



The EFX Company (dba EFXMEDIA) GSA Contract Price List

General Services Administration Federal Supply Service
Authorized Federal Supply Schedule Price List
: Professional Service Schedule Industrial Group: 00CORP

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: GSAAdvantage.gov.

Schedule Title: Professional Service Schedule Industrial Group: 00CORP
Contract Number: GS-23F-0059P

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

Contract Period December 2, 2003 through December 01, 2018

Contractor Name: The EFX Company (dba EFX Media)
Address: 2300 South 9th Street, Suite 136, Arlington, VA, 22204
Phone Number: (703) 486-2303
Fax Number: (703) 553-9813
Web site: <http://www.efxmedia.com>

Contact for contract administration:

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Vice President Federal Marketing
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Arlington, VA 22204
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View our demos at: www.efxmedia.com

Video concepts and white paper blog at: <http://efxmediavictor.blogspot.com/>

Business size: small business

Customer Information:

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

GS23F0059P

541-1 & 541-1RC	Advertising Services
541-1000 & 541-1000RC	Other Direct Costs
541-3 & 541-3RC	Web Based Services
541-4B & 541-4BRC & 541-4FRC	Film/Video services
541-4F & 541-4FRC	Commercial Art and Graphic Design Services
541-5 & 541-5RC	Integrated Marketing Services

1b. *Prices shown in price list are net, all discounts deducted, and valid for all domestic areas. See Item 6.*

1c. Linear Editor, Non-Linear Editor, After-Effects Designer, Graphic artist

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

3. Minimum order: \$100

4. Domestic

5. Point(s) of production: Arlington VA 22204

6. Net Prices Discount already taken

7. Quantity Discounts: none

8. Prompt Payment Terms: Net 30 Days

9a. Government Purchase Cards Accepted at or below the micro-purchase threshold

9b. Government Purchase Cards Accepted above the micro-purchase threshold

10. Foreign Items: N/A

11a. Time of Delivery: Per TO/DO and agreed with customer

11b. Expedited Delivery: Per TO/DO and agreed with customer

11c. Overnight and 2 Day Delivery are available, but are not covered under Schedule Contract, please contact for rates

11d. I-FSS-140-B Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. FOB Destination

13a. Ordering Address: The EFX Company
2300 South 9th Street, Ste 136
Arlington, VA 22204

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

14. Payment Address: The EFX Company
2300 South 9th Street, Ste 136
Arlington, VA 22204

15. Warranty Provision: Standard Commercial Warranty

16. Export packing charges, if applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).

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 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. Preventative 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. If applicable indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services at [www.Section 508.gov](http://www.Section508.gov)

25. Data Universal Number System (DUNS) number: 130249675

26. Notification regarding registration in Central Contractor Registration (CCR) database. Registered.

For 30 years The EFX Company (dba EFX Media) has been one of the country's leading full service video production and multimedia communications firm with a complete production, post-production, animation and creative department located in Arlington, VA. EFX Media has a team of exceptionally talented, experienced, and dedicated professionals trained in traditional media, interactive programming and distribution technologies as well as business communication. We emphasize creating benefits and value for our clients when creating projects for outreach, advocacy, orientation, training and public education. We have developed methodologies based on industry best practice and years of experience that allows us to deliver quality services.

EFX, offers a deep roster of communication specialists. Our staff of managers, producers, directors, cameramen, engineers, editors, animators, writers, schedulers, engineers and office staff has been

Carefully developed to find the most capable and loyal personnel available to manage projects and to best serve our clients. We have developed a network of top quality crews in every state and in fourteen other countries. Additionally, we offer staffing services to government agencies, providing first class production personnel to bolster in-house studios.

Additional information about EFX and samples can be viewed at www.efxmedia.com.

Just a few of our clients include: ExxonMobil, Price Waterhouse, Sodexo, Booz Allen, Serco, SRA, General Dynamics, America Online, US Army, US Navy, Tricare, FEMA, USDA, OCC, FHFA, Library of Congress, IRS, US Census Bureau, Department of Justice, and many others.

The EFX Company GS23F0059P Labor Rates Effective 10/02/2013 for SINS 541-1, 541-3, 541-4B, 541-4F, 541-5, 541-1000						
Labor/Task Categories	Unit	GSA Rate with IFF	GSA Rate with IFF	GSA Rate with IFF	GSA Rate with IFF	GSA Rate with IFF
		Current Year to 12/01/2014	Year Two 12/02/2014 to 12/01/2015	Year Three 12/02/2015 to 12/01/2016	Year Four 12/02/2016 to 12/01/2017	Year Five 12/02/2017 to 12/01/2018
Exec. Project/Program Manager	hour	\$181.35	\$185.52	\$189.79	\$194.15	\$198.62
Senior Producer/Director	hour	\$158.25	\$161.89	\$165.61	\$169.42	\$173.32
Avid Media Archiving	fee	\$678.21	\$693.81	\$709.77	\$726.09	\$742.79
Video Mastering Package	hour	\$180.86	\$185.02	\$189.28	\$193.63	\$198.08
Video File Conversion	hour	\$90.43	\$92.51	\$94.64	\$96.81	\$99.04
Library Music	fee	\$361.71	\$361.71	\$361.71	\$361.71	\$361.71
Field Recording Media Package	hour	\$180.86	\$185.02	\$189.28	\$193.63	\$198.08
Still Photographer - Full Day	day	\$1,695.53	\$1,734.53	\$1,774.42	\$1,815.23	\$1,856.98
Audio Tech Engineer - Full Day	day	\$678.21	\$693.81	\$709.77	\$726.09	\$742.79
Technical Director - Full Day	day	\$904.28	\$925.08	\$946.36	\$968.12	\$990.39
Lighting Designer - Full Day	day	\$791.25	\$809.45	\$828.07	\$847.11	\$866.60
Key Grip - Full Day	day	\$542.57	\$555.05	\$567.82	\$580.87	\$594.24
Copy and Script Writing	hour	\$117.59	\$120.29	\$123.06	\$125.89	\$128.79
Creative Direction	hour	\$141.10	\$144.35	\$147.67	\$151.06	\$154.54
Interactive Programming	hour	\$126.59	\$129.50	\$132.48	\$135.53	\$138.64
Project Management	hour	\$97.82	\$100.07	\$102.37	\$104.73	\$107.13
Director	hour	\$101.73	\$104.07	\$106.46	\$108.91	\$111.42
Producer	hour	\$127.18	\$130.11	\$133.10	\$136.16	\$139.29
Editing	hour	\$176.31	\$180.37	\$184.51	\$188.76	\$193.10
Editor overtime (add to edit rate)	hour	\$68.00	\$69.56	\$71.16	\$72.80	\$74.48
Sessions over 8 hours	hour/add	\$68.00	\$69.56	\$71.16	\$72.80	\$74.48
Weekend rates	hour/4hr	\$90.67	\$92.76	\$94.89	\$97.07	\$99.30
Motion Graphics	hour	\$176.31	\$180.37	\$184.51	\$188.76	\$193.10
Audio Recording	hour	\$141.10	\$144.35	\$147.67	\$151.06	\$154.54
Recording to Picture	hour	\$158.28	\$161.92	\$165.64	\$169.45	\$173.35
3D Animation	hour	\$188.13	\$192.46	\$196.88	\$201.41	\$206.04
Color Proof Prints	each	\$4.83	\$4.83	\$4.83	\$4.83	\$4.83
Scan Conversion	hour	\$188.08	\$192.41	\$196.83	\$201.36	\$205.99
Sound Effects	effect	\$22.61	\$22.61	\$22.61	\$22.61	\$22.61
Audio Digitizing (\$75 minimum)	min.	\$71.25	\$72.89	\$74.57	\$76.28	\$78.03
Staff Videography Full Day	day	\$904.23	\$925.03	\$946.30	\$968.07	\$990.33
Staff Videography Half Day	day	\$678.18	\$693.78	\$709.74	\$726.06	\$742.76
Audio Tech Full day	day	\$441.34	\$451.49	\$461.88	\$472.50	\$483.37
Audio Tech Half Day	half day	\$406.85	\$416.21	\$425.78	\$435.57	\$445.59
Production Assistant - Full Day	day	\$255.00	\$260.87	\$266.86	\$273.00	\$279.28
Production Assistant - Half Day	half day	\$178.06	\$182.16	\$186.34	\$190.63	\$195.02

Overtime/DP	hour	\$90.45	\$92.53	\$94.66	\$96.84	\$99.06
Overtime Audio	hour	\$68.00	\$69.56	\$71.16	\$72.80	\$74.48
Overtime grip/gaffer/PA	hour	\$45.34	\$46.38	\$47.45	\$48.54	\$49.66
Administrative Assistant - Full Day	day	\$588.44	\$601.97	\$615.82	\$629.98	\$644.47
Administrative Assistant - Half Day	half day	\$392.84	\$401.88	\$411.12	\$420.57	\$430.25
Overtime per person	day	\$49.04	\$50.17	\$51.32	\$52.50	\$53.71
ODC SIN 541-1000						
Sony BVW 50	day	\$187.20				
Spider Pod	day	\$67.50				
Audio Cassette Recorder	day	\$45.00				
Scan Converter	day	\$187.20				
Audio/Video DA's	day	\$31.50				
Teleprompter full day	day	\$633.44				
Teleprompter half day	half day	\$452.46				
Presidential prompter full day only	day	\$514.80				
Actors/Models (Union) Negotiations, Select most appropriate for job	fee	\$1,534.42				
Captioning (includes encoding)	hour	\$1,598.66				
Narrator/VO/Talent	Hour	\$677.94				
Stock Footage	package	\$3,258.40				
Webcasting	session	\$13,172.50				
Makeup Artist	day	\$958.00				
Media Purchase	package	\$8,348,362.72				
Full Day HD with 1-person crew	day	\$1,809.82				
Half Day HD with 1-person crew	half day	\$1,387.53				

LABOR CATEGORY DESCRIPTIONS

Job Title: EXECUTIVE PROJECT/PROGRAM MANAGER

Oversees the overall performance of the firm on contracts and major projects and supervising the performance of its staff. Primary responsibilities include developing senior client relationships, implementing overall communications programs for clients, and managing budgets and schedules for major projects. Play a lead role in developing and overseeing staff. Manages the key financial metrics of client relationships.

Minimum Experience: 10 years

Minimum Education Requirements: Bachelor's degree

Job Title: COPY AND SCRIPT WRITING

Minimum General Experience: 2 years experience writing scripts, articles, reports, brochures, and/or manuals for documentation with a wide range of uses. Functional Responsibility: Writes, proofreads, and edits copy content for publishing, print advertising, television and video productions. Coordinates the writing with the display of graphics and the production of the document or video.

Minimum Education: BA Degree, Journalism, English or related field

Job Title: CREATIVE DIRECTOR

Minimum General Experience: Seven years experience in an ad agency and/or a broadcast creative services department. Should have background and/or practical understanding of high-end graphic design, art direction or creative direction. Must have expertise with creative technologies, and have experience as a supervisory manager with budget responsibility. Functional Responsibility: Responsibility for the creation of master brand and overall concept and the execution of all creative components. Manages a group of professionals to achieve: online advertising, social media, broadcast, mobile and online video. Must provide clear direction, motivate and mentor creative teams. Responsible for ensuring that design budgets, schedules and performance standards are attainable. Work with designers, copywriters, as well as technology, media, production colleagues and customers to conceptualize and execute designs and campaigns.

Minimum Education: 4 year degree in Marketing/Advertising, Graphic Design, Fine Arts or Film/Video Production.

Job Title: INTERACTIVE PROGRAMMING

Minimum General Experience: 5 years experience operating and implementing multimedia/multi-source systems. Familiar with graphics software such as Photoshop, Illustrator, QuarkXpress or Pagemaker, as well as interactive video software, animation software and various multimedia programming and animation software. Functional Responsibility: Able to manipulate images and digital art, design graphics such as: video, print media, logos, newsletters, and signage, website and integration with video production. Minimum Education: BA, Art, Communications, or related field or four years of relevant experience acceptable.

Job Title: SENIOR PRODUCER/DIRECTOR

Minimum General Experience: Ten years experience of logistics, equipment rentals, and management of crews, preparing budgets, and coordinating and supervising all aspects of a project including video production supervision and creative services. Functional Responsibility: Responsible for travel, lodging, transportation, permits, food, production schedules and budget. Hires the crews, rents the equipment, orders film or tape stock and provides overall support for the needs of the producer and crew. Works directly with the client and crew members. Minimum Education: BA, TV/Film or equivalent field or additional years of relevant experience acceptable.

Job Title: PROJECT MANAGER

Minimum General Experience: 5 years experience with audiovisual systems operation or video production and post production operations. Good customer service experience. Functional Responsibility: Maintains working relationships with the Government Contracts Officer (CO) and the Contracting Officer's Technical Representative (COTR). Responsible for the overall management of the specific task orders insuring that they are completed on time and within budgetary constraints. Provides oral and written reports to both the Government and contractor management. Minimum Education: BA/BS, Management, Film, or technical equivalent

Job Title: DIRECTOR

Minimum General Experience: 5 years experience in the studio as technical director or similar technical position or associate director. Functional Responsibility: Directs the shoot in the field and/or studio and acts a liaison with the Producer and the technical staff. Works with the supervising or executive producer and has control over the setup of shots, oversees the film or video in scope and direction. Minimum Education: BA, Communication/Film or equivalent or four years of relevant experience acceptable.

Job Title: PRODUCER

Minimum General Experience: 5 years as an associate producer or production assistant. Must have understanding of all elements of production and some writing skills. Functional Responsibility: Responsible for producing entire shows on location or in a studio. Obtains needed releases, transportation for crews, book travel for crews, provides for other field crew needs. Schedules, directs and coordinates all aspects of a project. Minimum Education: BA, TV/Film or equivalent field or four years of relevant experience acceptable.

Job Title: EDITING

Responsible for the integration of all program audio and visual assets via a non-linear editing platform; compressing products for presentation on various delivery systems; and implementing all required captioning and subtitling. Editing suite and equipment included in the labor rate. Minimum Education: Six years experience and BS degree in video production.

Job Title: MOTION GRAPHICS

Responsible for the creation and integration of animated elements and graphic special effects. Editing suite and/or graphic work station with animation software included in the labor rate. Has considerable talent in visual design. Minimum Education: Six years experience and BS degree in graphic design or video production.

Job Title: TECHNICAL DIRECTOR

Minimum General Experience: 7 years experience with 5 years of live broadcast directing, as well as experience as a technical director.

Functional Responsibility: The Technical Director directs live broadcasts and other studio productions, switching the shots and audio sources at the behest of the Director. He or she is responsible for all aspects of the production and for supervising and coordinating the efforts of all members of the production crew. The Director must be highly skilled in directing and managing complex, live, scripted productions that have multiple guests, roll-ins, and live call-ins. He or she must be able to "call a show" and supervise the graphic artist, audio engineer, broadcast engineer, floor director, teleprompter operator, and multiple camera operators. As Technical Director, operates the video switcher that controls all incoming and outgoing video sources. Is responsible for setting up digital video effects, switching between cameras and other sources, keying graphics over live video, setting cues for tape roll-ins, and other activities related to using a switcher. Minimum Education: BA in Film and Video, Communications or other related degree or experience equivalent.

Job Title: STILL PHOTOGRAPHER

Minimum General Experience: 5 years of relevant working experience as a Still Photographer. Experience to include photographing events, people and places with a photojournalistic approach. Photographing video production stills for documentation and promotion purposes. Photoshop experience to include techniques in image manipulation and color control. Functional Responsibility: Works with the director or program manager to determine subject matter and purpose. Camera and lighting equipment included in labor rate. Minimum Education: High school or GED or four years of relevant experience.

Job Title: LIGHTING DESIGNER

Responsible for executing the Producer/Director/DPs lighting plan in studio or on location; determining appropriate equipment to execute lighting design. Minimum Education: BA, TV/Film or equivalent field or four years of relevant experience acceptable.

Job Title: KEY GRIP

Chief electrician and assistant to the Director of Photography and/or the lighting director, executing lighting and light control decisions, obtaining equipment, proficient in lighting controls, filters, gels, flags, etc., responsible for electric distribution and use on set. Assists both lighting director and gaffer in lighting, rigging, set construction, and other miscellaneous production tasks. Minimum Education: Six years experience and/or degree.

Job Title: PRODUCTION ASSISTANT

Provides ground level assistance throughout all stages of product development in the office during preproduction, on set during production such as backing up raw media, and in the edit suite during postproduction. Minimum Education: Two years experience and/or degree.

Job Title: AUDIO TECHNICAL ENGINEER

Responsible for recording audio in studio or on location; maintaining audio equipment, and microphone placement on talent; recording under a variety of conditions, tapping into house/PA systems, running multiple simultaneous inputs, filtering noise. Higher level of technical ability required for difficult multiple input live recordings.

Minimum Education: Six years experience and/or degree.

Job Title: AUDIO ENGINEER

Assists Audio Technical Engineer during studio and location production of multiple cameras. Sets up and operates audio mixers, understands microphone types and placement, monitors levels on mixers for location shoots during single camera productions.

Minimum Education: Two years experience and/or degree.

Job Title: ADMINISTRATIVE ASSISTANT

Assists producers by attending to midlevel tasking including clerical duties, coordination of outside vendors, talent agencies, freelance personnel, and equipment suppliers; breaking down scripts and determining production requirements; on-set oversight of equipment, cast, and crew, craft services, props, wardrobe, etc.

Minimum Education: Two years experience and/or degree.

Job Title: FULL DAY HD WITH TWO PERSON CREW

Complete single camera production package with high definition camera, basic light kit and microphones. Crew includes a cameraman and an audio technician or production assistant.

Minimum Education: Six years experience and/or degree.