



C R A B T R E E + C O

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

Professional Services Schedule

Industrial Group

00CORP

Contract Number

GS-23F-0328N

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

Contract Period

September 4, 2013 through September 3, 2018

Contractor

Crabtree + Company, Inc.

200 Park Avenue

Falls Church, VA 22046-4309

www.crabtreecompany.com

Contact for Contract Administration

C. Stuart McMichael

Phone: 703-241-9001

Fax: 703-241-9060

E-mail: stu@crabtreecompany.com

Business Size

Small, Woman-Owned

Contact for New Business Administration

Lucinda Crabtree

Phone: 703-241-9001

Fax: 703-241-9060

E-mail: lucinda@crabtreecompany.com

Service Contract Act Statement

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule (PSS) and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

Customer Information

1a. Table of Award Special Item Numbers (SINs)

| | |
|--------------|--|
| SIN 541-3 | Web Based Marketing Services (Small Business Set Aside) |
| SIN 541-4F | Commercial Art and Graphic Design Services (Small Business Set Aside) |
| SIN 541-1000 | Other Direct Costs (ODCs) are expenses other than labor hours (Small Business Set-Aside) |

1b. Hourly Rate for all SINs

[Please see pricing table at bottom of document.](#)

1c. Labor Category Descriptions

[Please see category descriptions at bottom of document.](#)

2. Maximum Order

\$ 1 Million

3. Minimum Order

\$ 100

4. Geographic Coverage

Domestic

5. Points of Production

Falls Church, Virginia, USA

6. Discount from List Price

Basic Discount: 5%

7. Quantity Volume Discount

5% if an order is > \$ 500,000

8. Payment Terms

Net 30 days

9a. Government Purchase Cards Accepted at or Below the Micro-Purchase Threshold

Purchase cards are accepted for purchases below \$ 3,000

9b. Government Purchase Cards Accepted or not Accepted Above the Micro-Purchase Threshold

Purchase cards are accepted for purchases above \$ 3,000

10. Foreign Items (list items by country of origin)

Not applicable

11a. Normal Delivery

As per task order

11b. Expedited Delivery

As per task order

11c. Overnight and 2-Day Delivery

Overnight and 2-day delivery are available. Contact Crabtree + Company, Inc. for rates.

11d. 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. See contract clause I-FSS-14-B.

12. F.O.B. Point(s)

Destination

13a. Ordering Address

Crabtree + Company, Inc.
200 Park Avenue
Falls Church, Virginia 22046-4309

13b. Ordering Procedures

Supplies and services, ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment Address

Crabtree + Company, Inc.
200 Park Avenue
Falls Church, Virginia 22046-4309

15. Warranty Provision

Standard Commercial Warranty

16. Export Packing Charges (if applicable)

Not applicable

17. Terms and Conditions of Government Purchase Card Acceptance (and thresholds above the micro-purchase level)

Not applicable

18. Terms and Conditions of Rental, Maintenance, and Repair (if applicable)

Not applicable

19. Terms and Conditions of Installation (if applicable)

Not applicable

20a. Terms and Conditions of Repair Parts Indicating Date of Parts (if applicable)

Not applicable

20b. Terms and Conditions for any Other Services (if applicable)

Not applicable

21. List of Service and Distribution Points (if applicable)

Not applicable

22. List of Participating Dealers (if applicable)

Not applicable

23. Preventive Maintenance (if applicable)

Not applicable

24a. Special Attributes Such as Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants)

Not applicable

24b. If applicable, indicate that Section 508 compliance information is available on Electronic Information Technology (EIT) supplies and services 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

Not applicable

25. Data Universal Number System (DUNS) Number

14-722-6179

26. Notification Regarding Registration in Central Contractor Registration (CCR) Database

Crabtree + Company, Inc. is currently registered in CCR.

1b. Hourly Rate for all SINS

| Labor/Task Category | Government Rate Applicable |
|-----------------------------------|-----------------------------------|
| Art Direction | \$ 105.00 |
| Architecture & Development | \$ 110.00 |
| Assistance | \$ 86.00 |
| Copywriting | \$ 105.00 |
| Design | \$ 95.00 |
| Event Planning & Facilitation | \$ 167.00 |
| Illustration & Animation | \$ 105.00 |
| Marketing Analysis & Planning | \$ 167.00 |
| Market Research | \$ 129.00 |
| Project Management & Consultation | \$ 115.00 |
| Pre-Press | \$ 91.00 |
| Print Management | \$ 100.00 |
| Production | \$ 91.00 |
| Proofreading | \$ 86.00 |
| Programming | \$ 105.00 |
| Image Research | \$ 91.00 |
| Traffic Management | \$ 95.00 |
| Web Content Development | \$ 105.00 |
| Web Design | \$ 95.00 |

1c. Labor Category Descriptions

| Labor/Task Category | Experience | Description |
|----------------------------|---|---|
| Art Direction | <ul style="list-style-type: none"> • BFA in graphic communications, design, or related field. • Minimum five years design/art direction experience. • Proficiency in industry-specific software programs. | Develops innovative ideas and helps lead design team from project inception to completion. Presents concepts and creative strategy to clients. Responsible for print specifications. |
| Architecture & Development | <ul style="list-style-type: none"> • Bachelor's degree or higher in computer science, or related field emphasizing logic, visualization, or planning. • Familiarity with HTML coding and website design. • Experience at the Managing Editor level for publication organization and production. • Experience writing software or program documentation. | Develops site map, organization, navigation, and basic web linking information for web-based work, interactive exhibit planning, and complicated print material requiring organization. |
| Assistance | <ul style="list-style-type: none"> • Bachelor's degree or higher in communications, marketing, business, public relations, and/or related areas. | Assists project management & consultation when Account Executive is unavailable, supports organization, database edits, and/or filing needs. Offers a reduced rate for client service needs, when applicable. Occasionally, supports creative services with proofreading, editing, copywriting, typesetting, and/or scanning. |
| Copywriting | Bachelor's degree or higher in communications, journalism, English, or related field. Five or more years of writing and editing experience. | Works with creative staff and/or clients to develop or edit written content for both print and online applications. |

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| Design | <ul style="list-style-type: none"> • BFA in graphic communications, design, or related field. • Proficiency in industry-specific software programs. | Works with art director, able to conceptualize and design, completes projects with supervision and approval of art director. |
| Event Planning & Facilitation | <ul style="list-style-type: none"> • Bachelor's degree or higher in communications, marketing, business, public relations and/or related field. | For events, supports development of theme or motif, offering vendor support, coordinating location, arranging décor, and event support and implementation. |
| Illustration & Animation | <ul style="list-style-type: none"> • BFA in graphic communications, illustration, or related field. • Proficiency in industry-specific software programs. | Painting, drawing and digital artwork completed with direction and approval of art director. |
| Marketing Analysis & Planning | <ul style="list-style-type: none"> • Bachelor's degree in business or equivalent marketing/sales experience. • Experience devising/writing marketing plans, business plans, IPO prospectuses, or similar documents. • Experience with advertising, marketing, and/or public relations campaigns. | Analyze the competitors of a client to devise optimal marketing strategy. Uses marketing research results, draws conclusions about the market and creates strategic models to devise strongest original solution. |
| Market Research | <ul style="list-style-type: none"> • Bachelor's degree or higher in marketing, library and information science, or related field. • Course or work experience in statistical analysis and/or econometrics. • Journalistic or similar experience in conducting research, synthesizing and presenting results. | Gather information about the business or organization's market. Provide results from the analysis and devise a strategic marketing plan for a project. |

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| Project Management & Consultation | <ul style="list-style-type: none"> • Bachelor's degree or higher in communications, marketing, business, public relations and/or related field. • Five or more years of experience. | <ul style="list-style-type: none"> • Manage multiple accounts. Responsible for project planning, budgets, and schedules. Serves as liaison between client and the creative department. |
| Pre-Press | <ul style="list-style-type: none"> • BFA in graphic communications or related field. • Proficiency in industry-specific software programs. | After client approval, ensure that the colors, artwork, print resolutions, and job specifications are printer-ready. |
| Print Management | <ul style="list-style-type: none"> • BFA in graphic communications or related field. • Proficiency in industry-specific software programs. | Ensure that print jobs meet client and design expectations. Compile printing specifications, complete GPO forms, review printers' proofs, attend press inspections as necessary. |
| Production | <ul style="list-style-type: none"> • BFA in graphic communications or related field. • Proficiency in industry-specific software programs. | Works with art director to apply approved designs to print and online products. Prepares files for client or printer delivery. |
| Proofreading | <ul style="list-style-type: none"> • Bachelor's degree or higher in communications, journalism, English, or related field. | Responsible for reviewing, revising, and/or editing print or online content. Adheres to company quality control standards. |
| Programming | <ul style="list-style-type: none"> • Bachelor's degree or higher in computer science or related field. • Five or more years of programming experience. • Proficient on Mac and PC platforms and has extensive knowledge of HTML, XHTML, SQL, MySQL, CSS, Flash, PHP, JavaScript, ASP, IIS, etc. and backend programming. | Translates creative department designs into interactive websites or comparable digital deliverables. |
| Image Research | <ul style="list-style-type: none"> • BFA in graphic communications or related field. • Proficiency in industry-specific software programs. | Review and submit for approval stock illustration or photography. Research resources from World Wide Web. |

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| Print Management | <ul style="list-style-type: none"> • BFA in graphic communications or related field. | TRACKS AND ORGANIZES all work within the creative department. Responsible for vendor negotiations, print buying, production scheduling, and overall quality control. |
| Web Content Development | <ul style="list-style-type: none"> • Bachelor's degree or higher in communications, journalism, English, or related field. • Five or more years of writing and editing experience. | Write or edit copy specifically for a web-based audience: succinct diction and action oriented tone. |
| Web Design | <ul style="list-style-type: none"> • BFA in graphic communications, design, or related field. • Proficiency in industry-specific software programs. | Design for the web; focus on versatility while being able to account for computer loading times and other potential challenges. |