



**SCHEDULE TITLE: OOCORP CONSOLIDATED SCHEDULE**

**CONTRACT NO:** GS-23F-0223S

**SIN:** 541-1/RC, 541-3/RC, 541-4C/RC, 541-4F/RC & 541-1000/  
RC

CONTRACT PERIOD: JULY 18, 2011 THROUGH JULY 17,  
2016 WITH 2 FIVE-YEAR OPTION PERIODS (6/18/2016 -  
6/17/2026)

**WOODPILE STUDIOS, INC.**  
ATTN: JEAN BUTTECALI  
2610 BABCOCK ROAD  
VIENNA, VA 22181  
703.242.1281 (P)  
703.242.1283 (F)  
[WWW.WOODPILESTUDIOS.COM](http://WWW.WOODPILESTUDIOS.COM)

**CONTRACT ADMINISTRATOR**  
JEAN BUTTECALI  
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[JEAN@WOODPILESTUDIOS.COM](mailto:JEAN@WOODPILESTUDIOS.COM)

**BUSINESS SIZE:** SMALL, WOMAN-OWNED

## CUSTOMER INFORMATION PAGE

- 1a. SIN 541-1 / 541-1RC, Advertising Services  
 SIN 541-3 / 541-3RC, Web Based Marketing  
 SIN 541-4C / 541-4CRC, Exhibition Design & Implementation  
 SIN 541-4F / 541-4FRC, Commercial Art & Graphic Design  
 SIN 541-1000 / 541-1000RC, Other Direct Costs

### 1b. Task-based Pricing

#### FOR SPECIAL ITEM NUMBER 541-1, ADVERTISING SERVICES

Task	Price
Advertising Services To include labor expenses associated with planning and implementing Advertising Services, such as direct mail, media planning, public education and broadcast media.	\$6,400

#### FOR SPECIAL ITEM NUMBER 541-3, WEB BASED MARKETING SERVICES

Task	Price
Web Based Marketing Services To include labor expenses associated with Web Based Marketing Services, such as the consultation, development and implementation of website design and maintenance.	\$70,000

#### FOR SPECIAL ITEM NUMBER 541-4C, EXHIBIT DESIGN & IMPLEMENTATION SERVICES

Task	Price
Exhibit Design & Implementation Services To include labor expenses associated with Exhibit Design and Implementation Services, such as exhibits in various venues, and conceptualizing, designing and producing exhibits.	\$20,970

#### FOR SPECIAL ITEM NUMBER 541-4F, COMMERCIAL ART & GRAPHIC DESIGN

Task	Price
Commercial Art & Graphic Design To include labor expenses associated with Commercial Art & Graphic Design, such as commercial art, stock or custom, graphic design and special effects.	\$67,200

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

3. **Minimum Order:** \$100

4. **Geographic Coverage:** United States and U.S. Territories

5. **Point of Production:** Vienna, VA 22181

6. **Discount from list prices or statement of net prices:**

Contract valued \$500,000 - \$750,000 = 1% discount

Contract valued \$750,001 - \$1,000,000 = 2% discount

Contract valued over \$1,000,000 = 3% discount

7. **Quantity Discounts:** N/A

8. **Prompt Payment terms:** N/A

9a. **Notification whether Government Purchase Cards are accepted at or below the micro-purchase threshold.** Yes

9b. **Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold.** Yes

- 10. Foreign Items: N/A
- 11a. Time of Delivery: To be negotiated at the task order level
- 11b. Expedited Delivery: N/A
- 11c. Overnight and 2-Day Delivery: Both are available
- 11d. Urgent Requirements: May be negotiated at the Task Order level
- 12. F.O.B. Point(s): Destination
- 13a. Ordering Address(es): 2610 Babcock Road, Vienna, VA 22181
- 13b. Ordering Procedures: To be determined by ordering agency
- 14. Payment Address(es): 2610 Babcock Road, Vienna, VA 22181
- 15. Warranty Provision: N/A
- 16. Export Packaging Charges: N/A
- 17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): N/A
- 18. Terms and Conditions of rental, maintenance and repair: N/A
- 19. Terms and Conditions of installation: N/A
- 20. Terms and Conditions of repair parts: N/A
- 20a. Terms and Conditions for any other services: N/A
- 21. List of services and distribution points: N/A
- 22. List of participating dealers: N/A
- 23. Preventative maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found: N/A
- 25. Data Universal Number System (DUNS) number: 05-935-7710
- 26. Notification regarding registration in System for Award Managemtn (SAM) database: Registered

## LABOR CATEGORY DESCRIPTIONS

**Media Planner/Buyer:** Directs purchase and placement of all broadcast, print, online, out-of-home and other forms of media to ensure client key messages are promoted effectively in print and electronic media. Conducts research, communicates with media representatives, issues insertion orders and manages the day-to-day process of researching and recommending all media purchases. Develops strategy to build long-term relationship with media outlets and capitalizes on paid and unpaid opportunities to effectively reach the desired target audiences with the greatest impact and cost efficiencies. Evaluates the effectiveness of each type of media in communicating client campaign message.

**Videographer:** Plans and executes graphics and other pre-produced elements of commercials and video segments. Researches and prepares the material, develops scripts, creates and/or selects visual aids, music, sound effects, etc. May function as producer, director, cameraman, audio technician, and video editor. Operates all formats of video cameras including High Definition, BetaSP, DVCam, and miniDV as well as understands and utilizes studio and location lighting. Supervises a technical crew during the production, and direct all levels of employees including executives and hired talent accepting accountability for the overall execution of the videos. Has strong understanding of all post production procedures including video compression, file preparation for DVD, CD, and web deliverables. Has experience in Video Conferencing, Webcasting, and Podcasting. Understands audio compression for recording, audio mixers, lavalier, boom, and handheld microphones. Interfaces with the client to determine which of their requirements can best be served by creating and/or developing videotape, DVD, or interactive multimedia CD-ROM deliverable.

## COMMERCIAL ITEMS WITHOUT ESTABLISHED CATALOG PRICES

Woodpile Studios proposes pricing with no established catalog price list, internal business memorandum, pricing guide or rate card. Woodpile Studios provides graphic design services on both a firm-fixed price as well as hourly basis. Rates are listed below in the event that we engage in a time and materials contract.

### SIN 541-1: ADVERTISING SERVICES

Skill/Task Category	7/15-7/16
Meetings / Consultations, Principle:	\$154.18/hr
Meetings / Consultations, Staff:	\$114.77/hr
Media Planner/Buyer:	\$151.94/hr
Administration / Management:	\$74.20/hr
Videographer:	\$261.48/hr
Design / Creative, Principle:	\$192.43/hr
Design / Creative, Senior Designer:	\$114.77/hr
Copywriting:	\$129.83/hr
Client-initiated alterations:	\$114.77/hr

### SIN 541-3: WEB BASED MARKETING SERVICES

Skill/Task Category	7/15-7/16
Meetings / Consultations, Principle:	\$154.18/hr
Meetings / Consultations, Staff:	\$114.77/hr
Administration / Management:	\$74.20/hr
Design / Creative, Principle:	\$192.43/hr
Design / Creative, Senior Designer:	\$114.77/hr
Copywriting:	\$129.83/hr
Basic Programming (HTML, Java, etc.):	\$114.77/hr
Complex Programming (Database Integration, CMS Development, etc):	\$192.43/hr
Client-initiated alterations:	\$114.77/hr

### SIN 541-4C: EXHIBIT DESIGN & IMPLEMENTATION SERVICES

Skill/Task Category	7/15-7/16
Meetings / Consultations, Principle:	\$154.18/hr
Meetings / Consultations, Staff:	\$114.77/hr
Administration / Management:	\$74.20/hr
Design / Creative, Principle:	\$192.43/hr
Design / Creative, Senior Designer:	\$114.77/hr
Copywriting:	\$129.83/hr
Client-initiated alterations:	\$114.77/hr

### SIN 541-4F: COMMERCIAL ART & GRAPHIC DESIGN

Skill/Task Category	7/15-7/16
Meetings / Consultations, Principle:	\$154.18/hr
Meetings / Consultations, Staff:	\$114.77/hr
Administration / Management:	\$74.20/hr
Design / Creative, Principle:	\$192.43/hr
Design / Creative, Senior Designer:	\$114.77/hr
Copywriting:	\$129.83/hr
Basic Programming (HTML, Java, etc.):	\$114.77/hr
Complex Programming (Database Integration, CMS Development, etc):	\$192.43/hr
Client-initiated alterations:	\$114.77/hr

### SIN 541-1000: OTHER DIRECT COSTS

Support Product/Labor	
Media Placement (price per placement/spot):	\$387,909.32
Commercial TV Spot Production (each):	\$213,411.08
Photo Shoot (each; up to 4 days):	\$146,367.00

## ABOUT WOODPILE STUDIOS, INC.

Since its inception on December of 1997, Woodpile Studios has amassed an extensive client list, including AOL, HP, Dell, NASA, Department of Veterans Affairs, NCUA, FEMA, The Australian Embassy, George Washington University, American University, George Mason University, The Heritage Foundation, National Head Start Association, Ocean Conservancy, The Nature Conservancy, The Recording Academy, Ritz Carlton, Chevy Chase Bank, Southern Maryland Hospital and International Gourmet Foods, to name just a select few. For these clients, we have developed numerous Corporate Identities and related branding and outreach materials, Web Sites and Interactive Experiences, Trade Show Booths, Marketing Communications Brochures, Direct Mail Campaigns, Industry Reports and Publications and Annual Reports. Our firm offers a full array of services including research, communications strategy, branding and corporate identity, advertising, print, exhibit, broadcast/video/photography, and world-class award-winning interactive web development. Each of our clients, regardless of size, is treated to the direct personal attention of experienced and seasoned personnel, and they enjoy our straightforward client service and progressive attitude toward image creation and marketing message delivery so necessary in generating impact.

Examples of past work for a variety of clients are showcased below.

*Winner, Webby Award, Addy Award and adobe.com Website of the Day:* [nasa.gov/city](http://nasa.gov/city)

3-D animated interactive web feature created for NASA Exploration Systems Mission Directorate, Public Outreach Department and launched on the nasa.gov home page. The objective of this effort was to provide an entertaining and accessible tool for educating the nation on how the world benefits extensively through critical scientific breakthroughs, technological advancements and product innovations which resulted either directly, or in part, through NASA research and development conducted for space exploration. This site was put on public display through interactive kiosks in places such as Chicago's O'Hare International Airport and the National Air & Space Museum in DC.



WINNER | 2010





“NASA 101” 3D interactive feature website initially launched on NASA home page that seeks to inform both legislators and the public about the top priorities of NASA’s five Directorates.

<http://www.nasa.gov/externalflash/nasa101/index.html>

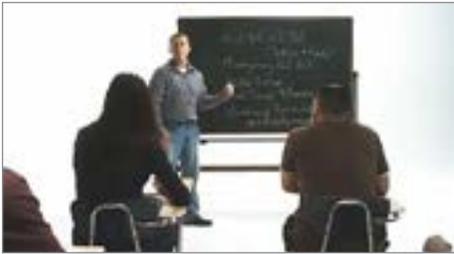


Viral NASA 3D interactive feature website launched to attract public attention in delivering messaging pertaining to their ongoing space exploration objectives

Received 789,000 hits in the first month.  
[spaceyourface.nasa.gov](http://spaceyourface.nasa.gov)





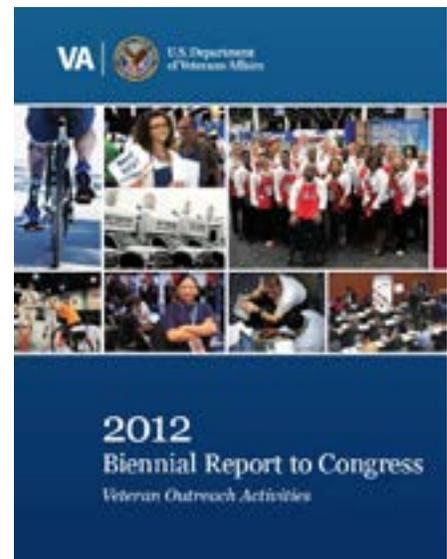
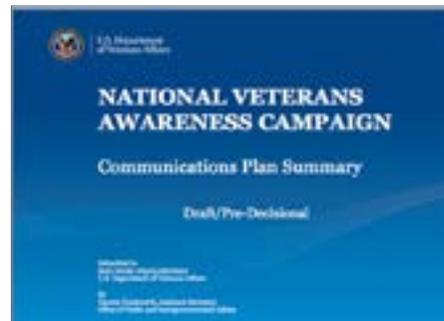
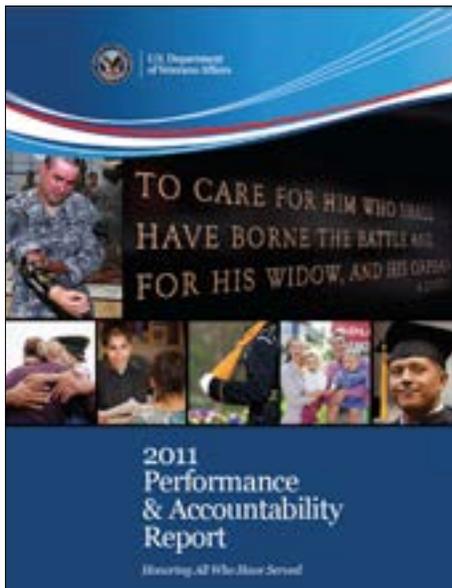
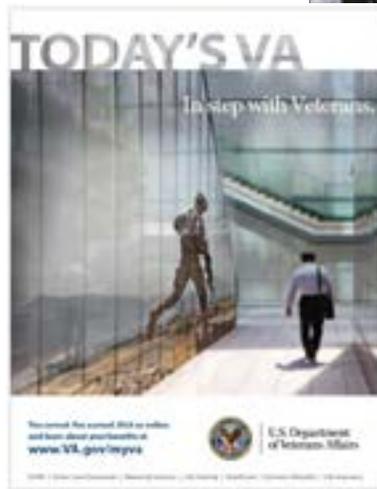


“What Lies Ahead”— national 30-sec. outreach PSA addressing returning OEF/OIF Veterans to create awareness of the many potentially life-changing VA benefits to which they are entitled such as free health care and assistance with education and housing.

“Care Package”— nationally-airing 30-sec. outreach PSA addressing families of overseas service members positioning the VA as the ultimate care package for US Veterans through its array of ongoing benefits.



Woodpile developed a comprehensive, Department-wide branding initiative for VA and subsequently applied the newly-developed brand across all communication and outreach materials produced thereafter. A small sampling of the publications we've had a hand in developing and/or redesigning are shown on this page.

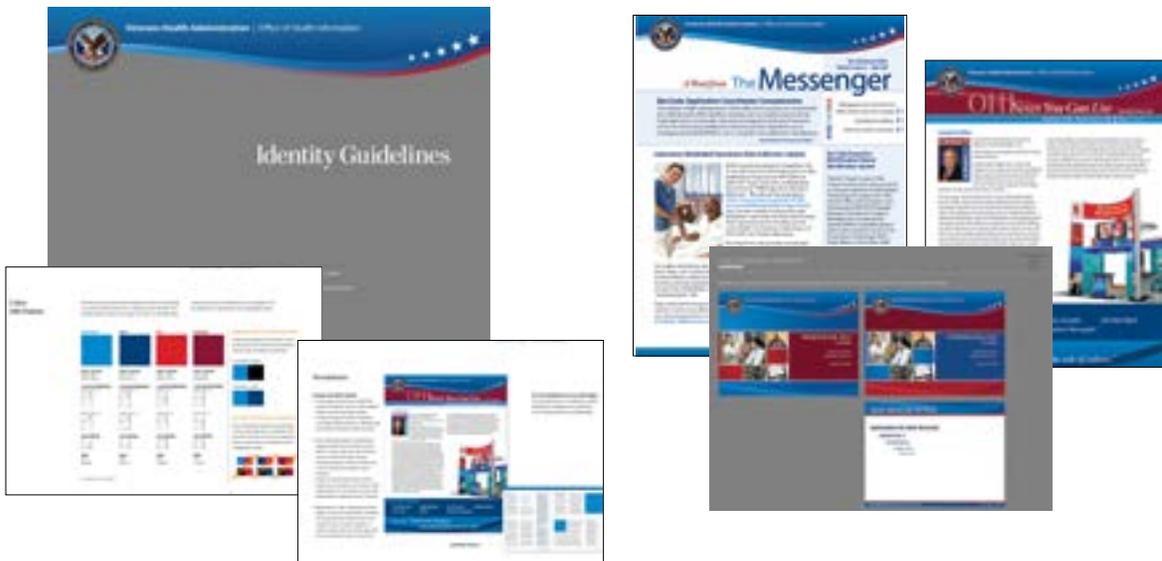


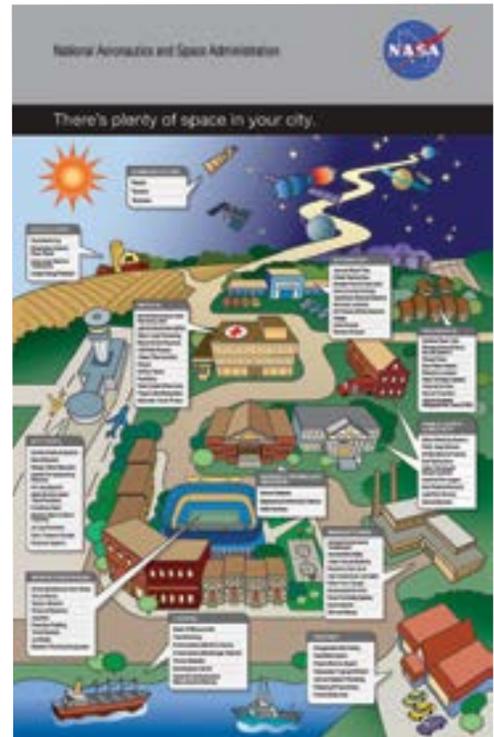


Full graphic and web standards programs for Department of Veterans Affairs Office of Health Information detailing proper main seal usage, divisional identifiers, and basic brand motif across all communication vehicle varieties, including redesign of VA.gov



Woodpile Studios created a full graphic standards program for VHA Office of Health Information in order to update its entire approach to branding to convey a bright, cohesive and organized visual identity.





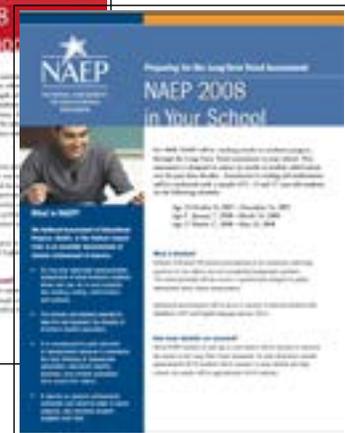
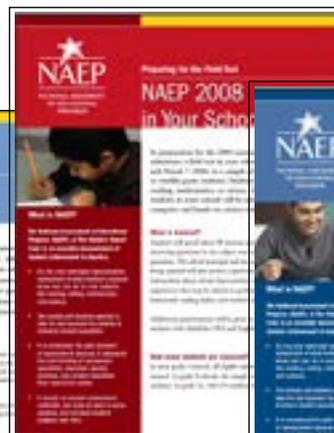
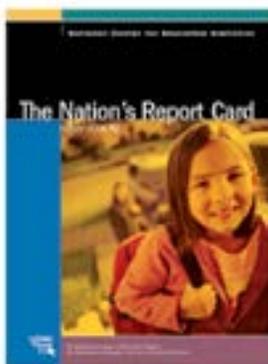
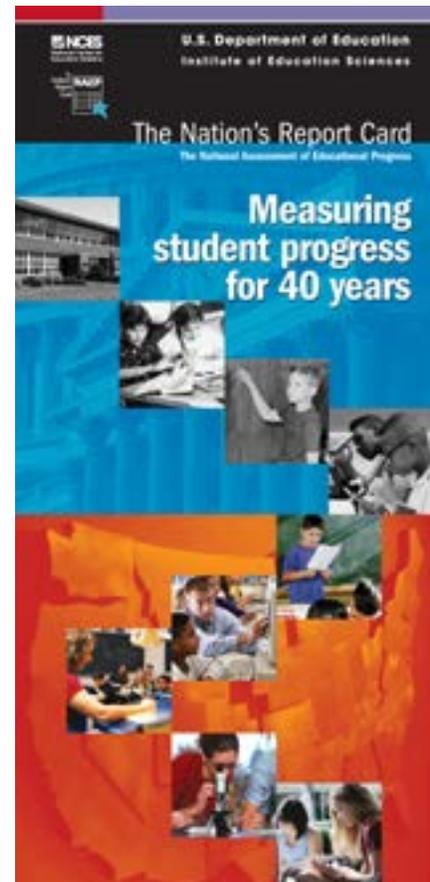
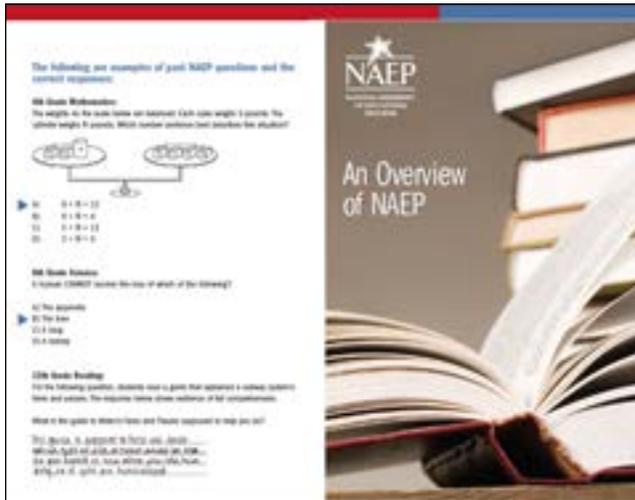
Assorted display systems designed/creative directed by Woodpile Studios



Assorted display systems designed/creative directed by Woodpile Studios

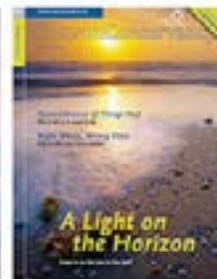
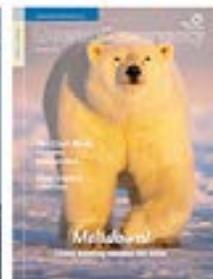
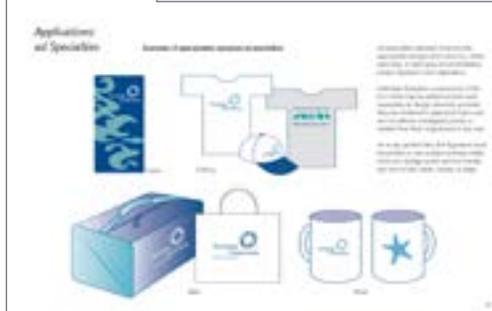
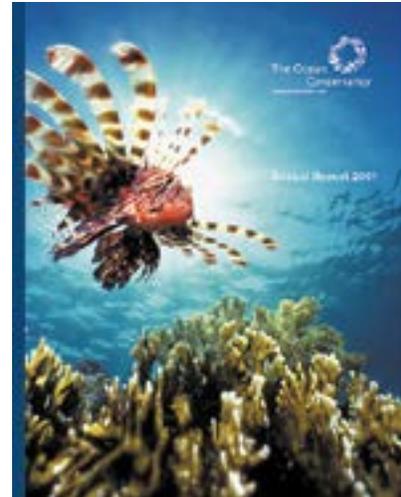


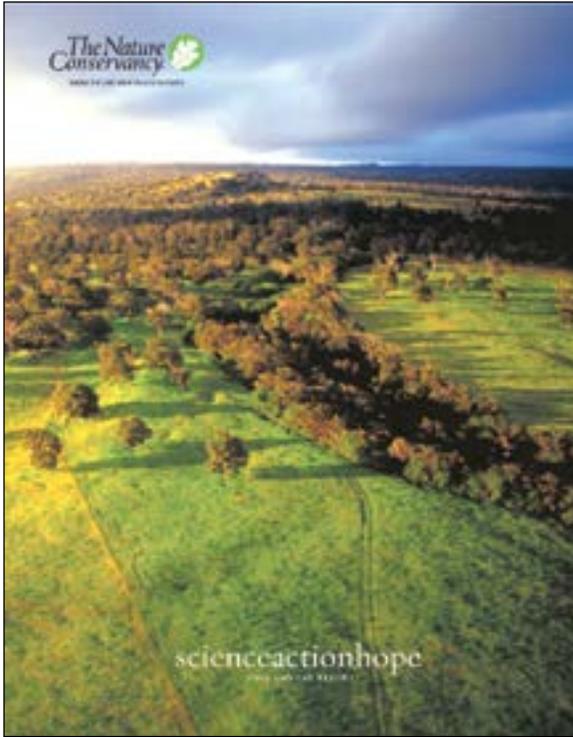
Development of new print/online/display graphic standards guidelines for the US Department of Education National Assessment of Educational Progress





Full graphic standards program and eight years of annual reports, magazines, brochures, mailers, kits, ads and for the Ocean Conservancy

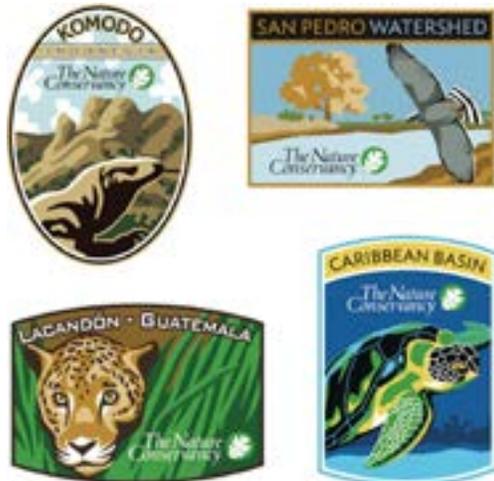
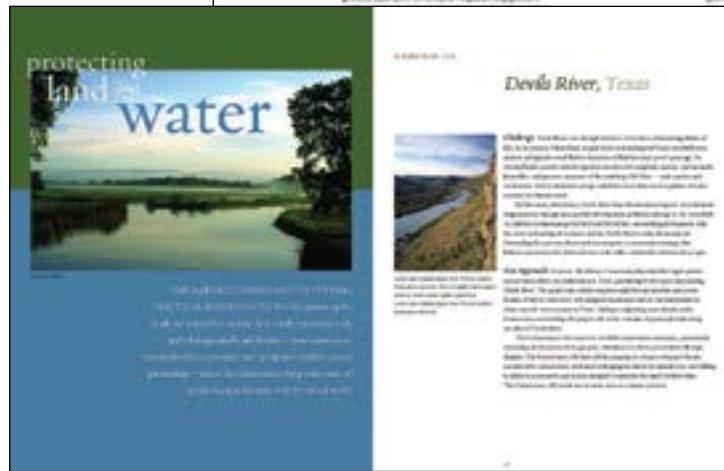




WOODPILESTUDIOS.COM



Two consecutive years of annual report design for the Nature Conservancy



Campaign of uniform patches for international branches of The Nature Conservancy

Brand development and extension for a major Las Vegas transit system



Aiming to reach specific ethnic groups in their native languages, the goal of the campaign was to educate and inform citizens about the importance of the 2010 Census, and consisted of over 300 print ads in six different languages, flash web banners, as well as national billboards and posters.



Woodpile Studios was awarded the prestigious Printing Industries of America Benjamin Franklin Award for the corporate identity and branding materials produced for the Ritz Carlton, Tysons Corner, Maestro Restaurant.

MAESTRO  
RITZ CARLTON

As well, the Printing Industries of Maryland bestowed its Award of Excellence to Woodpile Studios for AOL 6.0 product branding and materials campaign.



Woodpile Studios was honored in 2004 by being selected to design not only the main logo for the 2005 Recording Academy's 47th Annual GRAMMY® Awards, but also the pre-broadcast events and after-party celebration.



(FOR THE AFTERPARTY AT THE BILTMORE)

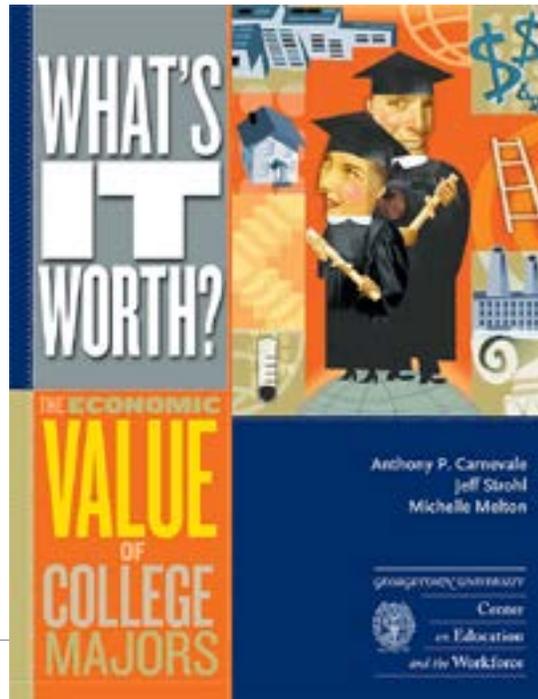


(FOR THE BROADCAST ON FEBRUARY 13)



(FOR MISC. EVENTS LEADING UP TO THE BROADCAST)

188-page report designed and produced for Georgetown University Center on Education and the Workforce incorporating vast amounts of data into numerous custom chart/graph dashboards highlighting the benefits and earnings of various majors.



**Summary of Findings: Highlights and Tables of Detailed Majors**

The rising American Community Survey includes questions on major field of study for all individuals holding a bachelor's degree that results in six reports. This section details findings of the specific major field.

**Workforce by Major Group**

Over the past decade, the workforce has grown by 10 million jobs, with a significant portion of these jobs requiring a bachelor's degree. The report details the growth of various major groups and the impact on the workforce.

**Table of Major Groups**

Major Group	2008	2012	2016	2020	2024
Business	1,200,000	1,300,000	1,400,000	1,500,000	1,600,000
Engineering	800,000	850,000	900,000	950,000	1,000,000
Healthcare	600,000	650,000	700,000	750,000	800,000
Education	400,000	420,000	440,000	460,000	480,000
Arts and Sciences	300,000	320,000	340,000	360,000	380,000

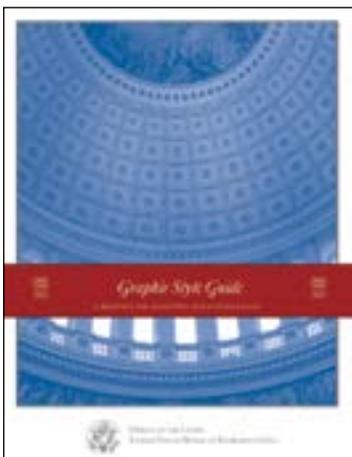
**Table of Major Groups (Continued)**

Major Group	2008	2012	2016	2020	2024
Information Technology	200,000	250,000	300,000	350,000	400,000
Law	150,000	160,000	170,000	180,000	190,000
Public Administration	100,000	110,000	120,000	130,000	140,000
Other	500,000	550,000	600,000	650,000	700,000

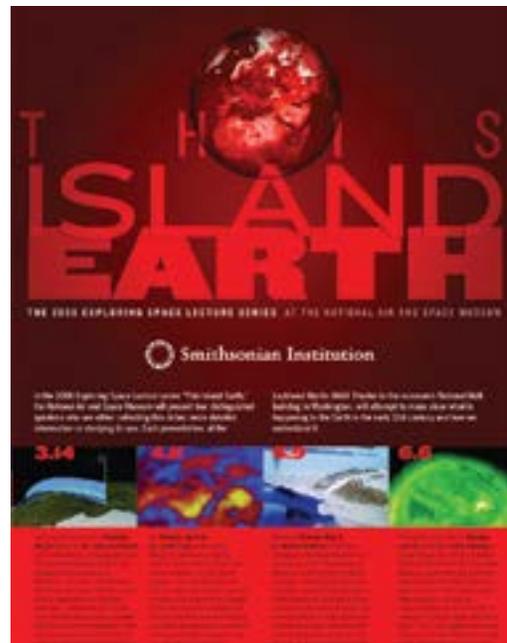
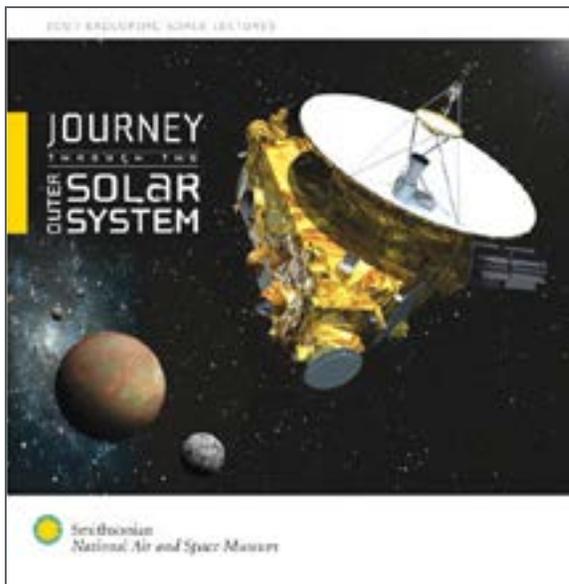
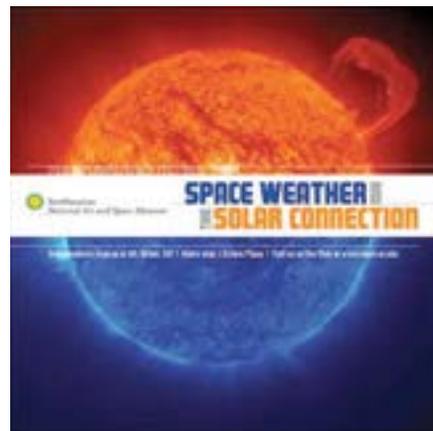
Woodpile Studios was contracted for design and production of a 70-page technical report, as well as a separate 16-page summary report. The larger report was to be formatted as perfect bound; the smaller summary report was to be saddle-stitched. The layout and design requirements included grid development, information architecture and formatting of all pages and covers for both printed reports, as well as interior charts, graphs, and photography management. Woodpile Studios also oversaw printing and delivery of 1,000 copies of the smaller summary report.



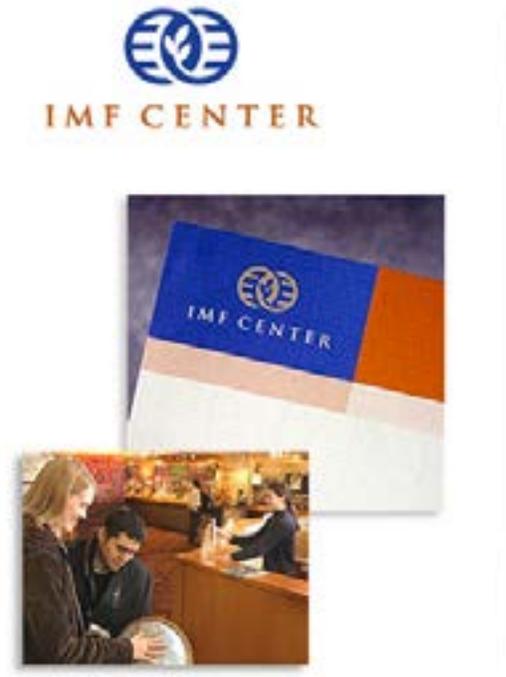
Full graphic standards program and icon series used by the U.S. House of Representatives for all print materials; also produced matching 750 page book



Assorted direct mail promotional campaigns for the Smithsonian National Air and Space Museum produced over several years



Assorted identities for educational entertainment facilities



Audubon Aquarium  
of the Americas

