

General Services Administration
Federal Supply Service

Authorized Federal Supply Schedule Price List

January 2012

Schedule Title: FSS 541 – Advertising & Integrated Marketing Services (AIMS)

Contract Numbers: GS-07F-0118U

Contract Period: December 5, 2007 – December 4, 2012

Contractor: **Design Alliance, Inc.**
520 North Washington Street
Alexandria, VA 22314
Phone Number: 703.838.9894
Fax Number: 703.838.9851
Email: tchamblee@designalliance.com

Contractor's Administration Source: Tonnie Chamblee
(same as above)

Business size: Small

Customer Information:

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

SIN	Description
541-3	Web Based Marketing Services
541-4D	Conference, Events and Tradeshow Planning Services
541-4E	Commercial Photography Services
541-4F	Commercial Art & Graphic Design Services

1b. Lowest Priced Model and Price for Each SIN: See attachment 1

1c. Hourly Rates: See attachment 1

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

3. Minimum Order: \$100

4. Geographic Coverage: Domestic

5. Point(s) of Production:

Design Alliance, Inc.
520 North Washington Street
Alexandria, VA 22314

6. Discount from List Prices: All prices listed are net prices.

7. Quantity Discount(s): None

8. Prompt Payment Terms: Net 30

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: In accordance with the requirements of the task order

11b. Expedited Delivery: Contact Contractor's Representative

11c. Overnight and 2-day delivery: N/A

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. F.O.B. Point: Destination

13a. Ordering Address: Design Alliance, Inc.
520 North Washington Street
Alexandria, VA 22314

13b. 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

14. Payment Address: Design Alliance, Inc.
520 North Washington Street
Alexandria, VA 22314

15. Warranty Provision: Standard Commercial Warranty.

16. Export Packing Charges: Not applicable

17. Terms and Conditions of Government Purchase Card acceptance: Will accept up to 30,000 upon receipt of credit card authorization and receipt of authorized signature.

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 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. Preventative Maintenance (if applicable): N/A

24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or pollutants): N/A

24b. Section 508 Compliance EIT: N/A

25. Data Universal Number System (DUNS) number: 781097894

26. Notification regarding registration in Central Contractor Registration (CCR) database: Registration valid until 5/22/2012.

Labor Category	Labor Rates
Principal Design Lead	\$176.31
Project Manager	\$148.10
Subject Matter Expert II	\$221.65
Subject Matter Expert I	\$196.46
Communications Specialist III	\$141.05
Communications Specialist II	\$105.78
Communications Specialist I	\$60.45
Editorial III	\$95.71
Editorial II	\$70.52
Editorial I	\$60.45
Media/Marketing Tech Spec III	\$151.12
Media/Marketing Tech Spec II	\$120.90
Media/Marketing Tech Spec I	\$80.60
Internet Media Specialist III	\$166.23
Internet Media Specialist II	\$125.93
Internet Media Specialist I	\$85.63
Visual Comm/Graphics Spec III	\$141.05
Visual Comm/Graphics Spec II	\$120.90
Visual Comm/Graphics Spec I	\$75.56
Researcher III	\$130.97
Researcher II	\$90.67
Researcher I	\$40.30
Administrative II	\$75.56
Administrative I	\$55.41

1. Principal Design Lead

Functional Responsibility: Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages sub-contractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

2. Project Manager

Functional Responsibility: 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/exceeds client objectives.

3. Subject Matter Expert II

Functional Responsibility: Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of Web developers. Develops and directs strategic approach to Web campaigns 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.

4. Subject Matter Expert I

Functional Responsibility: Performs directed subject matter work. Supports team in producing high-quality deliverable in time-efficient manner. Meets with client as needed.

5. Communications Specialist III

Functional Responsibility: 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 media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

6. Communications Specialist II

Functional Responsibility: Manages team of communications specialists. Develops and directs strategic approach to information campaigns and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives, to propose initiatives, and to establish priorities.

7. Communications Specialist I

Functional Responsibility: Aids in developing and implementing targeted information campaigns. Contributes to the production of information products such as brochures, videos, media, and legislative analysis. Maintains contact lists.

8. Editorial III

Functional Responsibility: Oversees diverse editorial program area. Heads development of strategic integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of effectively communicating client key messages and directing quality assurance. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

9. Editorial II

Functional Responsibility: Leads multiple editorial initiatives. Manages document quality assurance and quality control procedures and works with staff to improve writing flow and layout.

10. Editorial I

Functional Responsibility: Supports writing projects and aids in ensuring communications clearly relay client key messages and

Responsibility: adhere to identified requirements. Performs document quality assurance and quality control reviews. Works with staff to improve writing flow and layout.

11. Media/Marketing Tech Spec III

Functional Responsibility: Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

12. Media/Marketing Tech Spec II

Functional Responsibility: Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

13. Media/Marketing Tech Spec I

Functional Responsibility: Supports media/marketing tasks. Assists with systems development by writing reports, testing software-writing systems, documenting, and building basic queries.

14. Internet Media Specialist III

Functional Responsibility: Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of Web developers. Develops and directs strategic approach to Web campaigns 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.

15. Internet Media Specialist II

Functional Responsibility: Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of Web developers. Develops and directs strategic approach to Web campaigns 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.

16. Internet Media Specialist I

Functional Responsibility: Aids in design and development of Web sites. Contributes to the production of Web graphics and aids implementation of site layout using HTML, JavaScript, Cold Fusion, ASP, and/or other tools. Can assist in Web site testing and evaluation processes.

17. Visual Comm/Graphics Spec III

Functional Responsibility: Oversees multi-faceted visual communications program area. Heads development of strategic integrated visual product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications/graphic services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

18. Visual Comm/Graphics Spec II

Functional Responsibility: 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 pre-press production. Meets with client as necessary.

19. Visual Comm/Graphics Spec I

Functional Responsibility: Creates graphic materials based on pre-set standards. Supports design of projects from conception to completion. Experienced in desktop layout, image manipulation, and some pre-press preparation.

20. Researcher III

Functional Responsibility: Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

21. Researcher II

Functional Responsibility: Coordinates and/or conducts research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

22. Researcher I

Functional Responsibility: Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods.

23. Administrative II

Functional Responsibility: Provides administrative, project assistant, and administrative oversight support. May provide secretarial, word processing, graphics, desktop publishing, and editing support.

24. Administrative I

Functional Responsibility: Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.