RED, Inc.  
Contract Information for GS-23F-0119R  
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: GSAAward.gov.  

**Schedule Title:** Multiple Award Schedule  
**FSC Group:** MAS  
**FSC Classes:**  
**Contract Number:** GS-23F-0119R  
For more information on ordering from Federal Supply Schedules click on the FSS Schedules at fss.gsa.gov.  
**Contract Period:** February 28, 2005 to February 27, 2025  
RED, Inc.  
510 Energy Drive  
Idaho Falls, Idaho 83401  
**Phone Number:** 208-528-0051  
**Fax Number:** 208-528-0059  
**Web Site:** www.redinc.com  
**POC:** Linda Keele, red@redinc.com  
**Business Size:** 100+ Employees  
Women-owned, small, disadvantaged business  
Price list is current as of Mod PS-A812 effective February 4, 2020.
Customer Information

1a. Table of awarded special item numbers

<table>
<thead>
<tr>
<th>SIN / Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing Services</td>
</tr>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541922</td>
<td>Commercial Photography Services</td>
</tr>
<tr>
<td>541430</td>
<td>Commercial Art and Graphic Design Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs</td>
</tr>
</tbody>
</table>

Statement of Capabilities and Portfolio examples for RED, Inc. Communications can be found at [http://www.redinc.com/portfolio/gsa_examples/](http://www.redinc.com/portfolio/gsa_examples/)
### 1b. Identification of Lowest Price SIN and Unit Price

<table>
<thead>
<tr>
<th>SIN</th>
<th>Job Title</th>
<th>SIN Title</th>
<th>Discounted GSA Price plus IFF (Hourly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Designer</td>
<td>Web Based Marketing Services</td>
<td>$46.39</td>
</tr>
<tr>
<td>512110</td>
<td>Videographer</td>
<td>Video/Film Production</td>
<td>$85.14</td>
</tr>
<tr>
<td>541922</td>
<td>Photographer**</td>
<td>Commercial Photography Services</td>
<td>$89.62</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Designer**</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$40.59</td>
</tr>
</tbody>
</table>
## 1c. GS-23F-0119R Price List

<table>
<thead>
<tr>
<th>SIN</th>
<th>Job Title</th>
<th>SIN Title</th>
<th>Discounted GSA Price plus IFF (Hourly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Programmer</td>
<td>Web Based Marketing Services</td>
<td>$100.16</td>
</tr>
<tr>
<td>541511</td>
<td>Web Designer</td>
<td>Web Based Marketing Services</td>
<td>$46.39</td>
</tr>
<tr>
<td>512110</td>
<td>Videographer</td>
<td>Video/Film Production</td>
<td>$85.14</td>
</tr>
<tr>
<td>541511</td>
<td>Communications Specialist</td>
<td>Web Based Marketing Services</td>
<td>$52.08</td>
</tr>
<tr>
<td>51211</td>
<td>Photographer**</td>
<td>Commercial Photography Services</td>
<td>$89.62</td>
</tr>
<tr>
<td>541430</td>
<td>Sr. Graphic Designer</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$49.29</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Designer**</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$40.59</td>
</tr>
<tr>
<td>541430</td>
<td>Art Director</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$54.67</td>
</tr>
<tr>
<td>541430</td>
<td>Account Coordinator</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$58.26</td>
</tr>
<tr>
<td>541430</td>
<td>Media Buyer</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$44.81</td>
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<tr>
<td>541430</td>
<td>Illustrator</td>
<td>Commercial Art and Graphic Design Services</td>
<td>$49.29</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Printing / DVD Duplicating</td>
<td>Unit of Issue - Task</td>
<td>Awarded Ceiling Rate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contractor - Site</td>
<td>$100.76</td>
</tr>
</tbody>
</table>
Commercial Job Descriptions following item 26.

2. Maximum Order: $1,000,000, (SIN 541922 and OLM - $250,000)

3. Minimum Order: $100

4. Geographic Coverage: Domestic Delivery Only

5. Points of Production: Contiguous United States

6. Discount from List Prices: Government Net prices (discounts already deducted)

7. Quantity Discounts: None.

8. Prompt Payment Terms: 10 days, 1%, Net 30 Information for ordering offices: prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Notification the Government Purchase Cards at or below micro-purchase threshold: Yes

9b. Notification the Government Purchase Cards above the micro-purchase threshold: Yes

10. Foreign Items: Not Applicable

11a. Time of Delivery: To be negotiated at the task order level.

11b. Expedited Delivery: All items over minimum are available for expedited delivery. Contact contractor or more information.

11c. Overnight and 2-day Delivery: To be negotiated at the task order level. Contact contractor for rates for overnight and 2-day delivery.

11d. Urgent Requirements: Agencies can contact contractor to obtain faster delivery.

12. FOB: Destination

13a. Ordering Address: 510 Energy Drive, Idaho Falls, Idaho 83401
POC: Linda Keele or Brad Hudson
red@redinc.com or bradh@redinc.com

13b. Order Procedures: For supplies and services, the ordering
procedures, information on blanket purchase agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405.3.

14. **Payment Address:** P.O. Box 3067, Idaho Falls, Idaho 83403,
    **POC:** Linda Keele

15. **Warranty Provision:** Not Applicable

16. **Export Packing Charges:** Not Applicable

17. **Terms and Conditions of Government**
    **Purchase Card Acceptance:** Yes, Government Purchase Cards are accepted above the micro-purchase threshold.

18. **Terms and Conditions of Rental Maintenance,**
    **and Repair:** Not Applicable

19. **Terms and Conditions of Installations:** Not Applicable

20. **Terms and Conditions of Repair Parts:** 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. **Preventative Maintenance:** Not Applicable

24a. **Special Attributes:** Section 508 Compliant
    Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. Contact contractor for further details.

25. **DUNS Number:** 930192786

26. **Notification regarding registration in SAM database:**
    Active and Current
The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with an (**) in this price list are based on U.S. Department of Labor WD Numbers(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

<table>
<thead>
<tr>
<th>SCA Eligible Contract Labor Category</th>
<th>SCA Equivalent Code – Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Designer</td>
<td>15080 – Graphic Artist</td>
<td>2015-5417</td>
</tr>
<tr>
<td>Photographer</td>
<td>13075 – Photographer V</td>
<td>2015-5417</td>
</tr>
</tbody>
</table>

1c. - RED, Inc. Job Descriptions

**ACCOUNT COORDINATOR**

This position requires a Bachelor degree and five years of experience, or nine years of relevant experience without a degree. Maintain excellent written and oral communication skills. Able to meet deadlines and manage multiple projects.

Responsible for media tracking, web research, crafting materials, general office and client support. Tasks may also include coordinating event logistics, assembling press kits, training kits or other related material. Must have proficiency in contributing ideas to projects, making recommendations to project lead on how to improve the project, working in a team environment to effectively complete scope of work in accordance with contract, demonstrating ability to successfully move into problem-solving mode when challenges or concerns arise, respecting colleagues at all levels, calling on clients to ensure they are happy with the service and products, and coordinating planning meetings.
MEDIA BUYER

This position requires a Bachelor degree and one year of experience, or five years of relevant experience without a degree. Work closely with media planners and account coordinator.

Work on a range of client accounts at the same time, often juggling various projects and deadlines; identifying the target audience for a particular media campaign and deciding the best medium to communicate to that audience. Requires keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio); monitoring buying strategies; building relationships with clients and media sales companies. Ability to negotiate with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising. Requires liaising with media sales people to adjust media schedules in response to audience figures; booking individual media spots, pages, posters, internet banners, broadcast adverts, etc. and ensuring the adverts run accurately so the desired media message is seen and heard by consumers. Ability to provide client reporting and budget management, including preparing costings for clients and producing spending updates throughout the campaign. Requires collecting and analyzing sales and consumer data; undertaking research using a wide range of specialist media resources; and monitoring the effectiveness of the campaign.

WEB PROGRAMMER

This position requires a Bachelor degree in a relevant field and two years of experience, or six years of relevant experience without a degree.

Responsible to complete projects that include web-based applications, website enhancements, desktop applications, database-backed websites and automation of web administration processes. Work within a team environment to address the programming needs of web clients. Participate in processes concerning the architecture of new applications to meet client needs. Code web pages utilizing XHTML and CSS. Expertise with industry standards. Ability to support several programming languages including, XML, SQL, PHP, VB, Perl, ASP, Python, Java, JavaScript, and C++, as well as combinations of languages such as AJAX. Ability to work in several development frameworks and with a variety of database systems. Ability to work multiple projects simultaneously as directed by management. Ability to review, analyze and modify programming-related systems including documenting, designing, developing, testing, monitoring, and maintaining programs as specified by management. Ability to create modules and features for Open Source and proprietary software packages. Interact with servers using FTP, Telnet, and SSH protocols. Participate in review and company meetings concerning projects and
programs. Responsible for meeting goals and deadlines as determined by management. Ability to communicate effectively with clients in a courteous and respectful manner.

**WEB DESIGNER**

This position requires a Bachelor degree in graphic design, fine arts, or multimedia design and five years of experience, or nine years of relevant experience without a degree. In-depth knowledge with the Adobe Creative Cloud Suite, JavaScript, XML-based web applications and programming, XHTML programming, and other applicable web development languages and technologies.

Conceptualizes and designs of wireframes for the overall layout of the website. Develops an effective design usable across varying devices and easily navigated by the audience. Participates in initial planning of the website, meeting with the client to discuss ideas for the layout and organization, and types of color. Collects text documents and images that will appear on the page and assists in the development of content. Requires mastery of HTML, and cascading style sheets (CSS). Ability to understand software functionality and graphic design practices required to create effective custom websites. Familiar with issues of browser / server compatibility, including which browsers and serves work well together and which do not. Must have strong verbal and communication skills, work well under the pressure of tight deadlines and changing specifications.

**COMMUNICATIONS SPECIALIST (WRITER)**

This position requires a Bachelor degree in a relevant field and three years of experience, or seven years of relevant experience without a degree.

Extensive background in writing and editing of technical and commercial documentation. Complete understanding of language grammatical standards as well as sentence structure requirements for this type of writing. Familiar with the document review process, including draft review, review comments, comment resolution, draft updating, and final document development. Ability to lead a document development effort from the initial inception of the document to the publication of the final product. Expertise and general background developing, writing, and editing material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications. Ability to study blueprints, sketches, drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedures, production sequence details.
**GRAPHIC DESIGNER**

This position requires a Bachelor degree in an Art related field of study and one year of experience, or five years of relevant experience without a degree.

Works in a team environment to design various types of collateral material for print, media, or web. Familiar with a variety of artistic concepts, practices, and procedures. Prepares artwork for the production of presentations, illustrations, posters, displays, etc. Prepares color separation and finished mechanicals. Requires some knowledge of the print process, as well as the proper set-up of camera-ready files being sent for offset printing. Knowledge of industry-standard graphic practices. Must have intermediate knowledge of Adobe Creative Cloud products.

**SR. GRAPHIC DESIGNER**

This position requires a Bachelor degree in an Art related field of study and five years of experience, or nine years of relevant experience without a degree.

Plans, directs, and coordinates all art activities on the project. Works in a team environment to design various types of collateral material for print, media, or web. Responsible for preparing reports concerning productivity, changes to workflow, and other factors that affect the artistic quality of products. Familiar with a variety of artistic concepts, practices, and procedures. Ability to rely on experience and judgment to plan and accomplish project goals. Leads artistic oriented projects. Prepares artwork for the production of presentations, illustrations, posters, displays, etc. Prepares color separation and finished mechanicals. Requires full knowledge of the print process, as well as the proper set-up of camera-ready files being sent for offset printing. Strong knowledge of industry-standard graphic practices. Ability to work with minimal supervision and direct other artists in day-to-day workload assignments. Must have expert knowledge of Adobe Creative Cloud products.

**ILLUSTRATOR**

This position requires a Bachelor degree in an Art related field of study and six years of experience in graphic design, or illustration design or ten years of relevant experience without a degree.

Develops drawings of outer designs of products, complementing engineering, marketing, production and sales projects. Expertise and skill creating highly technical illustrations and animations. Relies on experience and judgment to plan and accomplish project goals. Perform a variety of complicated graphic tasks. Direct and lead the work of other illustrators. Requires a wide degree of creativity and the ability to push the graphics envelope. Themes illustrated can be concrete in nature or
represent ideas and abstract concepts, expanded to interpret accompanying publications, charts, posters or exhibits where they appear. Prepares illustrations designed to reproduce the appearance of specific scientific specimens or pieces of technical equipment.

**ART DIRECTOR**

This position requires a Bachelor degree in an Art related field of study and six years of experience, or ten years of relevant experience without a degree.

Produce and design various types of artwork. Ability to develop concepts for new products and produce materials for printing in single and multiple colors. Ability to formulate basic layout design or presentation approach, and specify material details, such as style and size of type, photographs, graphics, animation, video and sound. Review and approve proofs of printed copy and art and copy materials developed by staff members. Responsible to manage own accounts and projects, working within budget and scheduling completion requirements. Ability to confer with creative, art, copy-writing, or production department heads to discuss client requirements and presentation concepts, and coordinate creative activities among a project team. Present final layouts to clients for approval. Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques. Train and direct graphic arts staff members who develop design concepts into art layouts or who prepare layouts for printing. Work with creative directors to develop design solutions. Review illustrative material to determine if it conforms to standards and specifications. Attend photo shoots and printing sessions to ensure the products needed are obtained. Create custom illustrations or other graphic elements. Negotiate with printers and estimators to determine cost of services. Prepare detailed storyboards showing sequence and timing of story development for television production.

**VIDEOGRAPHER**

This position requires a Bachelor degree in a relevant area of study and two years of experience, or six years of relevant experience without a degree.

Coordinate and participate in a variety of complex, technical tasks related to the operation of video and equipment, including but not limited to, filming and editing complete projects. Edit recorded video and/or audio tape per client or project director instructions; may involve a rough edit of a linear event for approval or one-on-one editing with client identifying each edit point. Coordinate audiovisual equipment from client contact to delivered equipment or service. Schedule and
operate all types of audiovisual equipment in multiple locations; maintain records for work performed and billing purposes.

**PHOTOGRAPHER**

This position requires a Bachelor degree in Photography and ten years of professional photography experience, or fifteen years of experience without a degree.

Ability to undertake whatever professional photographic work the organization requires. This can include pictures for internal newsletters or published magazines, portraits of senior staff members for annual reports and other corporate publicity, and professional photo shoots for creative materials. Ability to provide suitable photographs for external media, e.g. the relevant trade press. Expertise in taking photographs of people, plants, products, locations, social events and buildings – any pictures which reflect some aspects of an organization's services, past successes and future plans; working closely with public relations and marketing staff to understand the message they want their images to convey. Ability to establish a good rapport with a wide range of staff. Ability to apply creativity and imagination when setting up photo shoots.