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: GSAAdvantage.gov.

Schedule Title: Multiple Award Schedule
Industrial Group: Professional Services
Contract Number: GS-23F-0059P

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract Period December 2, 2003 through December 01, 2023

Contractor Name: The EFX Company (dba EFX Media)
Address: 4707B Eisenhower Ave., Alexandria, VA, 22304
Phone Number: (703) 486-2303
Fax Number: (703) 553-9813
Web site: http://www.efxmedia.com

Contact for contract administration:

Joseph L. Gross
Chief Operating Officer
jgross@efxmedia.com
4707B Eisenhower Ave.
Alexandria, VA 22304
Voice 703-486-2303
Cell: 703-508-2006
FAX 703-553-9813
View our demos at: www.efxmedia.com

Business size: Small Business

Price list current as of Modification #PS-0045 effective July 13, 2021
Customer Information:
1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>Item Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Services</td>
</tr>
<tr>
<td>512110</td>
<td>Film/Video services</td>
</tr>
<tr>
<td>541430</td>
<td>Commercial Art and Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>Integrated Marketing Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

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. Geographic coverage (delivery area): Domestic

5. Point(s) of production: 4707B Eisenhower Avenue, Alexandria, VA 22304

6. Government Net Prices (discounts already deducted)

7. Quantity Discounts: None

8. Prompt Payment Terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 Days

9. Foreign items: N/A

10a. Time of Delivery: Per TO/DO and agreed with customer

10b. Expedited Delivery: Per TO/DO and agreed with customer

10c. Overnight and 2 Day Delivery are available, but are not covered under Schedule Contract, please contact for rates

10d. 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.

11. F.O.B. point(s): Destination
12a. Ordering Address: The EFX Company
   4707B Eisenhower Ave.
   Alexandria, VA 22304

12b. 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.

13. Payment Address: The EFX Company
   4707B Eisenhower Ave.
   Alexandria, VA 22304


15. Export packing charges, if applicable. N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable). N/A

17. Terms and conditions of installation (if applicable). N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). N/A

18b. Terms and conditions for any other services (if applicable). N/A

19. List of service and distribution points (if applicable). N/A

20. List of participating dealers (if applicable). N/A

21. Preventative maintenance (if applicable). N/A

22a. Special attributes such as environmental attributes (e.g. recycled content, Entergy efficiency, and/or reduced pollutants). N/A

22b. 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 N/A

23. Unique Entity Identifier (UEI) Number: 130249675

24. Notification regarding registration in System for Award Management (SAM) database. Contractor registered and active in SAM.

For 37 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](http://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 10/02/18 for SINS: 512110, 541430, 541511, 541613, 541810, 541810ODC

<table>
<thead>
<tr>
<th>Labor/Task Categories</th>
<th>Unit</th>
<th>GSA Rate with IFF Year 16 12/02/2018 to 12/01/2019</th>
<th>GSA Rate with IFF Year 17 12/02/2019 to 12/01/2020</th>
<th>GSA Rate with IFF Year 18 12/02/2020 to 12/01/2021</th>
<th>GSA Rate with IFF Year 19 12/02/2021 to 12/01/2022</th>
<th>GSA Rate with IFF Year 20 12/02/2022 to 12/01/2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exec. Project/Program Manager</td>
<td>hour</td>
<td>$203.19</td>
<td>$207.86</td>
<td>$212.64</td>
<td>$217.53</td>
<td>$222.53</td>
</tr>
<tr>
<td>Senior Producer/Director</td>
<td>hour</td>
<td>$177.31</td>
<td>$181.38</td>
<td>$185.56</td>
<td>$189.83</td>
<td>$194.19</td>
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<tr>
<td>Avid Media Archiving</td>
<td>fee</td>
<td>$759.87</td>
<td>$777.35</td>
<td>$795.23</td>
<td>$813.52</td>
<td>$832.23</td>
</tr>
<tr>
<td>Video Mastering Package</td>
<td>hour</td>
<td>$202.64</td>
<td>$207.30</td>
<td>$212.06</td>
<td>$216.94</td>
<td>$221.93</td>
</tr>
<tr>
<td>Video File Conversion</td>
<td>hour</td>
<td>$101.32</td>
<td>$103.65</td>
<td>$106.03</td>
<td>$108.47</td>
<td>$110.97</td>
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<tr>
<td>Library Music</td>
<td>fee</td>
<td>$370.03</td>
<td>$378.54</td>
<td>$387.25</td>
<td>$396.15</td>
<td>$405.26</td>
</tr>
<tr>
<td>Field Recording Media Package</td>
<td>hour</td>
<td>$202.64</td>
<td>$207.30</td>
<td>$212.06</td>
<td>$216.94</td>
<td>$221.93</td>
</tr>
<tr>
<td>Still Photographer - Full Day</td>
<td>day</td>
<td>$1,899.69</td>
<td>$1,943.38</td>
<td>$1,988.08</td>
<td>$2,033.81</td>
<td>$2,080.58</td>
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<tr>
<td>Audio Tech Engineer - Full Day</td>
<td>day</td>
<td>$759.87</td>
<td>$777.35</td>
<td>$795.23</td>
<td>$813.52</td>
<td>$832.23</td>
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<tr>
<td>Technical Director - Full Day</td>
<td>day</td>
<td>$1,013.17</td>
<td>$1,036.47</td>
<td>$1,060.31</td>
<td>$1,084.70</td>
<td>$1,109.65</td>
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<tr>
<td>Lighting Designer - Full Day</td>
<td>day</td>
<td>$886.53</td>
<td>$906.92</td>
<td>$927.78</td>
<td>$949.12</td>
<td>$970.95</td>
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<tr>
<td>Key Grip - Full Day</td>
<td>day</td>
<td>$607.91</td>
<td>$621.89</td>
<td>$636.19</td>
<td>$650.83</td>
<td>$665.79</td>
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<tr>
<td>Copy and Script Writing</td>
<td>hour</td>
<td>$131.75</td>
<td>$134.78</td>
<td>$137.88</td>
<td>$141.05</td>
<td>$144.30</td>
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<tr>
<td>Creative Direction</td>
<td>hour</td>
<td>$158.09</td>
<td>$161.73</td>
<td>$165.45</td>
<td>$169.26</td>
<td>$173.15</td>
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<tr>
<td>Interactive Programming</td>
<td>hour</td>
<td>$141.83</td>
<td>$145.09</td>
<td>$148.43</td>
<td>$151.84</td>
<td>$155.33</td>
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<tr>
<td>Project Management</td>
<td>hour</td>
<td>$109.59</td>
<td>$112.11</td>
<td>$114.69</td>
<td>$117.33</td>
<td>$120.03</td>
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<tr>
<td>Director</td>
<td>hour</td>
<td>$113.98</td>
<td>$116.60</td>
<td>$119.29</td>
<td>$122.03</td>
<td>$124.84</td>
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<tr>
<td>Producer</td>
<td>hour</td>
<td>$142.49</td>
<td>$145.77</td>
<td>$149.12</td>
<td>$152.55</td>
<td>$156.06</td>
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<tr>
<td>Editing</td>
<td>hour</td>
<td>$197.54</td>
<td>$202.08</td>
<td>$206.73</td>
<td>$211.49</td>
<td>$216.35</td>
</tr>
<tr>
<td>Editor overtime (add to edit rate)</td>
<td>hour</td>
<td>$76.19</td>
<td>$77.95</td>
<td>$79.74</td>
<td>$81.57</td>
<td>$83.45</td>
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<tr>
<td>Sessions over 8 hours</td>
<td>hour/addr</td>
<td>$76.19</td>
<td>$77.95</td>
<td>$79.74</td>
<td>$81.57</td>
<td>$83.45</td>
</tr>
<tr>
<td>Weekend rates</td>
<td>hour/4hr</td>
<td>$101.58</td>
<td>$103.92</td>
<td>$106.31</td>
<td>$108.76</td>
<td>$111.26</td>
</tr>
<tr>
<td>Motion Graphics</td>
<td>hour</td>
<td>$197.54</td>
<td>$202.08</td>
<td>$206.73</td>
<td>$211.49</td>
<td>$216.35</td>
</tr>
<tr>
<td>Audio Recording</td>
<td>hour</td>
<td>$158.09</td>
<td>$161.73</td>
<td>$165.45</td>
<td>$169.26</td>
<td>$173.15</td>
</tr>
<tr>
<td>3D Animation</td>
<td>hour</td>
<td>$210.78</td>
<td>$215.63</td>
<td>$220.59</td>
<td>$225.66</td>
<td>$230.85</td>
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<tr>
<td>Scan Conversion</td>
<td>hour</td>
<td>$210.73</td>
<td>$215.57</td>
<td>$220.53</td>
<td>$225.60</td>
<td>$230.79</td>
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<tr>
<td>Sound Effects</td>
<td>effect</td>
<td>$23.13</td>
<td>$23.66</td>
<td>$24.21</td>
<td>$24.76</td>
<td>$25.33</td>
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<td>Audio Digitizing ($75 minimum)</td>
<td>min.</td>
<td>$79.82</td>
<td>$81.66</td>
<td>$83.54</td>
<td>$85.46</td>
<td>$87.43</td>
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<tr>
<td>Staff Videography Full Day</td>
<td>day</td>
<td>$1,013.11</td>
<td>$1,036.41</td>
<td>$1,060.25</td>
<td>$1,084.63</td>
<td>$1,109.58</td>
</tr>
<tr>
<td>Staff Videography Half Day</td>
<td>half day</td>
<td>$759.84</td>
<td>$777.32</td>
<td>$795.20</td>
<td>$813.49</td>
<td>$832.20</td>
</tr>
<tr>
<td>Audio Tech Full day</td>
<td>day</td>
<td>$494.49</td>
<td>$505.86</td>
<td>$517.50</td>
<td>$529.40</td>
<td>$541.57</td>
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<tr>
<td>Audio Tech Half Day</td>
<td>half day</td>
<td>$455.84</td>
<td>$466.32</td>
<td>$477.05</td>
<td>$488.02</td>
<td>$499.24</td>
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<tr>
<td>Job Title</td>
<td>Description</td>
<td>Minimum Education Requirement</td>
<td>Minimum Experience</td>
<td></td>
<td></td>
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<tr>
<td>---------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXECUTIVE PROJECT/PROGRAM MANAGER</td>
<td>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.</td>
<td>Bachelor’s degree</td>
<td>10 years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SENIOR PRODUCER/DIRECTOR</td>
<td>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.</td>
<td>Bachelor’s degree</td>
<td>10 years</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Job Title: 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 Requirement: High School  
Minimum Experience: 5 years

**Job Title: AUDIO TECH 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 Requirement: High School  
Minimum Experience: 6 years

**Job Title: TECHNICAL DIRECTOR**
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 Requirement: Bachelor’s degree  
Minimum Experience: 7 years

**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 Requirement: Bachelor’s degree  
Minimum Experience: 4 years

**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 Requirement: Bachelor’s degree  
Minimum Experience: 6 years

**Job Title: COPY AND SCRIPT WRITING**
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 Requirement: Bachelor’s degree  
Minimum Experience: 2 years
**Job Title: CREATIVE DIRECTION**
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 Requirement: Bachelor’s degree
Minimum Experience: 7 years

**Job Title: INTERACTIVE PROGRAMMING**
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 Requirement: Bachelor’s degree
Minimum Experience: 5 years

**Job Title: PROJECT MANAGEMENT**
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 Requirement: Bachelor’s degree
Minimum Experience: 5 years

**Job Title: DIRECTOR**
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 Requirement: Bachelor’s degree
Minimum Experience: 5 years

**Job Title: PRODUCER**
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 Requirement: Bachelor’s degree
Minimum Experience: 5 years

**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 Requirement: Bachelor’s degree
Minimum Experience: 6 years

**Job Title: MOTION GRAPHICS**
Responsible for the creation and integration of animated elements and graphic special effects. Editing suite and/or graphic workstation with animation software included in the labor rate. Has considerable talent in visual design.

Minimum Education Requirement: Bachelor’s degree
Minimum Experience: 6 years
**Job Title: AUDIO RECORDING**
In-studio voice audio recording for voiceovers, character voices, etc.

Minimum Education Requirement: Bachelor’s degree  
Minimum Experience: 1 year

**Job Title: 3D ANIMATION**
Includes the design & creation of fully realized, textured and animated 3-Dimensional models and environments for the purposes of visually demonstrating ideas and concepts.

Minimum Education Requirement: Bachelor’s degree  
Minimum Experience: 5 years

**Job Title: AUDIO DIGITIZING**
Taking audio that has been recorded in an analog format (for example, audio cassette tape) and capturing as a digital file (for example, .mp3)

Minimum Education Requirement: High School  
Minimum Experience: 1 year

**Job Title: STAFF VIDEOGRAPHY**
Location video recording using EFX Media staff and equipment. Full Day rate includes 8 hrs. on location, plus lunch. Half Day rate includes 4 hrs. on location.

Minimum Education Requirement: High School  
Minimum Experience: 2 years

**Job Title: AUDIO TECHNICIAN**
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. Full Day rate includes 8 hrs. on location, plus lunch. Half Day rate includes 4 hrs. on location.

Minimum Education Requirement: Bachelor’s degree  
Minimum Experience: 3 years

**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 post-production. Full Day rate includes 8 hrs. on location, plus lunch. Half Day rate includes 4 hrs. on location.

Minimum Education Requirement: High School  
Minimum Experience: 2 years

**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. Full Day rate includes 8 hrs. plus lunch. Half Day rate includes 4 hrs.

Minimum Education Requirement: High School  
Minimum Experience: 2 years