS-23F-0008M
Contract Period: October 12, 2001 - October 11, 2016

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

PCI Communications, Inc.
3015 Colvin Street
Alexandria, VA 22314
703 823 1600
703 823 1694 fax
www.pcicom.com
rsprague@pcicom.com

Business Size: Small

Customer Information

1a. Special Item Numbers

- 541-1000 Other Direct Costs
- 541-1 Advertising Services
- 541-3 Web Marketing Services - Small Business Set Aside
- 541-4B Video/Film Production
- 541-4D Conference, Events and Tradeshow Planning Services - Small Business Set Aside
- 541-4F Commercial Art and Graphic Design Services - Small Business Set Aside
- 541-5 Integrated Marketing Services

1b. Lowest Priced Model Number/Unit Price

DVD/CD -ROM Duplication: Paper Sleeve \$0.11 each

1c. Hourly Rates

Please see Price List

2. Maximum Order: \$1,000,000.00.

3. Minimum Order: \$100.00.

4. Geographic coverage (delivery area): Worldwide.

5. Point of production: Alexandria, VA.

6. All prices are inclusive of IFF (0.75% current rate).

7. Quantity discounts: Contractor may offer volume discounts on large orders. Discount and terms may be negotiated on individual task orders.

8. Prompt payment terms. 30 days.

9a. Government purchase cards are accepted up to the micro-purchase threshold.

9b. Government purchase cards are not accepted above the micro-purchase threshold.

10. Foreign items: Not Applicable.

11a. Time of delivery: Negotiated on each task order.

11b. Expedited Delivery: Contact vendor.

11c. Overnight and 2 day delivery: Contact vendor.

11d. Urgent Requirements: Contact vendor.

12. F.O.B. point(s): Destination.

13a. Ordering address:

PCI Communications, Inc.
3015 Colvin Street
Alexandria, Virginia 22314
Attention: Robert Sprague
Phone: 703.823.1600

Fax: 703.823.1694
Email: rsprague@pcicom.com

13b. Ordering procedures: ordering procedures and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address.

EFT Payment is available upon request.

If EFT is not available, please send payment to the following:
PCI Communications, Inc.
3015 Colvin Street
Alexandria, Virginia 22314

15. Warranty Provision: Standard Commercial Practices Warranty

16. Exporting Packaging Charges: Not Applicable

17. Terms and conditions of Government purchase card acceptance: Not Applicable (see No. 9).

18. Terms and conditions of rental, maintenance, and repair: Not Applicable.

19. Terms and conditions of installation: Not Applicable.

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable.

20a. Terms and conditions for any other services: Not Applicable.

21. List of service and distribution points: Not Applicable.

22. List of participating dealers: Not Applicable.

23. Preventive maintenance: Not Applicable.

24a. Environmental Attributes: Recycling.

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/.

25. Data Universal Numbering System (DUNS) Number: 78-376-5373

26. Contractor is registered in Central Contractor Registration (CCR), CAGE/NCAGE Number: 1UP68

PCI Communications Inc. Price List

2D Animator	\$860.00	Day
3D Animator	\$1,055.46	Day
Administrative Support	\$73.30	Hour
Assistant Video Editor	\$1,094.55	Day
Audio Engineer - Event	\$671.88	Day
Audio Engineer (Video Production)	\$464.21	Day
Background Performer	\$335.94	Day
Camera Operator - Event	\$671.88	Day
Copy Editor	\$83.07	Hour
Day Player	\$1,148.30	Day
Director Project Management	\$166.14	Hour
Event Producer	\$763.50	Day
Gaffer	\$464.21	Day
Graphic Designer I	\$102.61	Hour
Graphic Designer II	\$122.16	Hour
Graphic Designer III	\$136.82	Hour
Graphics Operator - Event	\$635.23	Day
Grip	\$458.10	Day
Lighting Director - Event	\$794.04	Day
Makeup Artist	\$439.77	Day
Media Specialist I	\$73.30	Hour
Media Specialist II	\$107.50	Hour
Music Scoring	\$1,172.73	Day
Narrator (up to 3 minutes)	\$684.09	Cut
On Camera Narrator	\$1,465.91	Day
PR Director	\$190.57	Hour
Presentation/Media Training	\$3,420.46	Day
Production Assistant - Event	\$488.64	Day
Production Assistant - Video	\$427.56	Day
Production Coordinator	\$899.09	Day
Project Manager I	\$117.27	Hour
Project Manager II	\$131.93	Hour
Project Manager III	\$146.59	Hour
Projectionist - Event	\$671.88	Day
Public Relations Coordinator	\$127.05	Hour

Public Relations Manager I	\$97.73	Hour
Public Relations Manager II	\$122.16	Hour
Senior Event Producer	\$1,221.59	Day
Senior Video Editor	\$1,759.10	Day
Senior Video Producer	\$1,759.10	Day
Senior Writer/Strategist	\$219.89	Hour
Stage Manager	\$702.42	Day
Still Photographer	\$1,221.59	Day
Still Photographer Sr.	\$3,053.98	Day
Teleprompter Op (w/eqt)	\$671.88	Day
Vice President Marketing Comm.	\$210.11	Hour
Vice President, Production	\$239.43	Hour
Video Director I	\$1,172.73	Day
Video Director II	\$1,446.37	Day
Video Editor	\$1,368.19	Day
Video Producer	\$1,602.73	Day
Videographer	\$794.04	Day
Web Designer I	\$112.39	Hour
Web Designer II	\$127.05	Hour
Web Programmer I	\$117.27	Hour
Web Programmer II	\$146.59	Hour
Writer (Principal)	\$288.30	Hour
Writer Strategist I	\$127.05	Hour
Writer Strategist II	\$166.14	Hour

ODC's	Rate	Unit
3 ton grip truck rental	\$352.63	Day
8' Straight Dolly Track rental-1 piece	\$18.14	Day
Advertising	\$28,203.96	Placement
Audio Package	\$244.32	Day
Audio Package (On-site Video Production)	\$146.59	Day
B Camera Package	\$781.82	Day
Banner Stand	\$2,987.25	Unit
Broadcast Media Monitoring: Insight Data Tagging	\$1.11	Article
Broadcast Media Monitoring: Subscription, Seats, Storage, Ad Value Equivalency, Audience Rating, and Digital Clips	\$878.54	Month
Camera body Alexa HD rental	\$1,511.25	Day
Camera body Red Package-HD rental	\$1,209.00	Day

Camera Package (On-site Video Production)	\$635.23	Day
Camera Package (Video Production)	\$781.82	Day
CD-R Blank Stock	\$0.34	Each
CD-ROM Duplication: with full color printing	\$3.13	Each
Clipping Service: Basic Monthly Rate Charge	\$309.31	Month
Clipping Service: Scanned, eClip, Internet Clip	\$2.32	Clip
Color Correct	\$352.63	Hour
Conference Registration	\$13,057.93	Annual fee
Costume rental	\$65.49	Unit
DLT Archive	\$58.64	Tape
DV Camera Package	\$488.64	Day
DVD Duplication: Dual Layered DVD-R with full color printing	\$7.56	Each
DVD Duplication: DVD-R with full color printing	\$6.30	Each
DVD-R Blank Stock	\$0.33	Each
DVD/CD -ROM Duplication: Paper Sleeve	\$0.11	Each
DVD/CD-ROM Duplication: Clamshell Case	\$0.36	Each
Fisher Dolly rental	\$277.76	Day
Focus Group	\$7,284.63	Group
General Session Audiovisual Production, including audio, lighting, video, stage, labor, shipping	\$150,915.44	Each
Generator-6500 W portable rental	\$151.13	Day
Hard drives purchase	\$126.26	Unit
HMI – 1200 W Par rental	\$171.71	Day
Hotel ballroom rental	\$20,150.00	Day
Jimmy Jib rental	\$277.07	Day
Kino Flo 4'X4' bank Lights rental	\$60.45	Day
Laser Printer	\$146.59	Day
Lens Package- HD Zeiss rental	\$352.63	Day
Lighting/Grip Package	\$244.32	Day
Location scouting Fee	\$251.88	Each
MacbookPro Laptop rental	\$151.13	Day
Make-up kit rental	\$35.27	Day
Monitor LCD rental	\$100.75	Day
Motorola walkie talkies rental-Each	\$15.12	Day
Music - stock	\$244.32	Cut
O'Conner 2575 support Tripod rental	\$75.57	Day
Off Line Edit Suite	\$488.64	Day
On-Line AVID suite w/ 3D (On-Site Video Post Production)	\$4,397.74	Week
On-Line AVID suite w/ 3D (Video Post Production)	\$1,368.19	Day
Online Conference Registration, including 2000 registrations, 2000 financial transactions, annual license, PayPal service	\$7,959.25	Year

Personal webinar service, 1 month	\$99.75	Month
Pipe & Drape: Sandbag rental	\$3.03	Each per day
Pipe & Drape rental: Banjo Drape 10' high, tools, installation	\$80.60	Section per day
Pipe & Drape rental: Black Crushed Velvet 18' high, tools, installation	\$181.35	Section per day
Printing: 20 panel brochure, 37 1/2 x 8 1/2 folded to 3 1/2 x 8 1/2, 70# gloss text, 5/5 Process, wrapped in 50s	\$92,226.07	1,000,000 units
Printing: 8 panel brochure, 14 7/8 x 8 1/2 folded to 3 3/4 x 8 1/2, 100# gloss text, 5/5 Process, wrapped in 50s	\$37,409.83	500,000 units
Production Van Rental	\$78.58	Day
Prop item	\$38.91	Unit
Stock Photography	\$244.32	Unit
Tape Stock - Beta	\$43.98	Unit
Tape Stock - DV	\$39.09	Tape
Teleprompter single through lens equipment rental	\$176.32	Day
Transcription service	\$6.55	Page
Translation	\$0.21	Word
VHS Duplication	\$4.89	Tape
Video Closed Captioning & 508 Compliance	\$1,259.45	Video segment
Video Encoding editing to picture in Digital format	\$95.72	Hour
Video Language Translation	\$5,253.38	Video segment
Videotape Stock: Panasonic J-P66M DVC PRO 66-minute length	\$13.60	Tape
Videotape Stock: Sony BCT-10M SP Betacam, 10 -minute length	\$8.22	Tape
Videotape Stock: Sony BCT-30M SP Betacam, 30 -minute length	\$8.89	Tape
Web Hosting	\$1,108.25	Month
Zip Disks	\$24.43	Disk

Labor Category Descriptions

2D Animator

Uses animation and design software to create informational and eye-catching two-dimensional animations for video, including credit screens, titles, and effects. Coordinates with and supports 3D Animator when necessary. Provides DVD authoring and associated graphics such as buttons and interfaces.

Requires 2-4 years of experience in computer animation and high proficiency in Adobe Creative Suite 3 programs including Flash Professional, Illustrator, Photoshop, and After Effects. Requires working knowledge of video production, non-linear editing, and compression.

3D Animator

Uses animation and design software to model, animate, and render shapes to create simulated three-dimensional objects and scenes, either photorealistic or non-photorealistic. Works with 2D Animator, when necessary, to ensure consistency of look and feel between 2D and 3D images used within a project.

Requires 5-6 years of experience in 3D computer modeling and animation and high proficiency in LightWave 3D, and Adobe Creative Suite 3 programs including After Effects, Flash Professional, Illustrator, and Photoshop. Requires working knowledge of Avid Media Composer, video production, non-linear editing, and compression.

Administrative Support

Provides administrative support for project managers and other staff including printing, copying, and binding of documents. Arranges shipping. Arranges travel, including airfare, hotel, rental cars, and develops itineraries with directions and schedules. Keeps schedules and calendars. May provide arrangements for client meetings, interviews, focus groups, video shoots, and events.

Requires superior organizational skills, attention to detail, familiarity with Microsoft Office Suite, and experience with arranging travel.

Assistant Video Editor

Organizes camera footage in preparation for editing. Logs and digitizes tapes. Assists editor in modifying and completing media.

Requires a working knowledge of non-linear video editing equipment (including Avid systems and software), scopes, and time-base correctors.

Audio Engineer - Event

Operates professional audio and sound reinforcement equipment during live events and rehearsals. Operates audio mixing console, adjusting sound levels for microphones, video playback, music playback, and other sources. Cues music, sound effects, and other prerecorded elements, taking direction and cues from Technical Director. Selects microphones for various purposes and directs placement on stage. May place lavalier microphones on speakers for optimum pickup. May specify the types, power, and quantities of audio reinforcement equipment, including speakers, amplifiers, outboard processing gear, microphones, stands, cabling, and audio distribution networks.

Requires 4 or more years experience in professional sound reinforcement. Requires demonstrated familiarity with microphones, audio mixing consoles, and outboard processing equipment.

Audio Engineer (Video Production)

Operates professional sound recording equipment on a film, video, or audio production. Evaluates the equipment needed to record clear audio during on-location or studio shoots. Selects, places, and may conceal microphones. Runs audio cables from microphones to mixer and from mixer to camera or separate recording device. During production monitors audio levels and proper recording of audio elements of production. May hold a "boom" mike to record performers or presenters and keep out of camera picture.

Requires 4 or more years experience in professional video production. Requires demonstrated familiarity with microphones, field mixing consoles, and video cameras and external recording devices.

Background Performer

Appears in the background of a video to enhance the realism of a public or group scene. Requires at least some acting experience, preferably on-camera.

Camera Operator - Event

Operates professional video camera during live events and rehearsals. Aims camera and executes pans, zooms, tilts taking direction and cues from Technical Director in order to provide image magnification of speakers and presenters on stage or audience reaction shots. May operate camera on tripod or as handheld. Adjusts focus and focal length. May make technical adjustments to camera in order to ensure proper matching to video switching and projection system.

Requires 2 or more years experience in professional video and demonstrated ability to operate a variety of professional camera equipment in order to create effective video images in a live situation.

Copy Editor

Reviews, proofs, and corrects editorial content such as articles, white papers, brochures, reports, and website text for clear language, spelling, punctuation, and grammar. Check manuscripts for readability, style, and agreement with clients' style guidelines and editorial policy. Checks facts and accuracy.

Requires degree in English or Journalism, excellent vocabulary, grammar, and proofreading skills, ability to recognize and correct style errors, attention to detail and expertise in research.

Day Player

Acts in a video or film production and has a speaking role.

Requires previous on-camera experience and/or acting training.

Director Project Management

Supervises Project Managers and assumes ultimate responsibility for successful project outcomes. Assigns Project Managers to projects and tracks progress, oversees client interface, scheduling, budgeting, resource allocation, work planning, and reporting efforts of project

management staff, assures timeliness, quality, and budget fidelity of all projects under Project Managers, and guides professional development of Project Managers. Serves as Project Manager for certain projects. Develops and institutes project management, traffic management, and budgeting procedures. Serves as subject matter expert and resource for media relations to broadcast television networks and other press.

Requires 12 or more years of experience in integrated marketing, broadcast, or production, plus 8 or more years of management or executive experience.

Event Producer

Coordinates the smooth production of and ensures quality control of the technical and creative aspects of events, conferences, and seminars. Initiates site surveys and liaises with venue representatives and clients to ensure proper support throughout. Responsible for overseeing audiovisual systems and technology, staging, rehearsing and coordinating performers and/or speakers, sets, music (live and/or recorded), and other elements that enable a conference or event and hold audience attention. Manages contractors relating to above elements. Coordinates with videographer, if applicable. Maintains creative and logistical control of the event. Continually ensures the project is on or under budget.

Requires 4-6 years of experience in event production and live staging. Possesses excellent organizational skills.

Gaffer

Responsible for the lighting of set or location for video productions. Orders lighting equipment and grip supplies in advance of shoot. Consults with videographer and director about the lighting requirements and artistic approach. Directs grips, electricians, and other staff in the location and types of lighting instruments used, selection of color gels, and special lighting effects. Ensures that lighting equipment is set up and operated safely. During production will adjust lighting to provide optimum creative effect. Supervises strike and load-out of lighting equipment.

Requires 5 or more years of experience on film and video shoots. Must demonstrate proficiency and knowledge of film and video lighting equipment. Must hold electrician's license.

Graphic Designer I

Assists with the designing, laying out, updating, and coordinating the production of a wide array of commercial graphic design and creative print media. Works with supervising designers or art directors to assist with the production of collateral materials, publications, presentations, exhibits, signage, and other materials. Demonstrates working familiarity of graphic industry standards and graphic media. Able to produce appropriate file formats for various types of printing and electronic publication applications.

Requires 0-2 years of experience in commercial/marketing graphic design, collaterals production and commercial printing. Requires intermediate proficiency in the latest versions of industry-standard software including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Xpress, and the Microsoft Office suite.

Graphic Designer II

Provides professional support designing, laying out, updating, and coordinating the production of a wide array of commercial graphic design and creative print media. Works primarily with internal clients and team members to develop collateral materials, publications, presentations, exhibits, signage, and other materials. Demonstrates thorough knowledge of graphic industry standards

and graphic media. Able to produce appropriate file formats for various types of printing and electronic publication applications.

Requires 2-7 years of experience in commercial/marketing graphic design, collaterals production and commercial printing. Requires fluency in the latest versions of industry-standard software including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Xpress, and the Microsoft Office suite.

Graphic Designer III

Develops and executes highly creative and effective graphic designs for a wide variety of print and electronic media. Interfaces directly with internal and external clients and other team members to develop unique and appropriate visual presentations. Demonstrates thorough knowledge of graphic industry standards, graphic design trends, and graphic media. Expert at the production of appropriate file formats and the supervision of prepress and printing processes to ensure quality output. Provides art direction and creative supervision of other designers.

Requires 8 or more years of experience in commercial/marketing graphic design, collaterals production and commercial printing, and 3 or more years of supervisory/management experience. Requires expert knowledge of latest versions of industry-standard software including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Xpress, and the Microsoft Office suite.

Graphics Operator - Event

Operates computers providing speaker support and theme graphics during live events. Organizes files in proper order for presentation, advances images as cued, participates in rehearsals and sessions. May create or alter images at the direction of presenters or event producer. May troubleshoot files, computer, or interface. Demonstrates ability to follow cues accurately, optimize images for large-screen video projection, proofread, and make prompt and accurate alterations when directed.

Requires 3 or more years of experience in graphic design or technical event management. Requires proficiency in Microsoft PowerPoint, Apple Keynote, and Adobe Photoshop.

Grip

Assists with the lighting, sets, props, and camera equipment for a film or video shoot, in a studio or on location. Rigs and dismantles frames, light stands, gels, backdrops, set pieces, dollies, cranes, and booms. Runs and coils cable. Loads and unloads camera, sound, lighting equipment, set pieces, furniture, and props and transports them to and from a shoot location. May operate cranes, booms, and dollies.

Requires 2 or more years of experience on film and video shots. Requires demonstrated proficiency and knowledge of film and video equipment assembly, setup, transportation, and disassembly.

Lighting Director - Event

Designs professional stage lighting for and operates lighting during live events. Specifies and orders the types, sizes, and quantities of lighting instruments required to provide sufficient lighting levels on stage for presenters and/or video images. May design varied color schemes and special effects created with standard and computerized lighting instruments. Specifies and orders ancillary equipment needed to suspend, control, and power lighting instruments, such as truss, chain motors, rigging, cable, dimmers, and stands. Oversees the assembly, aiming, focus, and testing of lighting for live events. May program computerized lighting instruments and consoles for the controlling of lighting instruments and the development of "scenes" for different

portions of the shows. Operates lighting console and/or computerized lighting controller during events and rehearsals, taking direction and cues from Technical Director.

Requires 6 or more years experience in theatrical lighting. Requires demonstrated ability to achieve artistic and creative results through the use of professional stage and computerized lighting equipment. Requires ability to create CAD drawings of lighting plots.

Makeup Artist

Ensures that actors, presenters, and interview subjects have suitable makeup and hairstyles for appearances on video, in still photographs, or in front of an audience. Interprets the requirements of the production to provide a creative or technically accurate visual representation ranging from basic makeup for presenters to complex period or special effects makeup. Must understand lighting, the video or photographic process, colors, and the impact of various types of makeup on skin. Must understand the variety of skin tones and types and the appropriate makeup for each.

Requires 3 or more years of experience in professional theatrical or video makeup applications. Must supply basic makeup kit.

Media Specialist I

Helps research and develop project-related media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, sorted by geographic location, format, circulation/reach and content. Coordinates media buying (smaller campaigns) or oversees professional media buyers (larger campaigns). Monitors and keeps track of placements to ensure negotiated frequency is met or exceeded. Assists in writing reports that summarize placements and results. Should quantitative research be required, will coordinate survey administration.

Requires up to two years' experience in a media buying, media sales, and/or public relations environment. Requires proficiency in standard word processing applications and a general knowledge of public and media relations. Possesses excellent vocabulary, grammar, and proofreading skills.

Media Specialist II

Develops media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, as required. Helps create media plan based on this research and determines the most advantageous placements. Coordinates media buying. Writes detailed reports at the conclusion of campaigns to detail placements and results. Should quantitative research be required, helps in the creation of the survey instrument.

Requires 2-4 years' experience in a media buying, media sales, and/or public relations environment. Requires proficiency in standard word processing applications and proficiency in media tracking and monitoring systems. Possesses excellent vocabulary, grammar, and proofreading skills.

Music Scoring

Composes custom background and incidental music to enhance the power and messaging of a video, electronic presentation, or live event. Records demonstration versions to provide to client and/or video editors for review. Oversees rehearsals of musicians; oversees the recording of the master or, if used in a live setting, conducts the musicians.

Requires 12+ years' experience writing music for video or live events and a high level of proficiency playing piano. Must have a solid working knowledge of Digital Performer, Cubase, or similar software.

Narrator

Provides off-camera narration for video productions, audio productions, or live event productions. Requires previous voiceover experience and/or acting training.

On-Camera Narrator

Appears on camera to provide the narration for video productions. Requires previous on-camera experience and/or acting training.

PR Director

Develops and oversees the development and strategic direction of a comprehensive public relations campaign that uses media, publicity, and live events to develop awareness for products, services, and/or circumstances. Leads in the establishment of target audiences and the creation of messages. Ensures that the messages' integrity is kept and that the calls to action are clear and compelling. Assesses program effectiveness and recommends changes, if required. Manages all public relations staff and Media Specialists. Oversees budgeting of media-related projects or project components. Participates in company executive and staff meetings.

Requires 10 or more years' experience in a public relations environment, including at least five years' managerial experience.

Presentation/Media Training

Coaches and trains amateur and professional speakers, presenters, spokespersons, and subject matter experts to be more effective on stage or in live or taped audio or video settings. Plans and delivers individual or group sessions. May instruct subjects in vocal intonation, pace, posture, movement, attitude, relaxation techniques, and dress. May assist subjects in preparing subject matter, staying on message, and using speaker aids. May play the role of reporter, allowing subjects to practice effective answers to media inquiries, including hostile questions. May employ video feedback.

Requires 8 or more years experience in presentation coaching, journalism, media, or theater, and demonstrated expertise at instructing subjects in effective presentation and media techniques.

Production Assistant – Event

Responsible for client services related to the event, such as arranging for food, beverages, and lodging for cast and crew, running messages, and ensuring all involved have the most current copies of scripts. Provides various on-site duties as required.

Requires a keen interest in event production with or without a year of experience in events or live staging. Possesses strong organizational skills and the ability to perform well under pressure.

Production Assistant – Video

Provides general assistance during a video production, running errands and doing odd jobs for the crew. Coordinates craft services, arranges for transportation, and performs administrative duties such as copying scripts.

Requires a bachelor's degree and a keen interest in video production. Possesses excellent organizational skills.

Production Coordinator

Assists in the management of creative production. Schedules meetings with clients and internal teams, attends project and client update meetings and keep detailed notes, develops project to-do and action lists, identifies vendors and subcontractors, hires vendors and subcontractors and completes agreements, and manages vendors and subcontractors. Assists in the management of production budgets, creates purchase orders, and updates and reconcile budgets with accounting data. Serves as production scheduler, develops and maintains master schedule of all creative projects, develops and maintains master schedule of assignments for creative production personnel (print, web, interactive, event, video), identifies conflicts and help to resolve resource gaps.

Requires 0-3 years experience in creative production along with superior organizational and project management skills.

Project Manager I

Plans projects or portions of projects of limited scope in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires 0-2 years experience as project manager. Requires some familiarity with the processes, language, and technology of creative production, including video, print, interactive, and live event productions, along with well developed organizational skills and superior attention to detail.

Project Manager II

Plans projects of moderate complexity in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Participates in the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires 3-6 years experience as project manager. Requires fluency with the processes, language, and technology of creative production, including video, print, interactive, and live event productions, along with superior organizational skills and attention to detail.

Project Manager III

Plans complex and multifaceted projects in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Leads the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires 7+ years experience as project manager. Requires fluency with the processes, language, and technology of creative production, including video, print, interactive, and live event productions, along with superior organizational skills and superior attention to detail.

Projectionist - Event

Sets up, adjusts, and maintains video projectors and ancillary equipment for live events and rehearsals. Assembles screens and places projectors in appropriate locations. Runs cable and connects video distribution systems. Performs thorough technical adjustments in order to ensure optimum image quality, align multiple projectors, and attain consistency between multiple screens.

Requires 2 or more years experience in professional video and demonstrated familiarity with major models of professional video projectors and ancillary equipment.

Public Relations Coordinator

Supports Public Relations campaign by keeping track of pitches, assembling and sending out press kits and other materials, and coordinating interviews for stories. Helps maintain media lists.

Requires up to three years' experience in a public relations environment, journalism, or related field. Proficient in standard word processing applications. Has strong vocabulary, grammar, and proofreading skills.

Public Relations Manager I

Maintains relationships with media representatives, pitches stories to reporters and editors in local and national markets. Researches media markets, as necessary. Assists in the creation and development of news/feature angles, press kits and support materials, and wire releases. Oversees distribution of such materials. Writes and/or works with writers to develop materials such as press releases, media alerts, bylined articles, print sidebars, and video and audio news releases. Interfaces with clients and press.

Requires 3-6 years' experience in a public relations environment.

Public Relations Manager II

Responsible for the direction of a public relations campaign on a day-to-day basis. Establishes and maintains relationships with print and broadcast reporters and editors in local and national markets. Spearheads the creation and development of news/feature angles, development of press kits and support materials, the creation of wire releases, and oversees media tracking. Writes and/or works with writers to develop materials such as press releases, media alerts, bylined articles, print sidebars, and video and audio news releases. Acts as an advisor to clients on press-related issues. Speaks to press as spokesperson on behalf of clients (when appropriate).

Requires 6-10 years' experience in a public relations environment, with at least two of those in a managerial role.

Senior Event Producer

Maintains creative, logistical, and quality control of all aspects of events, conferences, and seminars. With client, visits and makes decisions regarding venue. Oversees writers and graphic designers to create overall theme and messaging. Manages contractors relating to audiovisual and technical elements, including performers, sets, music. Develops staging for and rehearses performers and speakers for optimal visual interest and timing.

Requires 10-12 years' experience in event production and live staging, including at least three in a managerial capacity. Possesses superior organizational skills.

Senior Video Editor

With the Senior Producer or Director, responsible for the overall creative decisions regarding linear and non-linear editing, including what specific clips to use, how to put them together, and which transitional elements should be used. Often chooses music and/or sound effects to enhance the impact of the video. Oversees animators and/or graphic design team, if such elements are to be included. Consults with director to ensure the editing properly reflects the overall message of the piece.

Requires at least 10 years of experience in editing film or video with at least two of those overseeing other editors. Must be skilled with linear and non-linear video editing equipment (including Avid systems and software).

Senior Video Producer

Has logistical control over all pre-production, production, and post-production phases of a video project, enabling the Director to focus on the creative aspects of the work. Oversees budgeting and contracting. Hires vendors. Assists Director in making casting and location decisions.

Requires 12 or more years' experience in film or video production.

Senior Writer/Strategist

Provides creative and original writing of editorial and creative content such as articles, advertisements, reports, speeches, presentations, website text, video scripts, and interactive materials. Leads research, such as interviews and focus groups. Provides in-depth analysis and develops insightful conclusions and creative recommendations from research data. Leads in creative development of themes, strategies, brands, and campaigns. May lead and facilitate meetings and input sessions. Frequently interfaces with clients to gather information, review drafts, and receive feedback.

Requires 7+ years of experience in journalism, marketing, public relations, creative writing, advertising, consulting, or related field. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.

Stage Manager

Oversees and cues the entrances and exits of presenters, speakers, scenery, props, actors/actresses and other personnel and equipment to and from the stage during a live event or rehearsal. Follows a cue sheet or running order to anticipate stage action, communicates with Technical Director, and manages stage hands and technicians. May be responsible for developing show running order and other documents listing stage cues or diagramming stage positions.

Requires 2 or more years experience in live event management.

Still Photographer

Operates digital and film-based still camera equipment for studio and on location assignments. Plans still shoots. Selects, inspects, and tests camera, film, and photographic processing systems. Determines and uses cameras, films, filters, lighting, and accessory equipment. Conceives, visualizes, and produces images. Applies principles of composition. May direct talent or arrange materials to produce pleasing and appropriate images. Works together with graphic designers, art directors, project managers, and clients to define and obtain outstanding still imagery.

Requires 3 or more years of experience as still photographer. Requires demonstrated ability to achieve consistent and professional results, and fluency with digital and film-based cameras, lighting, and accessories.

Still Photographer Sr.

Creates highly original and artistic images using digital and film-based still camera equipment for studio and on location assignments. Expert in planning still shoots. Expert in selecting, inspecting, and testing camera, film, and photographic processing systems and in determining and using cameras, films, filters, lighting, and accessory equipment. Accomplished in directing talent, applying principles of composition, and in special photographic effects, whether created through lighting, camera techniques, darkroom manipulation, or computer effects. Leads teams of graphic designers, art directors, project managers and works with clients to obtain outstanding still imagery.

Requires 10 or more years experience as still photographer. Requires demonstrated ability to achieve highly artistic and creative results through the use of digital and film-based cameras, lighting, and accessories.

Teleprompter Op (w/eqt)

Operates teleprompter during film and video shoots or live presentations. Formats text delivered in file or hard copy for teleprompter use. Loads text into prompter software. Listens to presenter, narrator, or actor using prompter and adjusts pace to match what is being spoken. Loads and unloads teleprompter equipment, including computer, interface, control box, monitors, mirrors, and stands and transports them to and from shoot or presentation location. Assembles on-camera, presidential, or floor-mounted prompter monitors. Tests equipment. Demonstrates ability to follow speakers accurately, make prompt and accurate alterations when directed.

Requires 1 or more years of experience in operation of teleprompter systems.

Vice President, Marketing Comm.

Supervises all creative staff and provides strategic and conceptual oversight for the development of integrated marketing communications plans including advertising, public relations, Web development, graphic design, video, and event projects. Oversees the implementation of the campaigns. Ensures viability of approaches and creative concepts. Responsible for overall quality control.

Requires more than 12 years' experience in marketing communications, strategic development, and management.

Vice President, Production

Directs overall workflow of all production-related projects to ensure efficient, high-quality, creative output in video, events, print graphics, interactive, web products. Supports Project Managers and Business Development staff in the allocation of production resources and personnel. Manages all production staff. Oversees budgeting of all projects and production department overhead. Directs purchase, maintenance, inventory of all production equipment. Participates in company executive and staff meetings.

Requires 12 or more years of experience in integrated marketing, broadcast, or production, plus 8 or more years of management or executive experience.

Video Director I

Responsible for creating the look and feel of a video in a way that supports the message(s) to be communicated. May assist writers in developing creative concepts. Oversees all technical aspects of a production, from lighting and sound through editing and music choices. With client, makes overall decisions regarding location and casting.

Requires 5-8 years of experience in film, with at least two spent as a director or associate director.

Video Director II

Has creative control of a video from beginning to end. Holds discussions with the client and writers to develop a creative concept. Provides writers with script feedback. Storyboards the shots of the final script. Determines the visual look and feel and communicates that to technical crew for implementation. Oversees the selection of sets and/or locations. Oversees the casting of voiceover talent and/or actors and the hiring of specialists such as hair and makeup professionals. Guides the actors for optimal performance or elicits appropriate and genuine responses from interview subjects. Oversees the post-production process. Ensures the final video supports the message to be communicated.

Requires a minimum of 12 years as a director in the film medium.

Video Editor

Organizes the footage and assembles the rough cut, fine cut, and final product, modifying the video at each stage based on input from the director, senior video editor, and/or client. Often chooses and incorporates music, sound effects, and/or stock footage. Works with senior editor and/or director to ensure the editing enhances the desired messages, and that the finished piece has the proper impact.

Requires 5-8 years of video or film editing experience and an intimate understanding of linear and non-linear video editing equipment (including Avid systems and software). Ability to create interesting yet non-obtrusive transitions and provide expert color correction when required.

Video Producer

Assists Director and/or Senior Video Producer in the management of the video production process. Ensures required releases are obtained, travel and transportation is coordinated for cost-savings and efficiency, arranges for additional crewmembers or specialists when necessary. Monitors overall budget and reallocates funds, if necessary. Schedules shoots, meetings, and casting sessions.

Requires at least six years of video or film experience, including experience as an associate producer or production assistant. Must have a thorough understanding of all elements of production, including lighting, sound, and editing.

Videographer

Sets up, positions, and operates linear and/or digital camera equipment to shoot video footage. Settings include studios or location, indoors or outdoors. Makes decisions on lenses, lighting placement, exposure, camera angles, and composition. Works to portray the scene or subject aesthetically while abiding by the director's objective for the overall piece.

Requires 5-8 years' experience shooting video, with a technical background in lighting and sound.

Web Designer I

Helps design the page layout and graphic look and feel of a Web site including the design of buttons and banners. Helps organize site navigation and program the basic interface. Tests to ensure all elements function as required in the major Internet browsers. Develops and builds style sheets and templates for electronic presentations.

Has 2-4 years' experience designing Web pages and presentations. Proficient in HTML; XHTML; and Adobe Creative Suite 3 programs including Dreamweaver, Flash Professional, Illustrator, Photoshop, and After Effects. Requires experience with Web 2.0 architecture. Adheres to good content management practices. Understands Section 508 compliance requirements.

Web Designer II

Creates and develops the visual design, navigation, and user experience of complex Web sites and multimedia presentations. Creates active server pages. Creates and incorporates site animation and special effects. Programs the graphical user interface for interactive Web sites as well as Web-based and stand-alone multimedia.

Has 5-8 years' experience designing Web pages and interactive presentations. Proficient in HTML; XHTML; JavaScript; and Adobe Creative Suite 3 programs including Dreamweaver, Flash Professional, Illustrator, Photoshop, and After Effects. Requires proficiency with Web 2.0 architecture. Understands information architecture and creates content management solutions. Requires an understanding of database and constituent relationship management software. Experience creating Section 508-compliant sites.

Web Programmer I

Programs the back-end elements for Web sites and Web-based applications, including the graphical user interface for and client-side scripting of interactive Web sites, Web-based and stand-alone multimedia, and e-learning applications. Conducts alpha and beta testing.

Has 3-5 years of experience programming Web sites, including experience with Web 2.0 architecture. Proficient in HTML, XHTML, PHP, ColdFusion, JavaScript, and Flash Professional. Working knowledge of MySQL. Understands Section 508 compliance requirements.

Web Programmer II

Creates the architecture of and programs the back-end elements for Web sites and Web-based applications, integrating new components with databases and legacy systems. Develops client-side scripting and server-side program content. Ensures security with firewalls and encryption software. Oversees alpha and beta testing. Ensures and back-end compliance with Section 508 requirements. Supervises launch.

Has 6-10 years' experience programming Web sites and Web-related applications, including those with Web 2.0 architecture. Proficient in HTML, XHTML, PHP, ColdFusion, MySQL, JavaScript, and Flash Professional. Thorough understanding of Section 508 compliance.

Writer (Principal)

Delivers writing and consulting services at the highest level. Called upon for particularly strategic, creative, or precision writing and analysis. Works closely with senior executives, officials, and subject matter experts to develop precise, persuasive written messages for advertising, branding, communications strategy, and crisis communication purposes. Guides other writers and provides editing for clarity, persuasiveness, and grammatical accuracy.

Requires 15+ years of experience in senior marketing, communications, or consulting field including leading teams of writers and guiding writing and strategy for firm. Must have excellent vocabulary, grammar, and proofreading skills.

Writer/Strategist I

Writes or assists in the writing of editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgrounders. Assists with research, takes notes, transcribes content. Participates in creative development of themes, strategies, brands, and campaigns. Checks facts and accuracy, may review, proof, and correct text for clear language, spelling punctuation, grammar, readability, style, and agreement with clients' style guidelines and editorial policy. May interface with clients to gather information, review drafts, and receive feedback.

Requires 0-2 years of experience in journalism, marketing, public relations, or related field. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.

Writer/Strategist II

Writes editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgrounders. May lead research, such as interviews and focus groups. Analyzes and draws conclusions from research data. Participates in creative development of themes, strategies, brands, and campaigns. May review, proof, and correct text for clear language, spelling punctuation, grammar, readability, style, and agreement with clients' style guidelines and editorial policy. Frequently interfaces with clients to gather information, review drafts, and receive feedback.

Requires 3-6 years of experience in journalism, marketing, public relations, or related field. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.



PCI Communications

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Advertising and Integrated Marketing Solutions

Marketing and communications initiatives are becoming more and more critical to federal government agencies in achieving success in their mission-related goals and objectives. Tasked with education and outreach to a broad group of stakeholders, federal agencies must make use of every traditional and emerging communications medium, and employ overarching strategies to make sure that budgeted dollars are used to maximum effect.

PCI Communications, Inc. (PCI) is a marketing + creative production agency offering GSA Schedule buyers outstanding service, valuable experience, and award-winning product. In business for 30 years, PCI has fulfilled multifaceted advertising, promotion, and integrated marketing requirements for federal agencies in the transportation, financial regulation, homeland security, healthcare, public safety, defense, digital government, and other arenas.

PCI offers government buyers strategic services including marketing, branding, communications strategy, crisis/reputation management, and public relations, as well as award-winning creative services including video, digital/interactive, design, and events. Please visit PCI's website at www.pcicom.com for samples and more information on products and services.

GSA Schedule buyers benefit from:

- The intensive, personalized service expected from a small business, combined with the skill, expertise, reliability, and national reach of a much larger one;
- One-stop shopping for a broad range of tightly integrated strategic and tactical services;
- A seasoned, full-time staff of strategists, writers, designers, producers, and project managers;
- Ideas, best practices, and partnerships from PCI's service to the commercial and not-for-profit sectors;
- State-of-the-art equipment and techniques for the production of video, online/mobile, print, and other materials;



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- A location convenient to Washington-area federal agency headquarters, with the ability to provide service throughout the United States;
- Robust project management capabilities for multi-year BPAs and similar vehicles;
- On-staff senior team members with direct federal experience and service;
- Favorable pricing compared to commercial customers; and
- A sincere commitment to the results and mission success of every project.

Scope of Work

PCI understands that Advertising and Integrated Marketing Solutions must contribute materially to achieving each purchasing agency's mission objectives while providing essential support to national and economic stewardship. PCI works diligently to understand how each project – no matter how small or how extensive – fits into the agency's goals, and can provide valuable counsel on the most effective communications methodologies to reach any target audience or constituency.

The following are examples of tasks that may be performed under each Special Item Number (SIN). These are examples only and are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule. Examples include but are not limited to the following:

SIN 541-1 Advertising Services

When delivery of messages to key audiences must be guaranteed, government agencies can count on PCI to oversee and deliver targeted media buys and compelling messaging. PCI delivers the campaign design, message testing, creative production, media placement, and measurement services to make sure that advertising dollars result in maximum audience impact and message retention, whether in traditional print, broadcast, online, or blended media, all accomplished while highlighting specialized agency capabilities.

SIN 541-3 Web Marketing Services

PCI provides outstanding contemporary design for digital marketing and sites designed to take full advantage of the most current online and mobile platforms. Services include the development of online and digital strategies, assessment and analysis of online and digital presence, web design,



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interactive programming, digital marketing, section 508 compliance, and KPI tracking.

SIN 541-4B Video/Film Production

PCI's video competes with the best in commercial video production – helping to maximize the impact on viewers whether delivered through traditional, broadcast, online, or mobile means. PCI shoots video on location throughout the United States and overseas, and maintains studio, voiceover, editing, 3D animation, and mastering facilities in its Washington, DC-area headquarters. Over 150 industry awards testify to the quality of PCI's work; repeat orders from corporate, association, and government clients testify to PCI's ability to generate results in a wide variety of circumstances.

SIN 541-4D Conference, Events and Tradeshow Planning Services

PCI has successfully supported dozens of crucial government-sponsored meetings and events. PCI's experienced, full-time personnel provide outstanding project management, travel and logistics, technical support, writing, registration, and related services. PCI can help federal clients define and detail the goals, agenda, format, deliverables, theme, look and feel, and budget of a conference, event, or trade show exhibit. PCI also can execute the complex technical requirements of a modern multimedia event — removing the burden of management from clients, while creating a dramatic and compelling production in support of clients' unique mission objectives.

SIN 541-4F Commercial Art and Graphic Design Services

PCI's expertise in graphic design extends from traditional print products such as brochures, annual reports, display advertising, and collateral material to the most current digital media including e-books and art for mobile apps. PCI excels in the development of visual branding, such as logos, visual identity packages, and standards and usage guides.

PCI's designers produce vivid and distinctive design without ever losing sight of the objective of each piece of communication. With a thorough understanding of print production, PCI can ensure accurate reproduction and effective use of design elements to maximize communication impact within any budgetary range.



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SIN 541-5 Integrated Marketing Services

PCI has the depth, breadth, and experience to fulfill complex and multifaceted communications initiatives that require overarching strategies and a variety of different media in execution. PCI can develop comprehensive plans that cover marketing, market research, branding, public relations, internal communications, and other needs, and then produce high-quality deliverables in the form of video, websites, mobile applications, print graphics, events, public relations campaigns, and media buys in order to carry the strategies out. PCI's broad range of in-house capabilities means that relatively few project components must be subcontracted or freelanced out; as a result little is "lost in the translation" and PCI's communications products are closely aligned with the strategies developed to meet agency mission objectives and goals. PCI's rigorous project management capabilities ensure that projects with multiple components and those spanning multiple years are executed with little risk to government buyers and with robust reporting and tight budget control.