



**DigiGraph Media**

A Creative Solutions Company

## **Contract Numbers**

**GS-07F-0592X and GS-07F-0593X**

### **DigiGraph Media**

8120 Fenton Street, LL-100

Silver Spring, MD 20910

Phone: (301) 587-7092

Fax: (301) 587-1338

**[www.digigraphmedia.com](http://www.digigraphmedia.com)**

**[info@digigraphmedia.com](mailto:info@digigraphmedia.com)**

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Standard Form 1449, Contract for Commercial Items  
**DigiGraph Media**  
Contract Numbers: **GS-07F-0592X** and **GS-07F-0593X**

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**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is **<http://www.gsaadvantage.gov>**

**SCHEDULE TITLE**

Federal Supply Schedule 541 Advertising and Integrated Marketing Solutions (AIMS 541). FSC: R701

**CONTRACT NUMBERS**

**GS-07F-0592X** and **GS-07F-0593X**

**CONTRACT PERIOD**

June 20, 2011 – June 19, 2016

For more information on ordering from Federal Supply Schedules,  
click on the **GSA Schedules** link at **[www.gsa.gov](http://www.gsa.gov)**

**CONTRACTOR**

**DigiGraph Media**

8120 Fenton St., Suite LL-100

Silver Spring MD 20910

Phone number: (301) 587-7092

E-mail: **[vearland@digigraphmedia.com](mailto:vearland@digigraphmedia.com)**

**CONTRACTOR'S ADMINISTRATION SOURCE**

Vince Earland

*President and General Manager*

DigiGraph Media

8120 Fenton St., Suite LL-100

Silver Spring MD 20910

Phone number: (301) 587-7092

E-mail: **[vearland@digigraphmedia.com](mailto:vearland@digigraphmedia.com)**

**BUSINESS SIZE**

Small, Minority Owned

**CUSTOMER INFORMATION**

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

<b>SIN</b>	<b>DESCRIPTION</b>
541-1	Advertising Services
541-3	Market Research and Analysis
541-4B	Video/Film Production
541-4F	Commercial Art and Graphic Design
541-5	Integrated Marketing Services

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:** (Government net price based on a unit of one.) Prices shown herein are net, with all discounts deducted and are valid for all areas.

**1c. HOURLY RATES:** See Pricelist (Attachment)

**2. MAXIMUM ORDER\*:** \$1,000,000 per SIN

*\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor 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, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

**5. POINT(S) OF PRODUCTION:** Silver Spring MD (Montgomery County).

**6. DISCOUNT FROM LIST PRICES:** Prices shown herein are net.

**7. QUANTITY DISCOUNT(S):** None.

**8. PROMPT PAYMENT TERMS:** Net 30 Days.

**9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

**9.b Government Purchase Cards are accepted above the micro-purchase threshold.**

**10. FOREIGN ITEMS:** None.

- 11a. TIME OF DELIVERY:** As specified on agency task order and mutually agreed.
- 11b. EXPEDITED DELIVERY:** As specified on agency task order and mutually agreed.
- 11c. OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency task order and mutually agreed.
- 11d. URGENT REQUIREMENTS:** As specified on agency task order and mutually agreed.
- 12. FOB POINT:** Destination.
- 13a. ORDERING ADDRESS:** **DigiGraph Media**  
8120 Fenton St., Suite LL-100  
Silver Spring MD 20910  
Phone number: 301.587.7092  
E-mail: [vearland@digigraphmedia.com](mailto:vearland@digigraphmedia.com)
- 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:** Same as contractor.
- 15. WARRANTY PROVISION:** Standard Commercial Warranty.
- 16. EXPORT PACKING CHARGES:** Not applicable.
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above 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):**
- 24b. Section 508 Compliance for EIT:** N/A.
- 25. DUNS NUMBER:** 045406779.
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Registration valid until 03/21/2012.

**DigiGraph Media, LLC (301) 587-7092 GSA Pricelist**

<b>SIN</b>	<b>Services</b>	<b>Unit</b>	<b>GSA Price</b>
541-1	Project Management	Hour	\$25.00
541-1	Storyboards & Illustrations	Hour	\$65.00
541-1	Character Development	Hour	\$75.00
541-1	Publication Design	Hour	\$75.00
541-1	Newsletter Design	Hour	\$75.00
541-1	Brochure Design	Hour	\$75.00
541-1	Package Design	Hour	\$75.00
541-1	Print Ad Design	Hour	\$75.00
541-1	Branding & Logo Design	Hour	\$85.00
541-3	Programming	Hour	\$90.00
541-3	Flash Animation	Hour	\$90.00
541-4B	Project Management	Hour	\$25.00
541-4B	2D Animation	Hour	\$140.00
541-4B	3D Animation	Hour	\$180.00
541-4B	Compositing	Hour	\$195.00
541-4B	Editing	Hour	\$80.00
541-4B	Animatic Creation	Hour	\$70.00
541-4B	2D Digital Paint	Hour	\$100.00
541-4B	3D Rendering	Hour	\$80.00
541-4B	Audio Mix-to-Picture	Hour	\$80.00
541-4B	Music Drop	Hour	\$45.00
541-4B	Narration Recording	Hour	\$65.00
541-4B	Color Correction	Hour	\$80.00
541-4B	Digitizing	Hour	\$65.00
541-4F	Project Management	Hour	\$25.00
541-4F	Graphic Design and Layout	Hour	\$60.00
541-4F	Comprehensives	Hour	\$40.00
541-5	Stock Photography	Hour	\$20.00
541-5	Design and Layout	Hour	\$60.00
541-5	Project Management	Hour	\$25.00
541-5	PowerPoint Design	Hour	\$90.00
541-5	DVD Design & Layout	Hour	\$75.00
541-5	DVD Authoring	Hour	\$75.00
541-5	Illustration & Drawing	Hour	\$75.00
541-5	Quality Control/Testing	Hour	\$75.00
541-5	Flowcharting	Hour	\$75.00

## Professional Labor Category Descriptions

Professional Title	Detailed Position Description	Functional Responsibilities	SIN	Minimum Years of Experience Educational/Degree Requirements
<b>Creative Director</b>	The creative head of the media design firm, advertising agency, or an in-house corporate design department. Key responsibilities include the development of graphic design, advertising, communications and industrial design publications and motion media.	<ul style="list-style-type: none"> <li>• Co-manages all creative aspects, including graphic design personnel.</li> <li>• Graphic Design and Layout.</li> <li>• Primarily manages motion media.</li> <li>• Oversees motion media design and static media design.</li> </ul>	541-1 541-4B 541-4F 541-5	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Art Director</b>	Oversees the creation of all projects visual style, supervises visual development artists in the preproduction phase, and in consultation with the Creative Director, oversees the color-modeling process down the line to color timing the prints.	<ul style="list-style-type: none"> <li>• Co-manages all creative projects, including graphic design personnel.</li> <li>• Graphic Design and Layout.</li> <li>• Primarily manages print media.</li> <li>• Oversees static media design and motion media design.</li> </ul>	541-1 541-4B 541-4F 541-5	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Project Manager</b>	Responsible for management of all creative projects, timetables, artist assignments, production schedules, equipment, design materials, deliverables and client interactions.	Manages: <ul style="list-style-type: none"> <li>• Creative Personnel</li> <li>• Production Schedules</li> <li>• Timetables</li> <li>• Artist Assignments</li> <li>• Client Interaction</li> <li>• Quality Control/Testing</li> <li>• Flowcharting</li> </ul>	541-1 541-1B 541-1F 541-5 541-1000/2000	2 Yr. Associates Degree or Equivalent of 4 Yrs. of Experience
<b>Graphic Designer</b>	Graphic designers use both design and production elements — including color, typography, illustration, photography, animation, printing, or programming techniques — to organize ideas visually in order to convey a desired impact and message. Evaluates and develops effective communication concepts and strategies that enhance a client's image, service or product.	<ul style="list-style-type: none"> <li>• Graphic Design and Layout</li> <li>• Branding and Logo Design</li> <li>• Publication/Package Design</li> <li>• Print Ad/Newsletter Design</li> <li>• Stock Photography</li> <li>• Comprehensives</li> <li>• PowerPoint Design</li> <li>• DVD Design and Layout</li> <li>• DVD Authoring</li> <li>• Programming</li> </ul>	541-1 541-3 541-4F	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Editor</b>	Primary responsibility is to process, manipulate and re-arrange video shots through the post-production process. In addition, the editor incorporates audio and static or animated graphics in the video in order to enhance the storytelling process.	<ul style="list-style-type: none"> <li>• Editing</li> <li>• Digitizing</li> <li>• Color Correction</li> <li>• Audio mix-to-picture</li> <li>• Music Drop</li> <li>• Narration Recording</li> </ul>	541-4B	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Digital Paint Artist</b>	Creates visual digital artwork in the 2D realm for static and motion media projects. Typically works in conjunction with Animators, Compositors and Editors.	<ul style="list-style-type: none"> <li>• Digital Paint</li> <li>• Graphic Design and Layout</li> </ul>	541-4B 541-4F	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Animator</b>	Creates motion visual elements, either in the 2D or 3D design realm for motion media using a unique set of digital design skills and artistry.	<ul style="list-style-type: none"> <li>• Animatic Creation</li> <li>• 2D Animation</li> <li>• 3D Animation</li> <li>• 3D Rendering</li> <li>• Flash Animation</li> <li>• Programmer</li> </ul>	541-3 541-4B	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Compositor</b>	Brings all graphic elements together including 2D paint, 2D and 3D animations to a completed visual segment within the motion media process.	<ul style="list-style-type: none"> <li>• Animatic Creation</li> <li>• 2D Animation</li> <li>• 3D Animation</li> <li>• 3D Rendering</li> </ul>	541-4B	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Illustrator</b>	Conceptualizes, paints and draws new images used in a variety of static and motion media applications.	<ul style="list-style-type: none"> <li>• Storyboards and Illustrations</li> <li>• Illustration and Drawing</li> <li>• Graphic Design and Layout</li> </ul>	541-1 541-5	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Storyboard Artist</b>	Creates storyboards representing the scope of the film or video's action, breaking down into specific scenes and showing the film or videos sequential development in proper scale.	<ul style="list-style-type: none"> <li>• Storyboards and Illustrations</li> <li>• Illustration and Drawing</li> <li>• Graphic Design and Layout</li> </ul>	541-1 541-5	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience
<b>Character Developer</b>	Creates models based on the designer's concepts and provides character development to help visualize the look and style of animated characters in static or motion media.	<ul style="list-style-type: none"> <li>• Character Development</li> <li>• Illustration and Drawing</li> </ul>	541-1 541-5	5 Yr. Bachelor of Arts Degree or Equivalent of 8 Yrs. of Experience





# DigiGraph Media

## Philosophy

ART & DESIGN should never be an afterthought to the advertising, marketing or promotional campaign; but rather a major component to its success. Our media design professionals use illustration, storyboards, animation, editing, audio design and visual effects to strengthen the message behind the medium.

At DigiGraph Media, we avoid the tendencies of business as usual. We listen to your ideas and embrace the collaborative effort. Our media design professionals are anchored



by the engaging personality of Creative Director Kevin Dove who wholeheartedly reflects the environment established at DigiGraph Media. An

eclectic array of media design suites provides a comfortable and open environment for creative development and strategic planning.

## Art & Design Services for Advertising, Marketing and Promotion

### Pre Production

- Concept Development
- Writing
- Project Management



### Video Design

- Broadcast Design
- Animation and Visual Effects
- Illustration and Storyboards
- Video Production
- Post Production

### Print Design

- Corporate Graphic Design
- Branding and Logo Design
- Advertising and Promotion Design
- Collateral and Publication Design
- Advertising Illustration

- Book Design
- Editorial Illustration
- Dimensional (3D) Illustration
- Package Design
- Environmental Graphic Design
- Exhibit and Display Design
- Cartooning

### New Media Design

- Web Design
- Web Hosting
- IT Design Consulting
- Database Creation
- Interactive Design
- Video Game Design



### Clients

#### Government Agencies

- Department of Justice
- Department of Health and Human Services
- Department of Commerce (NOAA)
- Department of Defense (DOD)
- U.S. Small Business Administration
- U.S. Department of Treasury
- U.S. Department of the Interior
- United States Agency for International Development
- United States Army
- District of Columbia
- Maryland Department of Mental Health and Hygiene
- Montgomery County



#### Commercial and Non-Profit Organizations

- Discovery Communications
- Freddie Mac
- Verizon
- Richfield Productions, Inc.
- Bain Pugh Media
- Inter-American Institute for Cooperation on Agriculture (IICA)
- National Fair Housing
- Mountaintop Marketing Group
- Cortina Productions, Inc.
- Moondance Productions
- Parks Place Communications, Inc.
- RDT Productions
- EXIM-IMPORT Bank
- EMW Group
- Washington Technology Group
- Branchtech Solutions
- Vision Creative

### Certifications

- 8(a) Certified
- Small Disadvantaged Business (SDB)
- HUBZone Certified
- Central Contractor Registered (CCR)
- Minority Business Enterprise (MBE)
- Maryland Small Business Reserve Program Participant
- Montgomery County's Local Small Business Reserve Program
- Small Local Business Enterprise (SLBE) Program, (WSSC)
- GSA (Pending)



### Authorized Federal Government NAICS Codes

- 541 Professional, Scientific, and Technical Services
- 541430 Graphic Design Services
- 541511 Custom Computer Programming Services
- 541810 Advertising Agencies
- 541850 Display Advertising
- 41922 Commercial Photography
- 512 Motion Picture and Sound Recording Industries
- 512191 Teleproduction and Other Post Production Services
- 512191 Motion Picture and Video Production

For additional information about DigiGraph Media and how we can be of assistance, please contact us at **301-587-7092** or send e-mail to [info@digiagraphmedia.com](mailto:info@digiagraphmedia.com)

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CEO and Creative Director **Kevin Dove**  
General Manager **Vince Earland Jr.**