



*Rock Creek Publishing Group, Inc.
dba Chief Rock Creek Strategic
Marketing is a U.Group company*

General Service Administration Federal Supply Service Authorized Federal Supply Schedule Price List

Multiple Award Schedule (MAS)

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: GSAAdvantage.gov.

CONTRACT NUMBER: GS-35F-134GA
FEDERAL SUPPLY GROUP: Information Technology
Miscellaneous
FSC/PSC CODES: D399, 0000

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

CONTRACTOR: **Rock Creek Publishing Group Inc.
DBA Chief Rock Creek Strategic Marketing**
CONTRACT PERIOD: December 16, 2016 to December 15, 2021
ADDRESS: 1800 Massachusetts Ave. NW
2nd Floor, Washington, DC 20036
PHONE: 202-791-0095
FAX: 571-970-5612
WEBSITE: <https://u.group>
EMAIL: stephanie.lemaitre@u.group

CONTRACT ADMINISTRATOR: Stephanie Lemaitre, Senior Director of Contracts

BUSINESS SIZE: Woman-Owned Small Business (WOSB)

Prices Shown Herein are Net (Discount Deducted)

Pricelist current through modification PA-0008, effective April 12, 2021



Customer Information

1A. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s):

SIN Number	SIN Description	Service Description Page	Awarded Price Page
54151S/STLOC	Information Technology Professional Services	6 – 9	5
OLM/STLOC	Order Level Materials (OLM)	Defined at Order Level	Defined at Order Level

1B. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply: Not applicable.

1C. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See pages 6 – 9.

2. Maximum Order:

SIN Number	Maximum Order
54151S/STLOC	\$500,000
OLM/STLOC	\$250,000

3. Minimum Order: \$100.00

4. Geographic Coverage: FOB Destination (CONUS – 48 Contiguous States, DC, 50 States, PR, U.S. Territories)

5. Points of Production: Same as company address

6. Discount from List Price: Government net prices (discounts deducted)

7. Quantity Discounts: None offered

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.

9. Foreign Items: None

10A. Time of Delivery: Specified on the task order

10B. Expedited Delivery: Items available for expedited delivery are noted in this price list and contact contractor



- 10C. Overnight and 2–day Delivery:** Contact contractor
- 10D. Urgent Requirements:** Please note the Urgent Requirements of this contract and contact contractor
- 11. F.O.B. Points:** Destination
- 12A. Ordering Address:** 1800 Massachusetts Ave. NW, 2nd Floor, Washington, DC 20036
- 12B. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 13. Payment Address:** 1800 Massachusetts Ave. NW, 2nd Floor, Washington, DC 20036
- 14. Warranty Provision:** N/A
- 15. Export Packing Charges, if Applicable:** N/A
- 16. Terms and Conditions of Rental:** N/A
- 17. Terms and Conditions of Installation:** N/A
- 18. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** N/A
- 19. List of Service and Distribution Points:** N/A
- 20. List of Participating Dealers:** N/A
- 21. Preventive Maintenance:** N/A
- 22A. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 22B. 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 (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. N/A**
- 23. Unique Entity Identifier (UEI) Number:** 603437377
- 24. Notification regarding registration in System for Award Management (SAM) database.:** Rock Creek Publishing Group Inc. dba Chief Rock Creek Strategic Marketing is registered in the SAM database.



Company Overview

Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing, a Woman-Owned Small Business (WOSB), is a full-service agency with more than 25 years of experience driving high-impact technology and brand communications. With advanced and integrated strategy, creative and development teams, we connect constituents, build loyalty and create new possibility through strategic and enterprise level engagements.

Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing offers a thorough understanding of government needs and deep experience with government contracting and procurement. We strive to understand our clients' unique goals, needs, and requirements so we can minimize risk while achieving your goals. Government leaders rely on Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing for a wide range of services including:

- **User Experience Design:** Information architecture, taxonomy, process workflows, usability testing, interactive design, user persona development
- **Website & Mobile Design and Development:** Scalability, responsive design, content migration, testing, accessibility, Drupal and WordPress development, CMS implementation
- **Branding:** Naming, logo and identity design, tag lines, brand guidelines
- **Design:** Print, web, mobile, motion/video
- **Content Strategy and Development:** Copy writing and editing, governance, content strategy
- **Social Media and Online Marketing:** Social media strategy and advertising, search engine optimization (SEO), blogging, analytics and SEO analysis, pay per click advertising, keyword research
- **Marketing and Communications:** Challenge and prize, recruiting and retention, outreach and public awareness campaigns, public relations and public affairs, media buying
- **Program Management:** Full strategy development, planning, administration, and implementation of programs including infrastructure, governance, and fiscal management



Labor Category Hourly Rates

SIN: 54151S/STLOC

Labor Category	Awarded Price
IT Program Manager I	\$106.31
IT Program Manager II	\$136.08
IT Strategic Consultant I	\$131.55
IT Strategic Consultant II	\$195.05
IT Functional Specialist I	\$106.31
IT Functional Specialist II	\$136.08
Web Developer I	\$78.48
Web Developer II	\$182.86
Graphics Specialist I	\$106.31
Graphics Specialist II	\$136.08
Subject Matter Expert	\$269.33
Senior Technology Consultant	\$269.33



Labor Category Descriptions

SIN: 54151S/STLOC

LABOR CATEGORY	DESCRIPTION
IT Program Manager I	<p>Coordinates multiple projects and oversees the work of program personnel. Coordinates the completion of projects and applies experience in performance management, risk management, or other related services. Interacts with the client over the course of the project, provides status reports and provides insight and recommendations to mitigate project-related issues.</p> <p>MINIMUM REQUIREMENTS: Two (2) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>
IT Program Manager II	<p>Directs and manages multiple projects and oversees the work of program personnel. Directs the completion of projects and applies experience in performance management, risk management, or other related services. Interacts with the client over the course of the project, provides status reports and provides insight and recommendations to mitigate project-related issues.</p> <p>MINIMUM REQUIREMENTS: Four (4) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>
IT Strategic Consultant I	<p>Provides strategic consulting advice, solutions, and support to organizations, including two (2) years in at least one of the following: internet strategy, online communities, internet marketing, internet best practices, internet trends. Has knowledge and demonstrated experience in conducting training, developing presentations/proposals, and writing strategic and technical content solutions. Participates in large-scale review and assessment of strategic issues facing a client, including baseline evaluation, "brand" identification, gap analysis, opportunities analysis, and developing a detailed implementation plan. Provides key understanding of competitive landscapes, emerging trends, technology, business trends, and competitors.</p> <p>MINIMUM REQUIREMENTS: Two (2) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>



IT Strategic Consultant II	<p>Provides strategic consulting advice, solutions, and support to organizations, including four (4) years in at least one of the following: internet strategy, online communities, internet marketing, internet best practices, internet trends. Has knowledge and demonstrated experience in conducting training, developing presentations/proposals, and writing strategic and technical content solutions. Identifies and articulates a vision for the effective use of traditional and digital media channels as tools to further the goals of an organization. Leads large-scale review and assessment of strategic issues facing a client, including baseline evaluation, "brand" identification, gap analysis, opportunities analysis, and developing a detailed implementation plan. Facilitates high-level client discussions and decision making, guiding the strategy team, and provides key understanding of competitive landscapes, emerging trends, technology, business trends, and competitors.</p> <p>MINIMUM REQUIREMENTS: Four (4) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>
IT Functional Specialist I	<p>Experience in providing analysis in the design, development, evaluation, enhancement, maintenance, testing, or problem diagnosis/resolution. The IT Functional Specialist will bring process modeling, process simulation, and performance measuring expertise to large scale implementations or systems integration efforts. May lead team(s) to support an overall process related effort.</p> <p>MINIMUM REQUIREMENTS: Two (2) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>
IT Functional Specialist II	<p>Experience in providing analysis in the design, development, evaluation, enhancement, maintenance, testing, or problem diagnosis/resolution. The IT Functional Specialist will bring process modeling, process simulation, and performance measuring expertise to large scale implementations or systems integration efforts. May lead team(s) to support an overall process related effort. Advises on methodology while coordinating analyses with other project personnel. Applies technical and/or analytical approaches to solve client issues.</p> <p>MINIMUM REQUIREMENTS: Four (4) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>
Web Developer I	<p>Programs customized web-based tools and applications as well as back-end solutions for clients. Design systems for implementation by Web Developers and Web Programmers. Interacts with clients and project managers on technical aspects of the project. Knowledge and proficiency in HTML, dynamic HTML, ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CSS, CGI, .NET.</p> <p>MINIMUM REQUIREMENTS: Two (2) years of experience and Bachelor's degree (or equivalent additional years of experience).</p>



Web Developer II

Advanced level programming skills with a solid knowledge of site design, information architecture, client management, user interface design, site utilization, front and back-end development. Programs customized web-based tools and applications as well as front and back-end solutions for clients. Designs systems for implementation by Web Developers and Web Programmers. Interacts with clients and project managers on technical aspects of the project. Knowledge and proficiency in HTML, dynamic HTML, ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CSS, CGI, and .NET.

MINIMUM REQUIREMENTS: Four (4) years of experience and Bachelor's degree (or equivalent additional years of experience).

Graphics Specialist I

Experience with graphics applications (Adobe Illustrator, Photoshop, InDesign, Illustrator, MS PowerPoint, etc.). Develops and edits graphic presentations for slides. Creates/edits/imports graphics for print, web, or machine-readable documents. Provides and creates computer-based design, layout, and production for printed materials (brochures, flyers, posters, reports, magazines, etc.), websites, electronic documents, (e-newsletters, banner ads, etc.), and exhibit displays. Prepares files for print/web applications including creating animation, custom illustrations. Corrects errors in print-ready files and conducts quality assurance checks.

MINIMUM REQUIREMENTS: Two (2) years of experience and Bachelor's degree (or equivalent additional years of experience).

Graphics Specialist II

Manages and supervises the production of graphics by graphics support staff. Manages creative projects from concept to completion, translates marketing objectives into strategies, and directs the creative team in the production of advertising, public relations, outreach, and marketing collateral. Experience with graphics applications (Adobe Illustrator, Photoshop, InDesign, Illustrator, MS PowerPoint, etc.). Develops and edits graphic presentations for slides. Creates/edits/imports graphics for print, web, or machine-readable documents. Provides and creates computer-based design, layout, and production for printed materials (brochures, flyers, posters, reports, magazines, etc.), websites, electronic documents, (e-newsletters, banner ads, etc.), and exhibit displays. Prepares files for print/web applications including creating animation, custom illustrations. Corrects errors in print-ready files and conducts quality assurance checks.

MINIMUM REQUIREMENTS: Four (4) years of experience and Bachelor's degree (or equivalent additional years of experience).

Subject Matter Expert
(SME)

Develops customized organizational and marketing solutions to meet client needs. Engages clients in problem solving, questioning, listening and solutions identification. Translates organizational concerns into communications solutions. Provides key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors, and emerging companies. Leads team members in defining project objectives, scope, and deliverables; and assesses resource needs. Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

MINIMUM REQUIREMENTS: 10+ years of experience and Bachelor's degree (or equivalent additional years of experience).



Senior Technology
Consultant

Provides subject matter expertise for the strategic planning and development of enterprise level development projects. Assists development team overseeing the application architecture, design, development and implementation of a content management system (CMS) solution. Leads development of installs, theming, module integration and custom patching and custom module development. Supports and leads development efforts for third-party and legacy system integration with the CMS. Has a solid understanding of user experience (UX) with in-depth knowledge of design strategy, and identifies, tests and initiates work with new and emerging technologies.

MINIMUM REQUIREMENTS: 10+ years of experience and Bachelor's degree (or equivalent additional years of experience).



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STEPHANIE LEMAITRE | Senior Director of Contracts
202.791.0095
stephanie.lemaitre@u.group
