



2005 – 2010 GSA FEDERAL SUPPLY SCHEDULE PRICE LIST

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

Advertising & Integrated Marketing Solutions

Federal Supply Class: 541
Corporate SIN: 541-3 Web Based Marketing Services
541-4F Commercial Art & Graphic Design
541-1000 Other Direct Costs

Contract Number: GS-23F-0173R

Contract Period: May 6, 2005 – May 5, 2010

Contractor: OmniDigital Studio, Inc. (d.b.a. OmniStudio)
1140 19th Street, NW
Suite 320
Washington, DC 20003

Point of Contact: Eileen Kessler, President

E-MAIL: ekessler@omnistudio.com
TEL: (202) 785-9605
FAX: (202) 785-9609
WEB: <http://www.omnistudio.com>

Business Size: Small, Woman-owned

Date: May 6, 2005

INFORMATION FOR ORDERING ACTIVITIES

- 1a. **Awarded SIN:**
 541-3 Web Based Marketing Services
 541-4F Commercial Art & Graphic Design
 541-1000 Other Direct Costs

1b. **Awarded Pricing**

Sr. Web Designer	\$142.50
Web Designer	\$118.75
Account Manager	\$95.00
Senior Designer	\$95.00
Writer	\$95.00
Web Developer	\$80.75
Designer	\$71.25
Pre-Press Production Artist	\$71.25
Graphic Production Artist 1	\$57.00
Office Manager	\$57.00
Copy Editor	\$42.75
Proofreader	\$33.25

Other Direct Costs

CD-Burning Individual CDs	\$23.75
CD-Duplication, includes label and paper sleeve	
1 -50	\$23.75
51 -100	\$14.25
101-250	\$9.50
Posters – Color/Per Print (Max 40 by 120)	\$407.55
Lamination (max 40 x 120 in.)	\$94.05
Mounting on ¼ foam core (Max. 40 x 65)	\$66.50
Mounting on ½ in foam or gator (Max. 40 x 65)	\$84.55
Poster Setup	\$14.25
Color Matching, per hour	\$57.00
Poster Output, per Sq. ft.	\$14.25
Laminate, per sq. ft.	\$0.00
Grommets	\$2.85
Photo Scans - Black and white	\$14.25
Photo Scans - Color	\$38.00

- 1c. **Labor Category Descriptions:** See Below
 2. **Maximum Order Limitation:** \$1,000,000.00
 3. **Minimum Order:** \$100.00

4. **Geographic coverage:** Domestic delivery only
 5. **Point of Production:** Washington, DC
 6. **Discount from list prices:** 5%
 7. **Quantity discounts:** 5% for any single project exceeding \$50,000.00
 8. **Prompt payment terms:** Net 30
 9a. **Government purchase cards are accepted at or below the micro-purchase threshold:** Yes
 9b. **Government purchase cards are accepted or not accepted above the micro-purchase threshold:**
 10. **Foreign items:** Not applicable
 11a. **Time of delivery:** Negotiated at task order level
 11b. **Expedited delivery:** As specified on task order
 11c. **Overnight and 2-day delivery:** As specified on task order
 11d. **Urgent requirements:** Contact Contractor Contact
 12. **F.O.B. point(s):** Destination
 13a. **Ordering address:**
 OmniDigital Studio, Inc. (d.b.a. OmniStudio)
 1140 19th St. NW
 Suite 320
 Washington, DC 20003
 ATTN: Eileen Kessler, President

 E-MAIL: ekessler@omnistudio.com
 Tel: (202) 785-9605
 FAX:(202) 572-5705

- 13b. **Ordering procedures:** see fss.gsa.gov/schedules
- 14. **Payment address:**
OmniDigital Studio, Inc. (d.b.a.
OmniStudio)
1140 19th St. NW
Suite 320
Washington, DC 20003
- 15. **Warranty provision:** Not applicable
- 16. **Export packing charges:**
Not applicable
- 17. **Terms and conditions of Government purchase card acceptance:** Not applicable
- 18. **Terms and conditions of rental, Maintenance, and repair:** Not applicable
- 19. **Terms and conditions of installation:**
Not applicable
- 20. **Terms and conditions of repair parts:**
Not applicable
- 20a. **Terms and conditions for any other services:** Not applicable
- 21. **List of service and distribution points:**
Not applicable
- 22. **List of participating dealers:**
Not applicable
- 23. **Preventative maintenance:**
Not applicable
- 24a. **Special attributes:** Not applicable
- 24b. **Section 508 compliance information:**
www.omnistudio.com
- 25. **DUNS Number:** 794798405
- 26. **CCR:** Registered, Registration valid to 01/06/2006

Transcend Traditional Communications

OmniStudio is a unique communications consulting firm that understands and shares the passions of our clients' interests. Since 1977 we have played a key role in developing effective integrated communications for a wide variety of organizations in public affairs and private enterprise.

Whether our clients are driven to educate, motivate, promote constructive care, or to provide outstanding services and products, their dedication and commitment inspire outstanding communications.

Growing and established organizations, public and private, turn to us to develop creative solutions that produce results. Peruse our services, examine our process, and review our portfolio. You'll see that OmniStudio designs and produces the solutions that help our clients disseminate information clearly and professionally to effect action, loyalty, and support.

Job Descriptions

JOB TITLE: Senior Web Designer

Minimum/General Experience: 10 years experience in marketing or communications management. 5 years experience and thorough knowledge of Web site and multimedia presentation design and development, including working knowledge of HTML coding, information architecture, user-experience design, usability standards, and best practices in content management systems (CMS) and processes, e-commerce and online constituent relationship management (eCRM) software. Thorough knowledge of interactive technology and e-marketing trends. 10 years experience in project and staff management.

Functional Responsibility: Oversee interactive projects. Develops project budgets, makes creative presentations to clients, manages interactive design and production team. Analyzes client needs and makes recommendations for most effective technology solutions. Negotiates and manages contracts with outside vendors for such services as information architecture, e-commerce and content management solutions. Oversees design and production team in all phases of work.

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Acts as the liaison between Omni's client and interactive design and development teams.

Minimum Education: Undergraduate degree in liberal arts, communications, or business.

Graduate degree or minimum 10 years experience in business communications field.

JOB TITLE: Web Designer

Minimum/General Experience: Seven years experience in graphic communications design with a minimum 5 years experience specifically designing Web site and multimedia interfaces.

Experience and knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash. Understanding of the role of Web design in overall communications strategy and brand awareness. Two years project management experience including client presentation, overseeing junior designers and Web programmers. Thorough knowledge in the use of state-of-the art Web technology, including content management solutions, e-commerce, and 508 compliance requirements. May also have direct skills and experience in Web art production (file preparation) and Web code development, such as HTML, CSS, and various standard scripting languages.

Functional Responsibility: Work with others to create a wide variety of commercial, organizational, technical and educational Web sites. Design overall "look" including graphics and typography, create all navigation, and incorporate content. Incorporate client requirements and user feedback into design revisions, in order to realize completed artwork, animation, and content styles for entire Web sites and interactive multimedia presentations.

Minimum Education: Bachelor's degree in communications or design related field.

JOB TITLE: Account Manager

Minimum/General Experience: 15 years of sales experience related to selling and managing marketing, design and printing services. 15 years experience with project management responsibilities related to branding and visual design campaigns and publication design. Has expertise in all types of printing processes. 10 years experience with print buying and management.

Functional Responsibility: Develop budgets, schedules and write proposals for client engagements.. Meet with client to determine best process for achieving goals. Bring together team of experts to consult with clients. Account manager acts as liaison between client, and the design team. The account manager also oversees printing and other outside services contracted through OmniStudio.

Minimum Education: Undergraduate degree in liberal arts, business or communications.

JOB TITLE: Senior Designer

Minimum/General Experience: Minimum 10 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results.

Minimum Education: Bachelor's degree in design. Graduate degree or 10 years experience as a designer in a variety of product areas.

JOB TITLE: Web Developer

Minimum/General Experience: Five years of experience designing and coding HTML pages and preparing Web-ready graphics files. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, and additional Web-standard scripting languages and template building techniques. Knowledge and experience with a variety of production tools, technologies, and techniques for design and development including Adobe Photoshop and Illustrator, BBEdit, and Macromedia Dreamweaver and Flash. Understanding of GIF/JPEG production and optimization, browser-safe colors, effective layout, typography,

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and usability standards for Web sites. Knowledge of usability/accessibility standards of user interface development in order to produce code compliant for Section 508 accessibility; may work with development tools that aid in this process.

Functional Responsibility: Work with others to create a wide variety of commercial and organizational Web sites. Help develop structure of site and directories. Create navigation, code templates and work closely with Web producers and Web designers to achieve highest quality work. Incorporate content, test sites on multiple platforms/browsers, and assist in the configuration of Web server settings. Update the site as required.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: DESIGNER

Minimum/General Experience: Minimum 5 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results. Review bluelines.

Minimum Education: Bachelor's degree in design. Graduate degree or 5 years experience as a designer in a variety of product areas.

JOB TITLE: PREPRESS PRODUCTION ARTIST

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator, Flight Check. Must have thorough knowledge of the printing process, color, and scanning techniques.

Functional Responsibility: Print color proofs, prepare comprehensives, and pre-flight all files before going to press. Review lasers and files for best quality and printability. Oversee press inspections and review bluelines.

Minimum Education: Bachelor's degree in design or 5 years experience in hands-on production.

JOB TITLE: Graphic Production Artist

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Must have thorough knowledge of the printing process.

Functional Responsibility: Work closely with senior designers and account managers to produce a variety of printed projects from magazines, books and technical reports to advertising and marketing collateral. Print color proofs, prepare comprehensives, and flight check all files before going to press.

Minimum Education: Bachelor's degree in design or High School Diploma plus 5 years experience in hands on production.

JOB TITLE: Office Manager

Minimum/General Experience: 10 years corporate office administrative experience. Accounts receivable and payroll experience, knowledge of Peachtree Accounting System, Microsoft Excel and Word.

Functional Responsibility: General office administration, including payroll and bookkeeping management. Produce payroll checks, administer accounts receivable and payables, keep track of employee leave, update employee manual, order office supplies, purchase stock photos for design projects, arrange deliveries, enter time for outside costs for client projects.

Minimum Education: Liberal arts or business degree, or minimum 10 years experience.

JOB TITLE: Copy Editor

Minimum/General Experience: Five years experience copy editing for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. The copy editor has a thorough knowledge of standard style manuals such as GPO and Chicago.

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Functional Responsibility: When requested by client, read word for word, page proofs before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: Proofreader

Minimum/General Experience: Five years experience proofreading for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. Understanding of best practices in page layout and typography.

Functional Responsibility: Review all OmniStudio work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor's degree in liberal arts.