

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

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: 00CORP - Professional Services Schedule (PSS)
FSC Group: **R701**

CONTRACT NUMBER: GS-23F-0026N

541-1	Advertising Services
541-3	Web Marketing Services
541-4B	Video/Film Production
541-4F	Commercial Art and Graphic Design
541-1000	Other Direct Costs

CONTRACT PERIOD: October 11, 2012 - October 10, 2017

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: J.M.H. Education Marketing Inc.
75 Broad Street, 33rd Floor
New York, NY 10004
Phone number: (212) 924-2944
Fax number: (212) 924-3052
Website: www.CarrotNewYork.com

**CONTRACTOR'S
ADMINISTRATION SOURCE:**

Carla Berger
75 Broad Street, 33rd Floor
New York, NY 10004
Phone number: (646) 348-7094
Fax number: (212) 924-3052
E-Mail: Carla.Berger@CarrotNewYork.com

BUSINESS SIZE: Woman-owned Small Business, Small Business, Woman-owned

Pricing Effective with Modification PS-0025 dated 12/9/2015

CUSTOMER INFORMATION:

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

CONTRACT NUMBER: GS-23F-0026N

SIN	DESCRIPTION
541-1	Advertising Services
541-3	Web Marketing Services
541-4B	Video/Film Production
541-4F	Commercial Art and Graphic Design
541-1000	Other Direct Costs

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
See Price List		

1c. HOURLY RATES: See Price List

2. MAXIMUM ORDER*: \$1,000,000.00 per SIN

*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: The geographic location for SIN 541-1, 541-1000, and 541-4B is worldwide delivery.

The geographic location for SIN 541-3 and 541-4F is domestic delivery that includes 50 states, Washington D.C., and U.S. Territories only.

5. POINT(S) OF PRODUCTION: New York, NY

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

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: Net 30 Days

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are *not* 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 effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
- 12. FOB POINT:** Destination
- 13a. ORDERING ADDRESS:** JMH Education Marketing – 75 Broad Street, 33rd Floor New York, NY 10004
- 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:** J.M.H. Education Marketing Inc.
75 Broad Street, 33rd Floor
New York, NY 10004
- 15. WARRANTY PROVISION:** Not applicable
- 16. EXPORT PACKING CHARGES:** Not applicable
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** N/A
- 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:** 118500289
- 26. NOTIFICATION REGARDING REGISTRATION IN the SYSTEM FOR AWARD DATABASE:** J.M.H. Marketing is currently registered in the SAM database.

J.M.H. Education Marketing Inc.

<i>SIN</i>	<i>Awarded Labor Category</i>	<i>Site</i>	<i>GSA Price</i>
541 1, 541-3, 541-4B, 541-4F	Account / Program Coordinator	Both	\$111.71
541 1, 541-3, 541-4B, 541-4F	Agency Principal	Both	\$264.55
541 1, 541-3, 541-4B, 541-4F	Art Director	Both	\$140.77
541 1, 541-3, 541-4B, 541-4F	Creative Director	Both	\$181.35
541 1, 541-3, 541-4B, 541-4F	Director of Web Services	Both	\$148.15
541-1, 541-3	Director of Education	Both	\$163.22
541 1, 541-3, 541-4B, 541-4F	Education Manager	Both	\$136.02
541 1, 541-3, 541-4B, 541-4F	Graphic Designer	Both	\$113.34
541 1, 541-3, 541-4B, 541-4F	Media Buyer	Both	\$140.77
541 1, 541-3, 541-4B, 541-4F	Production Manager	Both	\$130.57
541 1, 541-3, 541-4B, 541-4F	Project Manager	Both	\$128.58
541 1, 541-3, 541-4B, 541-4F	Program Manager	Both	\$181.36
541 1, 541-3, 541-4B, 541-4F	Proofreader	Both	\$98.93
541 1, 541-3, 541-4B, 541-4F	Research Coordinator	Both	\$96.46
541 1, 541-3, 541-4B, 541-4F	Researcher	Both	\$105.82
541 1, 541-3, 541-4B, 541-4F	Senior Editor	Both	\$105.82
541 1, 541-3, 541-4B, 541-4F	Senior Graphic Designer	Both	\$131.27
541 1, 541-3, 541-4B, 541-4F	Senior Project Manager	Both	\$155.13
541 1, 541-3, 541-4B, 541-4F	Senior Writer	Both	\$105.82
541 1, 541-3, 541-4B, 541-4F	Technical Writer **	Both	\$117.88
541 1, 541-3, 541-4B, 541-4F	VP, Strategic & Creative Development	Both	\$197.85
541 1, 541-3, 541-4B, 541-4F	VP, Strategy and Education	Both	\$197.85
541-1, 541-3	VP, Client Services	Both	\$199.50

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

SCA Matrix

SCA Matrix		
SCA Eligible Contract Labor Category	SCA Equivalent Code - Title	WD Number
Technical Writer	30463 - Technical Writer III	2005-2375

Wage Determination No.: 2005-2375

Revision No.: 16

Date of Revision: 07/08/2015

Kings County, New York

The proposed/awarded prices are compliant with the SCA.

J.M.H. Education Marketing

541-1000

<i>Item/Product</i>	<i>Description</i>	<i>Unit Of Issue</i>	<i>Minimum Quantity</i>	<i>NTE Rate</i>
Advertisement	Placement fee for a 1/3 page advertisement in full color running in one issue of an Educational Magazine.	1 issue	1	\$3,831.02
Mailing List	Purchase of address records, sorted for reach to targeted audience.	Address Record	70,000	\$0.2188
Mascot Costume Design and Fabrication	Design and fabrication of a full-body mascot costume based on character artwork.	Costume	1	\$11,787.75
Illustration – Complex	A 12"x17" illustration of a game board and game pieces in full color.	Game Board	1	\$4,533.75
Video Production	A video filmed on-location in a live-action format. Video includes 3 locations and 6 SAG actors.	Video	20 min.	\$82,323.83
Video Duplication		1	none	\$1.0786
Sponsorship of E-Newsletter	Sponsorship of e-newsletter sent to educators containing promotional copy and drive-to-site information.	Fee	1	\$14,598.68
Booklet	Average per page cost for printing a 4-color booklet, measuring up to 8"x10.5".	Page	2,000,000	\$0.0114
Flags	Four-colored printed flags, custom printed on cloth.	Flag	4	\$566.72
Postcard	A 6"x4" postcard custom printed in four colors on both sides. Printed on 12 point coated gloss stock cards. One set of proofs included in price.	Postcard	5,000	\$0.1460
Posters	A 20-3/4"x31" poster printed in five colors on one side. Final piece folded to 7-3/4"x10-1/4". Piece is printed on 80# gloss text stock. One set of proofs included in price.	Poster	10,000	\$0.8418
Teacher's Guide	A 28-page teacher's guide, measuring 5.5"x8.5" and printed in 4-color process throughout on 80# gloss text stock. One set of proofs included in price.	Guide	12,500	\$0.8680
Large Vehicle Wrap	One printout of graphics to cover an Itasca Sun Cruiser recreational vehicle. Final outputs cover the sides and roof of a 36"x12" vehicle. Outputs printed on 4-color process on 3M Vinyl Adhesive Material. One set of proofs included in price.	Vehicle Graphic	1	\$38,686.01

Position Descriptions

Account / Program Coordinator

Minimum/General Experience: Minimum 3 years' experience in project and production management.

Functional Responsibilities: Plans and manages projects from needs assessments to budgeting, scheduling, presentations and client sign-off, supplier team selection and bid supervision, logistics planning and quality control.

Minimum Education: BA/BS degree.

Agency Principal

Minimum/General Experience: Minimum of 20 years in creative communications and business management including brand strategy and exhibition design and production.

Functional Responsibilities: Agency Chief Executive Officer who oversees all aspects of client relations, program strategy and design, marketing services and business operations. Provides executive level support for stakeholders, interpretive planning, and project planning. Responsible for ensuring high-performance from project team.

Minimum Education: Requires minimum of a Masters degree.

Art Director

Minimum/General Experience: 5 years advertising agency experience interacting with clients and internal agency personnel. Proficient with the latest technologies in printing, graphic design, photography and video production.

Functional Responsibility: Develops visual compelling designs and copy creative, including: graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production for a variety of mediums based on the client's needs. Position works closely with creative director, writers and account management staff.

Minimum Education: BA/BS degree.

Creative Director

Minimum/General Experience: 8 years in design with all forms of media - print, video, web, CD, etc. Proficient with the latest technologies in printing, graphic design, photography and video production.

Functional Responsibility: Supervises and directs agency creative product (design and copy), visual strategy development; supervises photo and video shoots. Works with agency principal and VP of Strategy & Education to facilitate program message development and attends high-level client contact meetings. Supervises all agency creative staff and works closely with account management staff.

Minimum Education: BA/BS degree.

Director of Education

Minimum/General Experience: 5 years' experience providing public education marketing programs.

Functional Responsibilities: Applies public awareness educational campaign subject matter expertise in support of project operations by participating in planning and strategy development sessions, conducting research, making presentations, providing technical assistance, and producing reports.

Minimum Education: BA/BS degree.

Director of Web Services

Minimum/General Experience: Minimum of 5 years leading strategic outreach programs using interactive technology.

Functional Responsibilities: Responsible for the strategic development of digital, web, online, and interactive technologies. Provides media and technology solutions to clients throughout the corporate and public domains, and oversees the design and architecture of information and software development. Web strategy and tactics development, includes: working with the client and other web professionals to integrate other client activities into a cohesive integrated marketing approach that leverages the Internet and social media for awareness, outreach and collaboration.

Minimum Education: BA/BS degree.

Education Manager

Minimum/General Experience: 4 years' experience providing public education marketing programs.

Functional Responsibilities: Works with clients to develop, refine, and implement targeted public educational campaigns to highlight programs, initiatives, products, and services. Prepares, analyzes, and evaluates educational communications solutions, including a broad array of approaches: curriculum development, Internet, print, broadcast, oral presentations, training materials, exhibits, press kits, community outreach, and program performance surveys.

Minimum Education: BA/BS degree.

Graphic Designer

Minimum/General Experience: 4 years graphic design experience in the advertising industry.

Functional Responsibilities: Designs creative products based on the creative direction, conceptual design and image-branding decisions provided by the creative team and the marketing team. Applies the creative design to all media including: graphic design, layout execution, typography, photo research, illustration, photography, comp development, and mechanical production.

Minimum Education: BA/BS degree.

Media Buyer

Minimum/General Experience: 4 years' experience in media buying and planning.

Functional Responsibilities: Works with production manager to implement all media plans; negotiates advertising rates with all media outlets; collects tear sheets and coordinates vendor payments; maintains advertising files.

Minimum Education: BA/BS degree.

Production Manager

Minimum/General Experience: 4 years' experience in advertising industry production planning.

Functional Responsibilities: Drafts all production schedules to ensure that research, design and production proceeds smoothly per each product/campaign's strategic plan; coordinates all reporting activities with outside vendors.

Minimum Education: BA/BS degree.

Program Manager

Minimum/General Experience: 7 years' experience managing large complex projects.

Functional Responsibility: Takes overall responsibility for complex programs/campaigns. Contributes strategic planning to design programs that fulfill client requirements, and supervises all campaign elements to ensure the program meets or exceeds highest client expectations. Designs the most cost-effective means of achieving client goals. Will serve as the primary point of contact with the client in regard to program vision, strategy and oversight, while supervising staff in charge of implementation-level activities to ensure that the client is up-to-date on program status and overall progress. Guides the development of program components and acts as quality assurance officer over all program elements. Oversees budget expenditures, ensures the strategic focus and coordination of talent groups, and directs administrative and billing personnel.

Minimum Education: BA/BS degree.

Project Manager

Minimum/General Experience: 5 years' experience in project and production management.

Functional Responsibilities: Plans and manages all support for a particular project, including monitoring workflow, reporting progress to both the client and internal team personnel and management, identifying and assigning staff, developing and tracking budgets, coordinating technical support, and obtaining other required resources. Serves as the client's primary point of contact for all support provided to the project. Develops, implements, and monitors adherence to quality control programs.

Minimum Education: BA/BS degree.

Proofreader

Minimum/General Experience: 5 years' experience proofreading for all types of publications, including websites, curriculums, books, magazines and technical reports.

Functional Responsibility: Review all work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation. Proficiency in English grammar, spelling and proofreaders marks.

Minimum Education: BA/BS degree.

Research Coordinator

Minimum/General Experience: 1 year experience performing general research tasks.

Functional Responsibilities: Supports the production team members by conducting research as assigned. Has knowledge of film/video technical sources, library, Web and research tools, databases, etc.

Minimum Education: BA/BS degree.

Researcher

Minimum/General Experience: 5 year experience conducting industry and market research.

Functional Responsibilities: Works with internal and external clients to develop program evaluation projects. Manages data collection, compilation, and preparation activities for project related research.

Minimum Education: BA/BS degree.

Senior Editor

Minimum/General Experience: 5 years' experience providing professional editing services

Functional Responsibilities: Editing, and proofreading professional, technical, and lay publications, including brochures, reports, speeches, newsletters, magazine articles, press releases, fact sheets, books, and CD and Web content. Knowledge of publication styles (GPO, Chicago, AP, Blue Book, and others).

Minimum Education: BA/BS degree.

Senior Graphic Designer

Minimum/General Experience: 5 years design experience with interactive methodologies, environmental and industrial design, and graphic communications.

Functional Responsibilities: Leads the design of individual projects and coordinates the efforts of graphic designers, drafters and production artists. Designs creative products based on the creative direction, conceptual design and image branding decisions provided by the client, creative team and the marketing team. Applies creative design to all media, such as print (promotional materials, brochures, infographics), Web (banners, page design) etc. Reports to the Creative Director and works closely with the Project Manager and Web Programmer.

Minimum Education: BA/BS degree.

Senior Project Manager

Minimum/General Experience: 7 years' experience managing multiple large and small projects.

Functional Responsibilities: Provides managerial oversight and direction of complex project teams, ensuring timely project completion. Serves as the key point of project contact between internal functional departments and clients for marketing strategy, creative services, marketing communications, information management and print/production management. Oversees every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among team members.

Minimum Education: BA/BS degree.

Senior Writer

Minimum/General Experience: 5 years' experience writing and editing a variety of document types.

Functional Responsibilities: Has the lead responsibility and oversight for writing descriptive copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for reports, proposals, scripts, advertisements, new product introductions, press releases and promotional materials for all media outlets, including print, radio, TV and Web sites. Manages writer/editor. Experienced in technical writing as well as traditional advertising/marketing copywriting.

Minimum Education: BA/BS degree.

Technical Writer

Minimum/General Experience: 5 years' experience writing and editing a technical documents.

Functional Responsibilities: Applies technical writing skills to educational marketing for technical components of the public education programs. Skilled in creating advertising and promotional

materials for public awareness educational campaigns. Translates complex information into understandable language for all target audiences.

Minimum Education: BA/BS degree.

VP, Client Services

Minimum/General Experience: 8 years' experience in providing client account leadership.

Functional Responsibilities: Provides counsel and leadership to influence and impact client strategy; primary client contacts are at a strategic level in client organization. Ensures that the appropriate industry best practices are an integral part of client projects. Identifies opinion leaders / interest group activities / coalitions to add value to client objectives. Takes into account the broader market / sector, business trends, and client's internal goals. Develops and implements program measurement tools appropriate to client strategy and business objectives.

Minimum Education: BS/BA degree.

VP, Strategic & Creative Development

Minimum/General Experience: 8 years of progressively more responsible experience in managing major marketing-, media-, and/or public information services-related projects, including experience managing projects with more than 10 staff, multiple subcontractors and consultants.

Functional Responsibilities: Directs all strategic, creative, financial and quality assurance activities and oversees strategic planning and creative program development, drawing upon technical insight and understanding in related disciplines. Has ultimate responsibility for ensuring completion of work products and deliverables on time, within budget, and to the client's satisfaction.

Minimum Education: BA/BS degree.

VP, Strategy and Education

Minimum/General Experience: 8 years' experience providing strategy for public education programs.

Functional Responsibilities: Responsible for the overall strategic and creative direction of client project. Specializes in education marketing strategy across all industry sectors. Works directly with the client to build public education, awareness and image campaigns. Includes press relations, special events planning, writing and editorial experience and services. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of public education marketing programs.

Minimum Education: Masters Degree in Education