Schatz Publishing Group, LLC

Offering effective solutions for your communications needs

Authorized Multiple Award Schedule Price List
Industrial Group: MAS

Contract #: GS-23F-0137R
Contract Period: March 17, 2020 to March 16, 2025

Schatz Publishing Group, LLC
11950 W. Highland Ave. | Blackwell, OK 74631
Phone: 580-628-4607 | Fax: 580-628-2011
Contract Administration Contact: Sheree Lewis
E-mail: sheree.lewis@schatzpublishing.com | Website: http://www.schatzpublishing.com/

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 GSA Advantage! is: GSA Advantage.gov.

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

Price list current as of Modification # PS-A812 effective February 4, 2020.

Business Size:
Small | Woman Owned | Veteran Owned | SBA HUBZone Certified Business
Current number of employees: 35
Contents

Business Size: .................................................................................................................................................. 1
Products .............................................................................................................................................................. 3
Services .............................................................................................................................................................. 3
  Table of Award Special Item Numbers (SIN): ................................................................................................. 3
  Lowest priced model number and lowest priced unit price: ........................................................................... 3
Economic Price Adjustments (EPA): .................................................................................................................. 4
SIN 541 1000 Description: .................................................................................................................................. 4
All other SINs: ..................................................................................................................................................... 5
Service Contract Act (SCA): .................................................................................................................................... 7
Maximum order ................................................................................................................................................... 8
Minimum order .................................................................................................................................................... 8
Geographic coverage .......................................................................................................................................... 8
Point of production ............................................................................................................................................... 8
All prices ............................................................................................................................................................. 8
Quantity discount .................................................................................................................................................. 8
Prompt payment terms ...................................................................................................................................... 8
Foreign items ....................................................................................................................................................... 8
Payment address .................................................................................................................................................. 9
Warranty provision. ............................................................................................................................................. 9
Export packing charges ....................................................................................................................................... 9
Terms and conditions of Government purchase card acceptance ................................................................. 9
Terms and conditions of installation.................................................................................................................. 9
Terms and conditions of repair parts .................................................................................................................. 9
Terms and conditions of any other services ...................................................................................................... 9
List of service and distribution points ............................................................................................................. 9
List of participating dealers ............................................................................................................................... 9
Preventative maintenance .................................................................................................................................. 9
Special attributes................................................................................................................................................. 9
Section 508 compliance. ..................................................................................................................................... 9
DUNS number..................................................................................................................................................... 9
Notification regarding registration in the SAM database .................................................................................. 9
Government references available from: ............................................................................................................. 9
Products

▪ Communication plans
▪ Documents
▪ Brochures
▪ Videos
▪ Publications
▪ Annual reports
▪ Branding
▪ Logos
▪ Training manuals

Services

▪ Outreach & Education
▪ Creative services
▪ Copywriting
▪ Graphic design
▪ Research/Surveys
▪ Contact center
▪ Proofreading
▪ Market research
▪ Illustrations
▪ Publication profiling
▪ Media buys
▪ Strategic communications
▪ Editorial planning
▪ Database management
▪ Training development
▪ Audience segmentation
▪ Technical writing
▪ Marketing
▪ Branding

1a. Table of Award Special Item Numbers (SIN):

Contract GS-23F-0137R

Disaster and Recovery SINS
541430RC Graphic Design Services
541613RC Marketing Consulting Services
541810RC Advertising Agencies
541810ODCRC - Other Direct Costs (ODCs)
541820RC – Public Relations Agencies
541910RC – Marketing Research and Public Opinion Polling
OLMRC

1b. Lowest priced model number and lowest priced unit price:

<table>
<thead>
<tr>
<th>SUPPORT PRODUCT/ LABOR (ODCs)</th>
<th>GSA CEILING PRICE/RATE (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Buy - online</td>
<td>$341.56</td>
</tr>
<tr>
<td>Media Buy - TV</td>
<td>$213.48</td>
</tr>
<tr>
<td>Media buy – print</td>
<td>$341.56</td>
</tr>
<tr>
<td>Media buy – radio</td>
<td>$85.39</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Unit of Issue</th>
<th>GSA Price (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Writer</td>
<td>Hour</td>
<td>$103.95</td>
</tr>
<tr>
<td>Writer</td>
<td>Hour</td>
<td>$99.00</td>
</tr>
<tr>
<td>Position</td>
<td>Hour</td>
<td>Rate</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$94.00</td>
</tr>
<tr>
<td>Proofreader</td>
<td>Hour</td>
<td>$73.00</td>
</tr>
<tr>
<td>Database Manager</td>
<td>Hour</td>
<td>$110.88</td>
</tr>
<tr>
<td>Sr Graphic Design Specialist</td>
<td>Hour</td>
<td>$113.85</td>
</tr>
<tr>
<td>Mailing/Research Analyst</td>
<td>Hour</td>
<td>$126.00</td>
</tr>
<tr>
<td>Program Manager</td>
<td>Hour</td>
<td>$205.00</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Hour</td>
<td>$116.00</td>
</tr>
<tr>
<td>Marketing Specialist</td>
<td>Hour</td>
<td>$115.00</td>
</tr>
<tr>
<td>Website Developer</td>
<td>Hour</td>
<td>$108.00</td>
</tr>
<tr>
<td>Word Processor</td>
<td>Hour</td>
<td>$64.00</td>
</tr>
<tr>
<td>Illustrator Graphic Artist</td>
<td>Hour</td>
<td>$97.00</td>
</tr>
</tbody>
</table>

**Economic Price Adjustments (EPA):** Prices remain based on a Commercial Price List and economic price adjustments shall remain in accordance with clause 552.216-70, Economic Price Adjustment-FSS Multiple Award Schedule Contracts.

**1c. SIN 541810ODC Description:** Media Buy service includes (but is not limited to), the purchases of ad space on radio, TV, print (newspaper, magazine, blog), and web.
All other SINs:

Technical Writer
Develops, writes, and edits material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures, and installation, operation, and maintenance. Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology.
Minimum education: Associate degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Writer
Performs moderately complex writing assignments with responsibility for quality control, coordination with client and coordination with major assignments.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Editor
Writes and edits copy that best reflects the marketing strategy and client’s objectives. Gathers data from subject matter experts, edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia, Web sites and exhibits.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Proofreader
Prepares, rewrites and edits copy to improve readability, or supervises others who do this work. Reads copy or proof to detect and correct errors in spelling, punctuation, and syntax. Reviews and approves proofs submitted by composing room prior to publication production.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Database Manager
A database manager is responsible for working with database management system software in order to determine the best possible way to organize and to store data. In order to properly perform this duty, a database manager must identify the requirements of the user, create a computer database, and test the modifications made to the database system. The database manager must also monitor the system in order to guarantee proper performance. The database manager needs to understand the platform used to run the database and must be able to add new users to the system. The database manager is often also responsible for designing and implementing system security and other security measures.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 3
Sr. Graphic Design Specialist
Manages the design development and production for moderate projects, supporting larger efforts. Works to develop visual materials, such as brochures, reports, collateral materials, and exhibits that convey complex information to both technical and lay audiences.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Mailing/Research Analyst
The Mailing/Research Analyst provide mailing consultation services including recommendations on shipping options between carriers; analysis of most favorable options within classes of mail; review of postal documents; USPS compliance requirements; and consultation during development stages of mail pieces to ensure maximum effect of the effort. Other assistance includes mail piece design reviews.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 10

Program Manager
Performs day-to-day management of overall contract support operations, possibly involving multiple project and groups of personnel at multiple locations. Organizes, directs and coordinates the planning and production of contract support activities. Demonstrates written and oral communications skills. Has authority and responsibility to identify and commit resources required to support effort. Establishes and alters (as necessary) corporate assets to support contract activities.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 20

Project Manager
A Project Manager is responsible for overall contract performance on complex programs involving multiple projects or tasks. Performs a variety of technical, managerial, and administrative activities to help ensure the successful completion/execution of the program. Makes decisions that influence the overall direction of the program. The Project Manager is responsible for all program personnel, the delivery of all reports and contract deliverables, and the quality control of all products. This manager also provides guidance on technical and non-technical matters to Project Managers and senior staff.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Marketing Specialist
Leads market research/analysis and integrated marketing tasks of significant technical complexity, applying standard and established theories, concepts, and techniques, but often using innovative approaches and/or complex analyses. For market/research and analysis projects, responsible for overall research design, implementation, and analysis. For integrated marketing projects, responsible for overall marketing strategy and cohesiveness and coordination of all marketing activities.
Minimum education: Bachelor’s Degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5
Website Developer
Translates applications requirements into the design of complex web sites, including integrating web pages and applications to serve either as standalone sites or as the front end to web-based applications. Applies new and emerging technologies to the site development process. Participates in planning and execution of portal development and deployments including deployment methodology, installation, configuration, best practices, security architecture, application integration, content management, change management, project risk mitigation.
Minimum education: Bachelor’s (3 years additional experience may be substituted for degree)
Minimum year experience: 3

Word processor
Requires both a comprehensive knowledge of word processing software applications and office practices and a high degree of skill in applying software functions to prepare complex and detailed documents. For example, processes complex and lengthy technical reports, which includes tables, graphs, charts or multiple columns. Uses either different word processing packages or many different style macros or special command functions. Independently completes assignments and resolves problems. Responsible for quality control.
Minimum education: High School
Minimum year experience: 10

Illustrator/Graphic Artist
Experience in the design, preparation and delivery of training–related graphics. Prepares charts, posters, slides, covers, and other graphics using computer-based graphics software. Provides advice on layout and composition of graphics. Maintains a file management system on all graphics produced. Edits and updates graphics as directed by project personnel.
Minimum education: Bachelor’s degree (3 years additional experience may be substituted for degree)
Minimum year experience: 5

Service Contract Act (SCA):

The Service Contract Labor Standards, 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 a (**)) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).
2. **Maximum order:** $1,000,000
3. **Minimum order:** $100
4. **Geographic coverage:** FOB Destination: Domestic; FOB Origin: Domestic
5. **Point of production:** Blackwell, OK, Kay County
6. **All prices** shown in price list are net.
7. **Quantity discount:** Schatz Publishing extends a 2% discount for orders exceeding $25,000.
8. **Prompt payment terms:** Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions
9a. **Government credit cards:** Schatz Publishing accepts government credit cards for orders at or below the micro-purchase threshold.
9b. **Government credit cards:** Schatz Publishing accepts government credit cards for orders exceeding the micro-purchase threshold.
10. **Foreign items:** None. Products are produced in USA.
11a. **Time of delivery:** Schatz Publishing will adhere to the delivery schedule as specified by the agency purchase order.
11b. **Expediting delivery:** Available
11c. **Overnight and 2-day delivery:** Available. Contact Schatz for rates for overnight and 2-day delivery.
11d. **Urgent requirements:** Please contact Schatz Publishing for faster delivery or rush requirements.
12. **F.O.B. Point: Destination.**
   Schatz Publishing Group
   11950 W. Highland Avenue
   Blackwell, OK 74631
13a. **Ordering address:**
Schatz Publishing Group
11950 W. Highland Avenue, Blackwell, OK 74631
580-628-4607
Fax: 580-628-2011
E-mail: sheree.lewis@schatzpublishing.com
Website: http://www.schatzpublishing.com/

13b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), are found in the Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment address:**
Schatz Publishing Group
11950 W. Highland Avenue
Blackwell, OK 74631

15. **Warranty provision:** Schatz Publishing warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

16. **Export packing charges**, if applicable: N/A

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

19. **Terms and conditions of installation:** N/A

20. **Terms and conditions of repair parts** indicating the date of parts price lists and any discounts from list prices: N/A

20a. **Terms and conditions of any other services** (if applicable); N/A

21. **List of service and distribution points:** N/A

22. **List of participating dealers:** N/A

23. **Preventative maintenance:** 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:** Schatz provides Electronic and Information Technology (EIT) 508 compliance for all services/products.

25. **DUNS number:** 838756963

26. **Notification regarding registration in the System for Award Management (SAM) database:** Expiration Date: 04/26/2020

**Government references available from:**
Department of the Interior
Department of Defense
Department of Veterans Affairs
Department of Transportation

Revised 4/23/2020