



**General Service Administration  
Federal Acquisition Service**

**RED, Inc.**

**Contract Information for 47QRAA25D0021  
Authorized Federal Supply Schedule FSS 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 are available through GSA Advantage! a menu-driven database system. The internet address for GSA Advantage! is: [GSAAdvantage.gov](https://www.gsa.gov/advantage).

**Schedule Title:** Multiple Award Schedule

**FSC Group:** Professional Services

**FSC Classes:** T010

**Contract Number:** 47QRAA25D0021

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>

**Contract Period:** November 20, 2024 to November 19, 2029

RED, Inc.

510 Energy Place

Idaho Falls, Idaho 83401

**Phone Number:** 208-528-0051 **Fax Number:** 208-528-0059

**Web Site:** [www.redinc.com](http://www.redinc.com)

**POC:** Linda Keele or Brad Hudson

[red@redinc.com](mailto:red@redinc.com) or [bradh@redinc.com](mailto:bradh@redinc.com)

**Business Size:** Small Business,

**Business Types:**

*A2 - Women Owned Business*

*27 - Small Disadvantaged Business*

*HQ - DoT Certified Disadvantage Business Enterprise*

*XS - S Corporation*

*2X - For-Profit Organization*

Price list is current as of Modification P00001 effective November 20, 2024



Customer Information

**1a. Table of awarded special item numbers.**

<b>SIN</b>	<b>Description</b>	<b>Large Category</b>
<b>512110</b>	<b>Video/Film Production</b>	Professional Services
<b>541430</b>	<b>Graphic Design Services</b>	Professional Services
<b>541511</b>	<b>Web Based Marketing</b>	Professional Services
<b>541922</b>	<b>Commercial Photography Services</b>	Professional Services
<b>541810ODC</b>	<b>Other Direct Costs for Marketing and Public Relations and Services</b>	Professional Services
<b>OLM OLMSTLOC</b>	<b>Order Level Materials</b>	Professional Services

**1b. Identification of Lowest Price SIN and Unit Price**

<b>SIN</b>	<b>Job Title</b>	<b>SIN Title</b>	<b>Discounted GSA Price plus IFF (Hourly)</b>
541430	Graphic Designer	Graphic Design Services	\$63.90

**1c. 47QRAA25D0021 Price List**

			Year 1	Year 2	Year 3	Year 4	Year 5
	<b>Labor Category</b>	<b>Contractor or Customer Facility or Both</b>	<b>GSA PRICE including IFF</b>	<b>GSA PRICE including IFF</b>	<b>GSA PRICE including IFF</b>	<b>GSA PRICE including IFF</b>	<b>GSA PRICE including IFF</b>
541430	Graphic Designer	Both	\$62.65	\$63.90	\$65.18	\$66.48	\$67.81
541430	Sr. Graphic Designer	Both	\$79.91	\$81.51	\$83.14	\$84.81	\$86.50
541430	Art Director	Both	\$83.93	\$85.61	\$87.32	\$89.07	\$90.85
	Account		\$62.65	\$63.90	\$65.18	\$66.48	\$67.81
541430	Coordinator	Both					
541430	Media Buyer	Both	\$62.65	\$63.90	\$65.18	\$66.48	\$67.81
541430	Illustrator/Animator	Both	\$79.91	\$81.51	\$83.14	\$84.81	\$86.50
541511	Web Programmer	Both	\$109.82	\$112.02	\$114.26	\$116.54	\$118.87
541511	Web Designer	Both	\$79.91	\$81.51	\$83.14	\$84.81	\$86.50
	Communications		\$83.93	\$85.61	\$87.32	\$89.07	\$90.85
541511	Specialist	Both					
512110	Videographer	Both	\$109.82	\$112.02	\$114.26	\$116.54	\$118.87
541922	Sr. Photographer	Both	\$109.82	\$112.02	\$114.26	\$116.54	\$118.87
541810ODC	Printing/Ad Buy/Swag	Both	\$1994.45	\$1994.45	\$1994.45	\$1994.45	\$1994.45

**Commercial Job Descriptions following item 26.**

- 2. **Maximum Order:** \$1,000,000
- 3. **Minimum Order:** \$5000
- 4. **Geographic Coverage:** Worldwide

SIN	Scope
512110	Video/Film Production
541430	Graphic Design Services
541511	Web Based Marketing
541922	Commercial Photography Services
541810ODC	Other Direct Costs for Marketing and Public Relations and Services
OLM OLMSTLOC	Order Level Materials

- 5. **Point(s) of production (city, county, and State or foreign country):**  
510 Energy Place, Idaho Falls, ID 83401
- 6. **Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted.)
- 7. **Quantity Discounts:** None.
- 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.  
**above the micro-purchase threshold:** Yes
- 9. **Foreign Items (list items by country of origin):** Not Applicable
- 10a. **Time of Delivery:** To be negotiated at the task order level.
- 10b. **Expedited Delivery:** All items over minimum are available for expedited delivery. Contact contractor for more information.
- 10c. **Overnight and 2-day Delivery:** To be negotiated at the task order level. Contact contractor for rates for overnight and 2-day delivery.
- 10d. **Urgent Requirements:** Agencies can contact contractor to obtain faster delivery.

**11. FOB:** Destination

**12a. Ordering Address:** 510 Energy Place, Idaho Falls, Idaho 83401

**POC:** Linda Keele or Brad Hudson

[red@redinc.com](mailto:red@redinc.com) or [bradh@redinc.com](mailto:bradh@redinc.com)

**12b. Order Procedures:**

See Federal Acquisition Regulation (FAR) 8.405-3 in customer Information Item 12b per I-FSS-600.

**13. Payment Address:** P.O. Box 3067, Idaho Falls, Idaho 83403,

**POC:** Linda Keele

**14. Warranty Provision:** Not Applicable

**15. Export Packing Charges:** Not Applicable

**16. Terms and Conditions of Rental Maintenance,  
and Repair:** Not Applicable

**17. Terms and Conditions of Installations:** Not Applicable

**18. Terms and Conditions of Repair Parts:** Not Applicable

**18a. Terms and Conditions for Any Other Services:** Not Applicable

**19. List of Service and Distribution Points:** Not Applicable

**20. List of Participating Dealers:** Not Applicable

**21. Preventative Maintenance:** Not Applicable

**22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency,  
and/or reduced pollutants):** Not applicable

**22b. Section 508 compliance:** Information is available for the information and communications technology (ICT) products and services at [www.redinc.com](http://www.redinc.com). ICT accessibility standards can be found at <https://www.Section508.gov/>.

**23. Unique Identity Identifier:** ZQBJVC9LJC15

**24. Notification regarding registration in SAM database:**

Contractor registered and active in SAM.



SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No.
Graphic Designer	15080 - Graphic Artist	2015-5507
Photographer	13075 – Photographer V	2015-5507

Red, Inc. confirms the Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. The prices for the cited SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

### 1c. - RED, Inc. Job Description

#### ACCOUNT COORDINATOR

This position requires a bachelor’s degree and five years of experience, or nine years of relevant experience without a degree. Maintain excellent written and oral communication skills. Able to meet deadlines and manage multiple projects.

Responsible for media tracking, web research, crafting materials, general office and client support. Tasks may also include coordinating event logistics, assembling press kits, training kits or other related material. Must have proficiency in contributing ideas to projects, making recommendations to project lead on how to improve the project, working in a team environment to effectively complete scope of work in accordance with contract, demonstrating ability to successfully move into problem-solving mode when challenges or concerns arise, respecting colleagues at all levels, calling on clients to ensure they are happy with the service and products, and coordinating planning meetings.

#### MEDIA BUYER

This position requires a bachelor’s degree and one year of experience, or five years of relevant experience without a degree. Work closely with media planners and account coordinator.

Work on a range of client accounts at the same time, often juggling various projects and deadlines; identifying the target audience for a particular media campaign and deciding the best medium to communicate to that audience. Requires keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio); monitoring buying strategies; building relationships with clients and media sales companies. Ability to negotiate with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising. Requires liaising with media salespeople to adjust media schedules in response to audience figures; booking individual media spots, pages, posters, internet banners, broadcast adverts, etc. and ensuring the adverts run accurately so the desired media message is seen and heard by consumers. Ability to provide client reporting and budget management, including preparing costings for clients and producing spending updates throughout the campaign. Requires collecting and analyzing sales and consumer data; undertaking research using a wide range of specialist media resources; and monitoring the effectiveness of the campaign.

#### WEB PROGRAMMER

This position requires a bachelor’s degree in a relevant field and two years of experience, or six years of relevant experience without a degree.

Responsible to complete projects that include web-based applications, website enhancements, desktop applications, database-backed websites and automation of web administration processes. Work within a team environment to address the programming needs of web clients. Participate in processes concerning the architecture of new applications to meet client needs. Code web pages utilizing XHTML and CSS. Expertise with industry standards. Ability to support several programming languages including, XML, SQL, PHP, VB, Perl, ASP, Python, Java, JavaScript, and C++, as well as combinations of languages such as AJAX. Ability to work in several development frameworks and with a variety of database systems.

### WEB DESIGNER

This position requires a bachelor's degree in graphic design, fine arts, or multimedia design and five years of experience, or nine years of relevant experience without a degree. In-depth knowledge with the Adobe Creative Cloud Suite, JavaScript, XML-based web applications and programming, XHTML programming, and other applicable web development languages and technologies.

Conceptualizes and designs wireframes for the overall layout of the website. Develops an effective design usable across varying devices and easily navigated by the audience. Participates in initial planning of the website, meeting with the client to discuss ideas for the layout and organization, and types of color. Collects text documents and images that will appear on the page and assists in the development of content. Requires mastery of HTML, and cascading style sheets (CSS). Ability to understand software functionality and graphic design practices required to create effective custom websites. Familiar with issues of browser / server compatibility, including which browsers and servers work well together and which do not. Must have strong verbal and communication skills, work well under the pressure of tight deadlines and changing specifications.

### COMMUNICATIONS SPECIALIST (WRITER)

This position requires a bachelor's degree in a relevant field and three years of experience, or seven years of relevant experience without a degree.

Extensive background in writing and editing of technical and commercial documentation. Complete understanding of language grammatical standards as well as sentence structure requirements for this type of writing. Familiar with the document review process, including draft review, review comments, comment resolution, draft updating, and final document development. Ability to lead a document development effort from the initial inception of the document to the publication of the final product. Expertise and general background developing, writing, and editing material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications. Ability to study blueprints, sketches, drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedures, production sequence details.

### GRAPHIC DESIGNER

This position requires a bachelor's degree in an Art related field of study or two years of relevant experience without a degree.

Works in a team environment to design various types of collateral material for print, media, or web. Familiar with a variety of artistic concepts, practices, and procedures. Prepares artwork to produce presentations, illustrations, posters, displays, etc. Prepares color separation and finished mechanicals. Requires some knowledge of the print process, as well as the proper set-up of camera-ready files being sent for offset printing. Knowledge of industry-standard graphic practices. Must have intermediate knowledge of Adobe Creative Cloud products.

## SR. GRAPHIC DESIGNER

This position requires a bachelor's degree in an Art related field of study or three years of relevant experience without a degree.

Plans, directs, and coordinates all art activities on the project. Works in a team environment to design various types of collateral material for print, media, or web. Responsible for preparing reports concerning productivity, changes to workflow, and other factors that affect the artistic quality of products. Familiar with a variety of artistic concepts, practices, and procedures. Ability to rely on experience and judgment to plan and accomplish project goals. Leads artistic oriented projects.

Prepares artwork to produce presentations, illustrations, posters, displays, etc. Prepares color separation and finished mechanicals. Requires full knowledge of the print process, as well as the proper set-up of camera-ready files being sent for offset printing. Strong knowledge of industry-standard graphic practices. Ability to work with minimal supervision and direct other artists in day-to-day workload assignments. Must have expert knowledge of Adobe Creative Cloud products.

## ILLUSTRATOR

This position requires a bachelor's degree in an Art related field of study or four years of relevant experience without a degree.

Develops drawings of outer designs of products, complementing engineering, marketing, production and sales projects. Expertise and skill creating highly technical illustrations and animations. Relies on experience and judgment to plan and accomplish project goals. Perform a variety of complicated graphic tasks. Direct and lead the work of other illustrators. Requires a wide degree of creativity and the ability to push the graphics envelope. Themes illustrated can be concrete in nature or represent ideas and abstract concepts, expanded to interpret accompanying publications, charts, posters or exhibits where they appear. Prepares illustrations designed to reproduce the appearance of specific scientific specimens or pieces of technical equipment.

## ART DIRECTOR

This position requires a bachelor's degree in an Art related field of study and six years of experience, or ten years of relevant experience without a degree.

Produce and design various types of artwork. Ability to develop concepts for new products and produce materials for printing in single and multiple colors. Ability to formulate basic layout design or presentation approach, and specify material details, such as style and size of type, photographs, graphics, animation, video and sound. Review and approve proofs of printed copy and art and copy materials developed by staff members. Responsible to manage own accounts and projects, working within budget and scheduling completion requirements. Ability to confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and coordinate creative activities among a project team. Present final layouts to clients for approval. Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques. Train and direct graphic arts staff members who develop design concepts into art layouts or who prepare layouts for printing. Work with creative directors to develop design solutions. Review illustrative material to determine if it conforms to standards and specifications. Attend photo shoots and printing sessions to ensure the products needed are obtained. Create custom illustrations or other graphic elements. Negotiate with printers and estimators to determine cost of services. Prepare detailed storyboards showing sequence and timing of story development for television production.



### VIDEOGRAPHER

This position requires a bachelor's degree in a relevant area of study and two years of experience, or six years of relevant experience without a degree.

Coordinate and participate in a variety of complex, technical tasks related to the operation of video and equipment, including but not limited to, filming and editing complete projects. Edit recorded video and/or audio tape per client or project director instructions; may involve a rough edit of a linear event for approval or one-on-one editing with client identifying each edit point. Coordinate audiovisual equipment from client contact to delivered equipment or service. Schedule and operate all types of audiovisual equipment in multiple locations; maintain records for work performed and billing purposes.

### PHOTOGRAPHER

This position requires a bachelor's degree in photography and ten years of professional photography experience, or six years of experience without a degree.

Ability to undertake whatever professional photographic work the organization requires. This can include pictures for internal newsletters or published magazines, portraits of senior staff members for annual reports and other corporate publicity, and professional photo shoots for creative materials. Ability to provide suitable photographs for external media, e.g. the relevant trade press. Expertise in taking photographs of people, plants, products, locations, social events and buildings – any pictures which reflect some aspects of an organization's services, past successes and plans; working closely with public relations and marketing staff to understand the message they want their images to convey. Ability to establish a good rapport with a wide range of staff. Ability to apply creativity and imagination when setting up photo shoots.