

**GSA FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

*Online 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 GSAAvantage.gov.*

Schedule Title: Advertising & Integrated  
Marketing Solutions  
FSC Group: 541  
Contract Number: GS-23F-0250S  
Contract Period: Aug. 10, 2006 - Aug. 9, 2011

*For more information on ordering from Federal Supply Schedules, click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).*

**Company Information**

Archimage, Inc.  
4200 Montrose Blvd., Suite 330  
Houston, TX 77006  
Telephone: 713.523.3425  
Fax: 713.523.9346  
Web: [www.archimageonline.com](http://www.archimageonline.com)

**Contract Administrator**

Jerald Reichstein  
4200 Montrose Blvd., Suite 330  
Houston, TX 77006  
Telephone: 713.523.3425  
Fax: 713.523.9346  
Email: [jr@archimageonline.com](mailto:jr@archimageonline.com)

Business Size: Small

CUSTOMER INFORMATION



1a.	SIN 541-3 Web Based Marketing Services	
1b.	See Price List	
1c.	See Price List	
2.	Maximum Order:	\$1,000,000
3.	Minimum Order:	\$100
4.	Geographic coverage (delivery area):	Domestic
5.	Point of production:	Houston, Harris County, TX
6.	Discount from list prices or statement of net prices:	Prices above are net prices and discounts are inclusive
7.	Quantity Discounts:	A volume dollar discount of 5% for task orders over \$50,000
8.	Prompt payment terms:	Net 30 from invoice date
9a.	Government purchase cards are accepted at or below the micro-purchase threshold:	Yes
9b.	Government purchase cards are accepted or not accepted above the micro-purchase threshold:	No
10.	Foreign items:	Not applicable
11a.	Time of delivery:	Project specific
11b.	Expedited delivery:	Project specific
11c.	Overnight and 2-day delivery:	Not applicable
11d.	Urgent Requirements:	Project specific
12.	F. O. B. point(s):	Not applicable
13a.	Ordering address:	4200 Montrose Blvd., Suite 330 Houston, TX 77006
13b.	Ordering Procedures:	<a href="http://fss.gsa.gov/schedules">http://fss.gsa.gov/schedules</a>
14.	Payment Address:	4200 Montrose Blvd., Suite 330 Houston, TX 77006
15.	Warranty provision:	Project specific
16.	Export packing charges:	Not applicable
17.	Terms & conditions of Government purchase card acceptance (above the micro purchase level):	Not applicable
18.	Terms & conditions of rental, maintenance, repair:	Project specific
19.	Terms and conditions of installation:	Project specific
20.	Terms & conditions of repair parts indicating date of parts price lists and any discounts from list prices:	Not applicable
20a.	Terms & conditions for any other services:	Project specific
21.	List of services and distribution points:	Not applicable
22.	List of participating dealers:	Not applicable
23.	Preventive maintenance:	Not applicable
24a.	Special attributes such as environmental attributes:	Not applicable
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 can be found:	Compliance information available at <a href="http://www.section508.gov">http://www.section508.gov</a>
25.	Data Universal Number System (DUNS) number:	14-811-3756
26.	Notification regarding CCR registration:	August 10, 2005



Archimage is a design studio. We began as Houston's first completely automated design practice in 1983. Since then, we've applied our tools, talent and expertise to an ever increasing range of projects. Designing what's next™ for over twenty years, we're winners of more than thirty international awards. Archimage merges the latest technology with the design of all things visual:

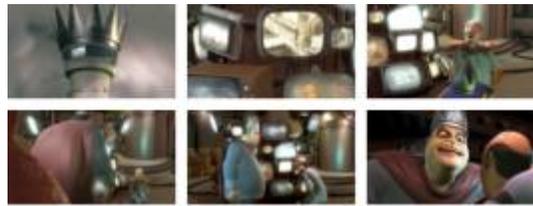
- ARCHITECTURE AND INTERIOR DESIGN
- GRAPHIC DESIGN AND ILLUSTRATION
- ANIMATION AND MULTIMEDIA
- WEB DESIGN AND DEVELOPMENT
- VIDEO GAME DESIGN AND DEVELOPMENT

We are a unique group of professionals - creative architects, seasoned software developers, veteran animators and computer artists. We've found our professional architectural skills as useful to the design of a Web site as they are to a building. We know how to mix budgets and deadlines with the creative process, manage large projects, and lead teams of clients and consultants.

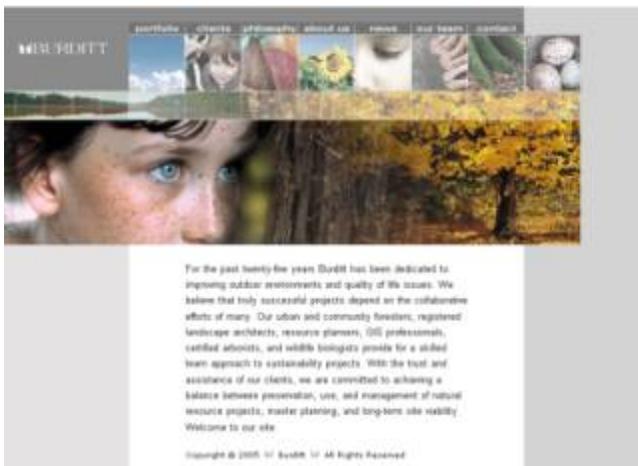
You will find our work throughout Houston and around the world. Projects include buildings for Time Warner Communications, corporate interiors for Compaq, computer animation for The Walt Disney Company, web sites for Baylor College of Medicine, multimedia presentations for Merrill Lynch, and computer games funded by the National Institutes of Health.



ARCHIMAGE PIONEERED THE USE OF MICROCOMPUTERS IN BUILDING DESIGN. WE OFFER ARCHITECTURE AND INTERIOR DESIGN SERVICES FOR OFFICE BUILDINGS, RESTAURANTS, CHURCHES AND MUSEUMS.



ARCHIMAGE ALSO CREATES AFFORDABLE, BROADCAST QUALITY COMPUTER ANIMATION FOR TELEVISION ADVERTISING, BUSINESS PRESENTATIONS, AND ENTERTAINMENT PRODUCTS.



OUR DYNAMICALLY-GENERATED WEB SITES GIVE NON-PROGRAMMERS THE ABILITY TO MANAGE INFORMATION AND UPDATE WEB CONTENT WITHOUT THE NEED TO LEARN HTML CODING OR FTP PROTOCOLS.



OUR GRAPHIC DESIGN TALENTS ALSO INCLUDE CORPORATE LOGOS, ILLUSTRATIONS, AND RENDERINGS. OUR MULTIMEDIA PROJECTS INCLUDE ELECTRONIC CATALOGS, EDUCATION TITLES, AND COMPUTER GAMES.



## ABOUT ARCHIMAGE

By early 2006, Archimage's three Principals had a combined 57-year tenure at the company. It is that type of leadership stability that has allowed the firm to thrive during the past three decades. These Principals are not merely supervisors or deal makers, but are active "hands-on" designers and programmers on Archimage projects. Archimage Principals maintain direct contact with clients throughout the project to make sure client needs and urgent requirements are satisfied at all times. Project teams, including all company Principals, work in an open studio to enhance interaction, increase productivity, and anticipate potential problems. Programmers, designers, and product testers interact with each other on a daily basis. When unexpected issues arise, impromptu team meetings are initiated to problem-solve and present solutions to the clients who are kept in the loop on a daily basis, if necessary.

# Designing what's next<sup>TM</sup>

## MAXIMIZING PRODUCTIVITY

Archimage achieves maximum productivity by evolving the work project in a phased linear fashion. All projects move from pre-design (information gathering) to schematic design (design concepts), then to design development (design refinement), followed by the finished product. This process allows the project to continue moving forward with frequent presentations and client approvals. Archimage publishes in-progress web projects on the company's development server so that clients can review the progress on a daily basis. By keeping the client in the loop, Archimage can avoid costly modifications that can negatively impact budget and schedule. This cost reduction method results in cost savings that can be passed on to the client through reduced fees.

## OUR TEAM APPROACH

Archimage dedicates at least one company Principal to each assignment, regardless of project size. Principals serve as team leaders who direct the work effort, present in-progress and final work product to clients, collect and respond to client feedback, and coordinate any work that is required to be undertaken by consultants. Additional management support from Archimage's most experienced programmers and/or designers is utilized on large projects that require additional team leadership. This team-based studio approach allows Archimage to handle multiple projects for multiple agencies or clients simultaneously. When an overlap of project scope occurs on two projects, teams draw on each other's resources to expedite the workflow.

## QUALITY ASSURANCE

Archimage's internal review procedures ensure that the highest quality standards are met. After tasks have been assigned to artists and programmers, in-progress work is reviewed by team leaders and Principals. Reviews take place near project milestones, at weekly meetings, and/or at daily review sessions. Approval by a team leader or Principal is required before work is presented to clients.



## **PRINCIPAL**

*Government Labor Rate: \$120.90/hour*

Richard Buday, Jerald Reichstein, and Paul Patel are Archimage Principals. One of these three is involved in every project taken on by the firm. They perform the duties of Project Managers, as well as Lead Artists, Lead Programmers, and/or HTML Programmers on the projects they are directing. Principals are ultimately responsible for quality assurance of all projects.

## **PROJECT MANAGER**

*Government Labor Rate: \$105.79/hour*

Must be organized, able to multitask and possess exceptional communication and interpersonal skills. Project Managers are responsible for all aspects of tracking projects from concept through development, quality assurance, delivery and post-delivery analysis.

### *Responsibilities:*

- Taking projects from conception through completion, on schedule and on budget
- Requirements gathering / documentation
- Managing tasks, timelines and deliverables
- Client and project team communications
- Identifying potential problems and resolving issues
- Maintaining overall quality control
- Project accounting
- Quality assurance

## **LEAD ARTIST**

*Government Labor Rate: \$105.79/hour*

Projects include graphic design for web sites, multimedia and print media. Lead Artists develop visual concepts and designs that reflect client business and creative requirements. The job will also include assisting in research and development of creative strategies. Positions may also involve managing other designers to complete production of web sites, multimedia and print projects.

### *Responsibilities:*

- Creation of original visual/multimedia concepts
- Creation of vector and raster graphics for web, multimedia and print
- Development of branding rules to maintain consistent client brands
- Management of Senior Artists and others providing artistic assets
- Quality assurance

**SENIOR ARTIST**

*Government Labor Rate: \$80.60/hour*

Position will include graphic design for web sites, multimedia, and possibly some print media. Senior Artists are responsible for development of visual concepts and designs that originate with the Lead Artist or Project Manager.

*Responsibilities:*

- Creation of original visual/multimedia concepts
- Creation of vector and raster graphics for web, multimedia and print
- Image manipulation / clean up
- Production design
- Quality assurance

**LEAD PROGRAMMER**

*Government Labor Rate: \$105.79/hour*

Develops and maintains exemplary essential programming elements, including database management, application development and web server management. The Lead Programmer manages the coding effort of client web sites, interfaces with artists to create cohesive web sites, and manages the programming staff.

*Responsibilities:*

- Arrange meetings to assess client technical needs
- Plan and execute database solutions
- Management of Senior Programmers and others providing technical assets
- Design and create administrative back-end technologies for client content management
- Assist users in establishing procedures for keeping the contents of their pages up-to-date
- Flash action scripting
- Quality assurance

**SENIOR PROGRAMMER**

*Government Labor Rate: \$80.60/hour*

Position will include development and coding of web sites and the creation/management of databases for web sites. Senior Programmers report to the Lead Programmer and Project Manager.

*Responsibilities:*

- Create HTML and ColdFusion code for web sites
- Plan and execute database solutions
- Build administrative back-end technologies for client content management per Lead Programmer specs
- Assist users in establishing procedures for keeping the contents of their pages up-to-date
- Quality assurance

**HTML PROGRAMMER**

*Government Labor Rate: \$80.60/hour*

Position requires the programmer to be proficient in HTML, Cascading Style Sheets, and have a working knowledge of JavaScript and ColdFusion. HTML programmers support Senior Programmer efforts by replicating Lead and/or Senior Programmers' web page mockups into complete sites.

*Responsibilities:*

Supports the HTML and ColdFusion coding efforts for web sites

Implement and maintain the use of Cascading Style Sheets in web sites

Works with artists and other programmers to create cohesive web solutions

Quality assurance

**PRODUCTION ASSISTANT**

*Government Labor Rate: \$42.32/hour*

Duties include providing support for tasks performed by any programmer or artist working on a web project. Since interns come from a variety of backgrounds, the exact duties will depend on the individual's education and skill level.

*Responsibilities:*

Supports the HTML and ColdFusion coding efforts for web sites

Creation of original visual/multimedia concepts

Creation of vector and raster graphics for web, multimedia and print

Image manipulation / clean up

Production artwork

Quality assurance



A.M. Oaks & Company  
American Institute of Architects  
AskRed.com  
Audi  
Baylor College of Medicine  
BaylorMedCare  
BCM Technologies  
Brochsteins  
Cafe Express  
Cafe Annie  
Cleburne Cafeteria  
Commercial Furniture Services, Inc.  
Compaq Computer Corporation  
CompuBank  
Conoco  
Contract Resource Group  
Dallas Museum of Art  
Delmar Publishing  
Dessert Gallery  
Diabetes Centers of America  
eCitySuites  
Eastman Cherrington  
Exxon  
FHALoan.com  
FKP Architects  
Friendswood Development Co.  
GE Financial Network  
GIBill.com  
GIBillAmerica.com  
Guest Quarters  
Gulf Coast Conference  
HealthZone  
Hewitt & Associates  
Holocaust Museum of Houston  
Houston Galveston Institute  
Houston Lighting & Power  
Houston Rockets  
IBM  
International Wellness Conference  
Katy Health & Wellness Center  
KatyTexas.com  
Kent Electronics  
KinderCare  
Knowledge Adventure  
Lions Eye Bank of Texas  
Lone Star Flight Museum  
Mainland Development Corp.  
Main Street Theater  
Merrill Lynch  
Metropolitan Design Group  
Military Connections  
Mission Constructors  
National Institutes of Health (NCI)  
National Institutes of Health (NIDDK)  
Nintendo America  
NuView  
Paragon Group  
PBS  
Perry Homes  
President Park Town  
RACO Interior Products  
Red Lobster  
Rockport Publishers  
Seattle Mariners  
Shelton & Caudle  
Sofitel  
St. Lukes Episcopal Hospital  
Sutherland Properties  
Synhrgy HR Technologies  
Talent Concepts  
Texaco  
Texas Children's Hospital  
Time Warner Communications  
UnitedHealth Group  
United States Postal Service  
University of Houston  
University of St. Thomas  
University of Texas Pan American  
University of Texas Medical Branch  
U.S. Aluminum  
VALoans.com  
Vollmer  
Volkswagen  
Volvo  
Walt Disney Company  
WHR Architects  
Ziegler Cooper Architects  
Ziff Davis Publications