

alexander + tom | inc.

DIGITAL MARKETING COMMUNICATIONS

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through the GSA Advantage! menu-driven database system. The Internet address for GSA Advantage is www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

SCHEDULE TITLE: 541 Advertising & Integrated Marketing Solutions (AIMS)

CONTRACT NUMBER: GS-23F-0053P

CONTRACT PERIOD: November 24, 2003 - November 23, 2013

CONTRACTOR: Alexander & Tom, Inc.
2400 Boston Street, Signature Bldg., Ste. 202
Baltimore, Maryland, 21224, USA
PH: 410.327.7400 FX: 410.327.7403 EM: gsa@alextom.com

CONTRACT ADMINISTRATOR: Dawn Lambrow
Alexander & Tom, Inc.
2400 Boston Street, Signature Bldg., Ste. 202
Baltimore, Maryland, 21224, USA
PH: 410.327.7400 x100 FX: 410.327.7403 EM: dawn.lambrow@alextom.com

BUSINESS SIZE: Small Business

CUSTOMER INFORMATION:

1a. Table of Awarded SINs: 541-3 Web-based Marketing Services
541-1000 Other Direct Costs (ODCs)

1b. Lowest Price Model No.: N/A

1c. Hourly Rates: See price list on pages 4 - 6.

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

3. Minimum Order: \$100

4. Geographic Coverage (Delivery Area): Domestic, 50 states, Washington, D.C., Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point of Production: Baltimore, Maryland, USA

6. Discount from List Prices: Prices shown on price list are net.

7. Quantity Discounts: N/A

8. Prompt Payment Terms: N/A

9a. Below Micro-purchase Threshold: Government purchase cards are acceptable at or below the micro-purchase threshold.

9b. Above Micro-purchase Threshold: Government purchase cards are not acceptable above the micro-purchase threshold.

10. Foreign Items: No foreign items are offered under this contract.

11a. Time of Delivery: 90 days+ (dependent upon scope of work)

11b. Expedited Delivery: No items for expedited delivery are available in this price list.

11c. Overnight and 2-day Delivery: No items for overnight or 2-day delivery are available in this price list.

11d. Urgent Requirements: Please contact the Alexander & Tom, Inc. government services account representative to inquire about faster delivery. (gsa@alextom.com)

12. FOB Points: Destinations

13a. Ordering Address: Alexander & Tom, Inc., 2400 Boston Street, Suite 202, Baltimore, MD 21224

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPs), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment Address: Alexander & Tom, Inc., 2400 Boston Street, Suite 202, Baltimore, MD 21224.

15. Warranty: Alexander & Tom, Inc. warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in each contract and related work orders.

16. Export Packing Charges: N/A

17. Terms and Conditions of Government Purchase Cards Acceptance: Government purchase cards are acceptable at or below the micro-purchase threshold. Government purchase cards are not acceptable above the micro-purchase threshold.

18. Terms and Conditions of Rental, Maintenance, and Repair: Rental and repair do not apply. Software maintenance agreements can be arranged at project completion.

19. Terms and Conditions of Installation: Terms and conditions of software installation are to be specified in each statement of work. Hourly rates quoted above apply.

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: N/A

24b. Section 508 Compliance: Alexander & Tom, Inc. will ensure your website and other custom developed software are Section 508 compliant (within the scope of work for each project). Guidelines and additional information on Electronic and Information Technology (EIT) standards, including criteria for web-based technology and information based on access guidelines developed by the Web Accessibility Initiative of the World Wide Web Consortium, can be found at www.section508.gov.

25. DUNS Number: 942202334

26. CCR Database: Alexander & Tom, Inc. is registered in the Central Contractor Registration database, accessible at www.ccr.gov.

ALEXANDER + TOM, INC. GSA PRICE LIST
SIN NO. 541-3 (Web-based Marketing Services)

Labor / Task Category	GSA Hourly Rate
Web Design / Graphic Design / Art Direction	
Graphic Design	\$72.00
Graphic Production	\$65.00
Graphic Design - Advanced	\$95.00
Web Design	\$95.00
Web Programming	\$95.00
Quality Assurance – HTML pages	\$72.00
Art Direction	\$110.00
Marketing	
Consulting – Tactical – Intermediate	\$114.00
Usability Testing	\$114.00
Web Analysis / Web Analytics	\$114.00
Search Engine Optimization Consulting	\$114.00
Online Media Planning	\$114.00
E-mail Marketing Consulting	\$133.00
Consulting – Strategic – Sr. Consultant	\$152.00
Focus Group – Management	\$114.00
Focus Group – Development	\$114.00
Multimedia	
Video Design	\$95.00
Video Edit	\$95.00
Art Direction for Multimedia	\$110.00
Flash Design	\$75.00
Flash Design – Advanced	\$114.00
Flash Programming – Advanced	\$114.00
Multimedia Design – Basic	\$95.00
Multimedia Design – Intermediate	\$114.00
Multimedia Design – Advanced	\$133.00
Director Programming	\$133.00
Authorware Design	\$68.00
Authorware Design – Advanced	\$95.00
Production – Digital Art Development	\$95.00
Sr. Creative Director	\$152.00
Project Management	
Account Coordination	\$75.00
Project Management	\$95.00
Account Management – Sr. Consulting	\$125.00

NOTE: GSA rates are inclusive of 0.75% Industrial Funding Fee (IFF).

~ continued on next page ~

ALEXANDER + TOM, INC. GSA PRICE LIST (CONT.)
SIN NO. 541-3 (Web-based Marketing Services)

Labor / Task Category	GSA Hourly Rate
Programming	
DB Programming – Basic	\$95.00
DB Programming – Advanced	\$114.00
DB Programming – Senior	\$152.00
DB Programming – Data Migration	\$95.00
HTML Coding – CSS, Javascript, dHTML	\$95.00
HTML (Advanced) – ASP, XML, .NET, PHP, CF	\$114.00
Object Oriented Languages – C++, Java	\$133.00
Wireless / WML	\$114.00
IT Consulting – Tactical	\$133.00
IT Consulting – Strategic	\$171.00
Data Entry	\$76.00
Quality Assurance – Multimedia	\$114.00
CD Master – Per unit	\$114.00
Firewall / Server – Consult / Setup / Manage	\$133.33
Video Graphics & Editing	
Production – Video Digitize / Convert	\$114.00
Production – Video Compression	\$114.00
Production – Video Compression Studio	\$76.00
3D Animation – Design	\$133.00
3D Animation – Studio / Machine Time	\$76.00
Motion Graphics	\$133.00
AfterEffects	\$133.00
Sound Design	\$133.00
Video – Art Direction (full day video shoot) – Per day	\$1,140.00
Video Shoot – 2-person crew (full day video shoot) – Per day	\$2,000.00
Camera & Lighting Kit (full day video shoot) – Per day	\$750.00
Content Development	
Copywriting	\$95.00
Copy Editing	\$114.00
Information Architecture	\$114.00
Instructional Systems Design (ISD)	\$114.00
Proofreading	\$38.00
Photo Shoot – Original Photography – Photographer & Assistant – Per day	\$2,000

NOTE: GSA rates are inclusive of 0.75% Industrial Funding Fee (IFF).

~ continued on next page ~

ALEXANDER + TOM, INC. GSA PRICE LIST (CONT.)
SIN NO. 541-1000 (Other Direct Costs – “ODCs”)

Labor / Task Category	Unit	GSA Rate
Website Usability Testing		
Usability Testing Facility Rental – Test Room & Observation Room – In-depth interview room includes stationary videotaping and one-way mirror	Per day	\$1,803
Usability Eye-tracking Equipment	Per day	\$1,592
Usability Computer & Monitoring Equipment	Per day	\$2,005
Participant Recruitment	Per participant	\$267
Participant Compensation	Per participant	\$126
Participant Provisions (food, drink, snacks)	Per participant	\$41
Usability Testing, Analysis, & Reporting	Hourly	\$151
Website Usability Testing “Turnkey Solution” – Usability Testing Facility Rental – Test Room & Observation Room – In-depth interview room includes stationary videotaping and one-way mirror – Usability Eye-tracking Equipment – Usability Computer & Monitoring Equipment – Participant Recruitment – Participant Compensation – Participant Provisions – Usability Testing, Analysis, & Reporting	Per 9 participants over 2 days	\$37,278

NOTE: GSA rates are inclusive of 0.75% Industrial Funding Fee (IFF).



U.S. DEPT. OF TREASURY
TreasuryDirect – Information Architecture, 508, Web Design, and Usability Testing



USDA – U.S. DEPT. OF AGRICULTURE
Amerischool – EEO Online Learning Programs, Web Consulting, Course Development, Flash Programming, Animation, Motion Graphics, SCORM, Instructional Design, and Project Management



NATIONAL PARK SERVICE
Capt John Smith Trail Website – Website Design, Web Consulting, Database Programming, 508 Compliance, Information Architecture, Interactive Maps, and Google Maps

ALEXANDER + TOM, INC. DIGITAL MINDS FOR YOUR DIGITAL BUSINESS

WE MAKE BUSINESS INTERACTIVE.

WHO WE ARE

Alexander + Tom, Inc. was founded in 1996 with the goal of combining creativity with technology to provide e-marketing results. We combine the most advanced communication technologies with marketing skills and effective design to create functional communication tools. Our experience in web strategy, campaign development, website development, email and online marketing delivers a competitive advantage for our clients.

The Internet, E-mail, and other digital communications are changing traditional communication models. We will help you take advantage of these changes and the opportunities they present.

WE ARE EXPERTS

We are experts in the use of the Internet as a marketing and communication tool. We are highly skilled at web strategy and web development, which utilizes database-driven content and advanced email systems. As is the nature of the web marketing business, we are also very highly skilled in the areas of search engine marketing, design, motion graphics, Flash development, and digital video development. Creating engaging online campaigns, rich in visual appeal, is second nature to us. Design and marketing skills are the principal reasons we are hired by new accounts. It is later that they discover how technically skilled we are.

CAPABILITIES

- INTERNET CONSULTING
- INTERACTIVE MKTG STRATEGIES
- E-COMMERCE DEVELOPMENT
- E-LEARNING / E-TRAINING
- CUSTOMER RELATIONSHIP MANAGEMENT
- NEW MEDIA DEVELOPMENT
- WEBINARS / WEBCASTS
- E-MAIL MARKETING
- SEARCH ENGINE OPTIMIZATION
- DATABASE APPLICATION DEVELOPMENT

Client List

GOVERNMENT

FEMA
National Park Service
Smithsonian Institution
USDA - U.S. Dept. of Agriculture
U.S. Dept. of State
U.S. Dept. of Transportation
U.S. Dept. of Treasury
U.S. Dept. of Veterans Affairs
U.S. Small Business Administration
Center for Homeland Security, JHU
Federal Highway Administration
Maryland State Police - Public Safety

TOURISM

Bermuda Dept. of Tourism
National Aquarium In Baltimore

ENTERTAINMENT

Discovery Channel
Maryland Public Television
PBS
Time Warner

EDUCATION

Chesapeake College
Community Colleges of Baltimore County
Johns Hopkins University
Port Discovery
St. Mary's College of Maryland
Sylvan Learning Systems
The Nature Conservancy
Towson University
Walden University
William & Mary, College of

HEALTHCARE

American Heart Association
Blue Cross Blue Shield
Dental Benefits Providers
Hanover Hospital
Lippincott, Williams, & Wilkins
National Museum of Dentistry
Remaking American Medicine - PBS
United Health Group
Wolters Kluwer

CORPORATE

Allegis / Aerotek
Ajilon Consulting
Alabama Power
Black & Decker
Ciena Communications
CitiBank
Constellation Energy
DeWalt
Euro RSCG 4D
FedEx
Group One Software
Hunter Fan
Lucent Technologies
McCormick Spices
Navtrak
Prometrics
Quikrete
Struever Rouse Homes
T. Rowe Price
Thing

Capabilities

INTERNET TECHNOLOGY

Web Site Design & Architecture
E-Commerce
Online Learning and Training
Managed Server Solutions
Data Encryption
Hosting Services (Web & E-mail)
Email Communications
SSL Deployment

CONTENT MGMT. SYSTEMS

RedDot
MS CMS
Hannon Hill Cascade Server

INTERNET PROGRAMMING

DHTML
.Net Studio
Visual Basic
ASP
Action Script
Lingo
Db/Web/Application Integration
Database-Driven Web Sites
MS SQL / MySQL
Java
JavaScript
PHP / ColdFusion
Database Development
MS Access
XML

ADVANCED MULTIMEDIA

3D Animation + 3D Modeling
Tradeshaw Presentations
Interactive Kiosks
Digital Video + Motion Graphics
Tradeshaw Videos
Flash Animation & Programming
Interstitial Design
Rich Media Design
Broadband + Streaming Media
Interactive CD-ROM
Interactive Training
DVD Authoring
Broadcast Graphics + Commercials
Corporate Video Production
Shockwave + Flash Games

MARKETING + CONSULTING

Integrated Marketing (Traditional + New)
Online Advertising Campaigns
Business Analysis
Project Management
Art Direction
Illustration
Copywriting
508 Compliance
Site Executive
Custom ASP / SQL CMS



U.S. DEPT. OF TREASURY

The Bureau of the Public Debt (BPD) Website

Services Provided: Website Design Development; Information Architecture; Usability Testing (Focus Group Interviews); 508 Compliance; Copywriting / Content Development



CENTER FOR HOMELAND SECURITY - JOHNS HOPKINS UNIV.

Online Resource & Collaboration Tool

Services Provided: Website Design for Multiple JHU Websites; Content Management System (CMS) Templates; CMS Training; CMS Programming; Design Standards; Information Architecture; Email Systems / Distribution; Database Programming; Section 508 Compliance



THE COLLEGE OF WILLIAM & MARY

Student Outreach Campaign Website

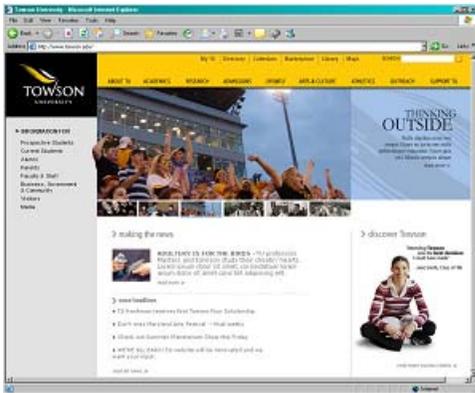
Services Provided: Website & Webcasts; Online Video; Online Support Systems; Content Management Systems; Interactive Tools & Exercises; Live Polls w/ Instant Results; Quizzes; Audio Clips; Resource Center; Section 508 Compliance



LIPPINCOTT, WILLIAMS, & WILKINS

Marketing Campaigns

Services Provided: Multimedia Presentations (CD-ROM & Website); e-Marketing Consulting; Point of Sale Displays; Direct Marketing Collateral; Sales Support Materials; Copywriting & Design; Flash Design & Development; CD-ROM Business Cards



TOWSON UNIVERSITY (UNIV. OF MD SYSTEM)

Digital Brand Campaign

Services Provided: Website & Email Marketing; Website Design; Focus Groups; Student Targeted Content Development & Copywriting; Internet Consulting; CMS Templates; Database Development; Email Campaigns & List Management; Virtual Tours; Flash; Photo Shoot Direction



MARYLAND STATE POLICE - PUBLIC SAFETY

Online Firearms Training Course

Services Provided: Online Training, Website Design; Consulting & Content Development; Database Development & Reporting; Flash; High & Low Bandwidth Options; Section 508 Compliance (up to Priority 2); Video, Audio, Interactive Exercises; Server Set-up; Scriptwriting



FEMA

Hurricane Education & Information Program (on CD-ROM)

Services Provided: Multimedia Design Development; Collected Content & Created Script; Animation of Weather Graphics; Video Editing; Instructional Design; Interactive Test; Coordinated FEMA-MEMA-NOAA-Red Cross



U.S. DEPT. OF TREASURY

Administrative Resource Center (ARC) Website

Services Provided: Website Design Development; Information Architecture; Usability Testing (Focus Group Interviews); 508 Compliance; Copywriting / Content Development