GSA Multiple Award Schedule

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agency@newtarget.com
SPECIAL ITEM NUMBER 54151S – Multiple Award Schedule

FPDS Code D301  IT Facility Operation and Maintenance
FPDS Code D302  IT Systems Development Services
FPDS Code D306  IT Systems Analysis Services
FPDS Code D307  Automated Information Systems Design and Integration Services
FPDS Code D308  Programming Services
FPDS Code D310  IT Backup and Security Services
FPDS Code D311  IT Data Conversion Services
FPDS Code D313  Computer Aided Design/Computer Aided Manufacturing (CAD/CAM) Services
FPDS Code D316  IT Network Management Services
FPDS Code D317  Creation/Retrieval of IT Related Automated News Services, Data Services, or Other Information Services
FPDS Code D399  Other Information Technology Services, Not Elsewhere Classified

Note 1: All non-professional labor categories must be incidental to and used solely to support hardware, software and/or professional services, and cannot be purchased separately.

Note 2: Offerors and Agencies are advised that the Group 70 – Information Technology Schedule is not to be used as a means to procure services which properly fall under the Brooks Act. These services include, but are not limited to, architectural, engineering, mapping, cartographic production, remote sensing, geographic information systems, and related services. FAR 36.6 distinguishes between mapping services of an A/E nature and mapping services which are not connected nor incidental to the traditionally accepted A/E Services.

Note 3: This solicitation is not intended to solicit for the reselling of IT Professional Services, except for the provision of implementation, maintenance, integration, or training services in direct support of a product. Under such circumstances the services must be performed by the publisher or manufacturer or one of their authorized agents.

New Target, Inc. – The Digital Agency
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Contract Number: GS-35F-027BA
Period Covered by Contract: 10/15/18 – 10/14/23
General Services Administration
Federal Acquisition Service

Pricelist current through Modification A812, dated 03/23/20.

Products and ordering information in this Authorized Information Technology Schedule Pricelists are also available on the GSA Advantage! System (http://www.gsaadvantage.gov).
About us.

New Target, Inc. is a dynamic strategy, web design, application development, data integration, website hosting, and digital marketing firm comprised of experienced strategists, designers, marketers, developers, systems engineers, and project management professionals, each dedicated to providing the highest quality service. Founded in 1998, with offices in Northern Virginia and Southern California, New Target has been consistently ranked as one of the top digital firms for local, state, and federal digital services providers.

OUR SERVICES.

Creative Design
- Web Design
- Video Production
- Branding
- Usability Testing
- Copywriting and Editing

Website Hosting
- Shared, Dedicated, Fully Managed, and Collocation
- AWS Managed
- Hosting Provider

Web Development
- Content Management Systems:
  - Drupal
  - WordPress
  - Salesforce
- Web Services Integration and Third-party Software Integration
- Ecommerce
- Mobile Web Spps

Digital Strategy
- Website Audits
- Focus Groups
- Surveys

SEO & Web Marketing
- Search Engine Optimization and Search Engine Marketing
- Digital Marketing Strategy
- Paid, Earned and Social Campaigns
- Content Marketing

Marketing Automation
- HubSpot, Salesforce.
- Mailchimp, Constant Contact, etc.

Social Media Management
- Managed Social and Creative Production
OUR AFFILIATIONS.

- Drupal Association Supporting Partner
- Square Payments System Partner
- Avalara Tax System Partner
- Magento Solutions Partner
- Google Marketing Partner
- AWS Managed Services
- Shopify Partner
- Constant Contact Partner
- ManyChat Partner
- Mailchimp Partner

INFORMATION.

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>CONTRACT #</th>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS-35F-027BA</td>
<td>54151S</td>
<td>Information Technology Services</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<table>
<thead>
<tr>
<th>SIN</th>
<th>CATEGORY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>54151S</td>
<td>Designer I</td>
<td>$88.87/hour</td>
</tr>
</tbody>
</table>

1c. HOURLY RATES: See Price List Below.

2. MAXIMUM ORDER*: $500,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: $100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Alexandria, Virginia

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price).

Current IFF rate is 0.75%.
7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: None

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold
9b. Government Purchase Cards are accepted above the micro-purchase threshold

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order
11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order
11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and two-day (2-day) delivery are available. Contact the Contractor for rates.
11d. URGENT REQUIREMENTS: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3


15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above or below the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A
20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): 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 for EIT: As Applicable

25. DUNS NUMBER: 157040184

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Currently Active
<table>
<thead>
<tr>
<th>SERVICE PROPOSED (e.g., Job Title/Task)</th>
<th>PRICE OFFERED TO GSA (Including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Database) Developer I</td>
<td>$113.55</td>
</tr>
<tr>
<td>(Database) Developer II</td>
<td>$148.11</td>
</tr>
<tr>
<td>Designer I</td>
<td>$88.87</td>
</tr>
<tr>
<td>Designer II</td>
<td>$123.43</td>
</tr>
<tr>
<td>Information Architect</td>
<td>$148.11</td>
</tr>
<tr>
<td>Network Engineer I</td>
<td>$148.11</td>
</tr>
<tr>
<td>Network Engineer II</td>
<td>$172.80</td>
</tr>
<tr>
<td>Program Manager</td>
<td>$197.48</td>
</tr>
<tr>
<td>Project Manager I</td>
<td>$133.30</td>
</tr>
<tr>
<td>Project Manager II</td>
<td>$148.11</td>
</tr>
<tr>
<td>Quality Assurance Specialist I</td>
<td>$113.55</td>
</tr>
<tr>
<td>Quality Assurance Specialist II</td>
<td>$148.11</td>
</tr>
<tr>
<td>(Software) Developer I</td>
<td>$113.55</td>
</tr>
<tr>
<td>(Software) Developer II</td>
<td>$148.11</td>
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<tr>
<td>Strategy Consultant</td>
<td>$197.48</td>
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<td>Systems Architect</td>
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<td>Web Developer I</td>
<td>$123.43</td>
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<tr>
<td>(Web) Developer II</td>
<td>$148.11</td>
</tr>
<tr>
<td>Writer</td>
<td>$148.11</td>
</tr>
</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS.

Database Developer I
Develops and tests logical and physical database designs. Review logical and physical designs of existing databases and perform tuning, in coordination with the senior database engineer, to ensure maximum operating efficiency. Performs data analysis, database design, development activities, and implementation, as directed, for databases and database conversions. Performs database restructuring activities. Works with users and information systems development staff to determine data storage and access requirements. Provides access controls for the design and use of databases. Maintains and manages the global view of databases; ensures database security from accidental or intentional damage or loss; monitors database use; and develops standards, procedures, and conventions for use.
Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

Database Developer II
Directs the development and testing of logical and physical database designs. Reviews logical and physical designs of existing databases, and provides fine tuning to ensure maximum operating efficiency. Performs data analysis, database design, development activities, and implementation, as required, for databases and database conversions. Performs database restructuring activities. Works with users and information systems development staff to determine data storage and access requirements. Supervises other database engineers supporting user requirements.
Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

Designer I
Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion. Possesses specialized skills in web, multimedia, or video. Experienced in desktop layout, image manipulation, and some prepress preparation. Designs, lays out, and coordinates editorial illustrations and creative artwork for all media, translating facts and features of subject material into graphic terms. Create graphic presentations that communicate mood, emphasis, insight, and viewpoint.
Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

Designer II
Assists design team lead in establishing conceptual and stylistic direction for work of team. Designs materials and approves the work of other designers. Possesses specialized skills in web, multimedia, or video expertise in using design software and prepress production. Advise on graphic technology. Meets with client as necessary.
Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

Information Architect
Capable of applying a business-wide set of disciplines for planning, analysis, design, construction, and maintenance of information. Capable of performing strategic planning, information planning, and analysis. Performs process and data modeling in support of the planning and analysis efforts, using both manual and automated tools. Must be able to apply reverse engineering and reengineering disciplines to develop migration and planning documents. Provides usability and user experience consulting and design services when needed.
Minimum Education: Bachelor’s Degree
Minimum Experience: Eight (8) years of relevant experience

**Network Engineer I**
Organizes and performs network installations on site. Assesses and documents current site network configuration and user requirements. Designs and optimizes network topologies. Prepares engineering plans and site installation technical design packages. Develops installation schedules. Mobilizes network installation teams. Prepares drawings documenting configuration changes at each deployment site. Coordinates post installation operations and maintenance support. Conducts site surveys. Reads and follows engineering plans and site installation technical design packages.

Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

**Program Manager**

Minimum Education: Bachelor’s Degree
Minimum Experience: 10 years of relevant experience

**Network Engineer II**
Performs a variety of network management services related to the operation, performance, or availability of data communications networks. Modifies command language programs, network start-up files, assigns/reassigns network device logicals, analyzes network performance, and recommends adjustments to a wide variety of complex network management functions. Responsibility for overall performance and availability of networks. Coordinates with systems or communications engineering to resolve hardware problems. Works with customers and operations staff in scheduling preventive and emergency maintenance.

Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

**Project Manager I**
Performs program area work. Supports team in producing high-quality deliverables. Manages and supervises personnel involved in all areas of project activity. Organizes and assigns responsibilities to subordinates and oversees the successful completion of all assigned tasks. Meets with client as needed.

Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

**Project Manager II**
Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets client objectives. Responsible for all aspects of project performance including technical, contractual, administrative, and financial. Manages and supervises personnel involved in all areas of project activity. Organizes and assigns responsibilities to subordinates, and oversees the successful completion of all assigned tasks.

Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience
Quality Assurance Specialist I
Modifies, applies, and maintains standards for quality operating methods and procedures. Ensures that corrective measures meet acceptable reliability standards. Reviews software design, change specifications, and related plans against project requirements. Implements the software quality program according to project requirements. Performs verification of software requirement allocations, traceability, and testability.
Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

Quality Assurance Specialist II
Develops, modifies, applies, and maintains standards for quality operating methods and procedures. Provides coordination and guidance in preparing engineering-level technical appraisals of programming systems and numerical and computing techniques, and in integrating computers into the overall functions of scientific computation, and data acquisition, transmission, and processing. Ensures that corrective measures meet acceptable reliability standards. Develops overall testing plan to ensure implementation of the software quality program according to project and contract requirements. Ensures that project control documentation complies with the contract. Reviews software design, change specifications, and related plans against contractual requirements. Performs or direct verification of software requirement allocations, traceability, and testability.
Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

Software Developer I
Designs software and applications to support projects. Interpret software requirements and design specifications to code, integrate, and test software components.
Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

Software Developer II
Designs software and applications. Manages software development and support using formal specifications, data flow diagrams, other accepted design techniques, and Computer Aided Software Engineering (CASE) tools. Estimates software development costs and schedules. Reviews existing programs and assists in making refinements, reducing operating time, and improving current development methods. Establishes and manages software configuration.
Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

Strategy Consultant
Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of professional services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.
Minimum Education: Bachelor’s Degree
Minimum Experience: Ten (10) years of relevant experience
**Systems Architect**

Leads and knowledgeable in implementing computer systems in a phased approach of requirements analysis and conceptual design, site survey, system design review, critical design review, installation, integration, and testing. Knowledgeable in performing requirements analysis for a wide range of users in areas of office automation and finance and accounting. Must be able to present system designs for user approval at formal reviews. Must be capable of performing configuration management, integrating software, interpreting software test results, and recommending solutions for unsatisfactory test results. Must be knowledgeable in lifecycle support, including maintenance, administration, and management. Must be able to provide solutions to identified software problem reports.

Minimum Education: Bachelor’s Degree
Minimum Experience: 12 years of relevant experience

**Web Developer I**

Aids in design and development of websites. Contributes to the production of web graphics and aids implementation of site layout using numerous web development tools. Assists in website testing and evaluation processes.

Minimum Education: Bachelor’s Degree
Minimum Experience: Two (2) years of relevant experience

**Web Developer II**

Develops and directs strategic approach to web development including general planning for site architecture, rollout, and evaluation. Has expertise in numerous web development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

**Writer**

Applies expertise in writing or substantive editing to create and implement procedures for ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews and works with staff to improve writing flow and layout. Writes technical or non-technical information.

Minimum Education: Bachelor’s Degree
Minimum Experience: Five (5) years of relevant experience

**EXPERIENCE SUBSTITUTIONS.**

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>EXPERIENCE EQUIVALENCE</th>
<th>OTHER EQUIVALENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>Two (2) year relevant experience</td>
<td>Vocational or technical training in work-related field</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s + two (2) years relevant experience or four (4) years relevant experience</td>
<td>Professional certification</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s + two (2) years relevant experience or Associate’s + four (4) years relevant experience</td>
<td>Professional license</td>
</tr>
<tr>
<td>Doctorate</td>
<td>Master’s + two (2) years relevant experience or Bachelor’s + four (4) years relevant experience</td>
<td></td>
</tr>
</tbody>
</table>

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