



**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.gsadvantage.gov>

SCHEDULE TITLE: 00 CORP The Professional Services Schedule (PSS)

SPECIAL ITEM NUMBER: 541 3/ 541 3RC Web Based Marketing Services | 541 4F/ 541 4FRC Commercial Art and Graphic Design

CONTRACT NUMBER: GS-00F-081DA

CONTRACT PERIOD: March 8, 2016- March 9, 2021

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: Digital Firefly Marketing
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Princeton, NJ 08542
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CONTRACTOR'S ADMINISTRATION SOURCE: John Cashman | 609.630.0764 | john@digitalfireflymarketing.com

BUSINESS SIZE: Small

Socioeconomic Indicators: Small

CUSTOMER INFORMATION:

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

SIN	DESCRIPTION
541 3/ 541 3RC	Web Based Marketing Services
541 4F/ 541 4FRC	Commercial Art and Graphic Design

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541 3/ 541 4F	Project Manager	\$75.57 Per Hour

1c. HOURLY RATES: (Services Only)
Please see page 4 for all services offered.

2. MAXIMUM ORDER*: The maximum order for SIN 541 3-\$1,000,000 | 541 4F -\$1,000,000

*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE: 50 States

5. POINT(S) OF PRODUCTION: NA for Services

6. DISCOUNT FROM LIST PRICES: 25% Base Discount

7. QUANTITY DISCOUNT(S): N/A

8. PROMPT PAYMENT TERMS: 1% 10 Days, Net 30

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. Contact contractor for limit.

10. FOREIGN ITEMS: N/A for Services

11a. TIME OF DELIVERY: As agreed to at the Task Order Level

11b. EXPEDITED DELIVERY: As agreed to at the Task Order Level

11c. OVERNIGHT AND 2-DAY DELIVERY: As agreed to at the Task Order Level

11d. URGENT REQUIRMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: As agreed to at the Task Order Level

13a. ORDERING ADDRESS: same

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty
16. **EXPORT PACKING CHARGES:** None
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level may be inserted by contractor)
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):** N/A
- 24b. **Section 508 Compliance for EIT:** as applicable
25. **DUNS NUMBER:** 968978424
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.

Price and Description of Provided Services:

SIN	SERVICE PROPOSED (e.g. Job Title/Task)	MINIMUM EDUCATION/ CERTIFICATION LEVEL	MINIMUM YEARS OF EXPERIENCE	FUNCTIONAL RESPONSIBILITY	PRICE OFFERED TO GSA (including IFF)
541-3, 541-4F	<i>Project Manager</i>	Bachelor's degree	7	<p>The Project Manager will be responsible for all day-to-day operations of the project. This will include but may not be limited to planning and coordinating the design and development of online marketing strategies and associated internal processes around the execution.</p> <p>Responsibilities and Duties</p> <ul style="list-style-type: none"> • Manage Online Marketing Design and Development team. • Integrate online marketing strategies for clients including website design 	\$ 75.57

				<p>and development, search engine optimization (SEO), link building, social media campaigns, blog implementation, reputation management and web analytics.</p> <ul style="list-style-type: none"> • Build strategy documents for top tier clients. <p>Assist clients with recommendations and propose new online marketing strategies. Manage client strategy reviews sessions on a periodic basis and/or as needed.</p> <p>Desired Experience and Skills</p> <ul style="list-style-type: none"> • 	
541-3, 541-4F	<i>Manager of Website Development</i>	Bachelor's degree	3	<p>Overview: This role is responsible for the operations of all activities related to the development, implementation, and maintenance of a client website.</p> <p>Responsibilities and Duties:</p> <ul style="list-style-type: none"> • Perform baseline site audit for new sites • Site setup activities: Google Analytics, XML sitemaps, Webmaster setup etc. • Onpage activities: Optimization of meta content, content body, headers, images, etc. • Offpage activities: Link building, Local Search, • Implementation of approved deliverables • Technical review and troubleshooting • Support client calls as needed • Able to solve complex web related site problems through various tools <p>Desired Experience and Skills</p> <ul style="list-style-type: none"> • 3-5 Years of web operations experience • Understanding of website platforms (e.g., Drupal, Liferay, Joomla, custom PHP builds, CMS theme and module development, social networking application development) • Understanding and of mobile applications (e.g., J2ME, web applications with PHP based CMS and framework) • Basic Knowledge of: HTML, CSS, and other common web programming languages • Working knowledge of Google Analytics • Fast learner - self-motivated and able to multi task on multiple projects simultaneously • Deadline driven 	\$ 75.57

541-3, 541-4F	<i>Manager of Website Design</i>	Bachelor's degree	2	<p>Overview: The Manager of Website Design position is responsible for the for the design and developments of all online collateral including but not limited to logos, illustration, e-book development, fliers, and advertisements</p> <p>Responsibilities and Duties:</p> <ul style="list-style-type: none"> • Create multiple web designs, color schemes etc. through a wide variety of tools (e.g., Photoshop) • Analyze web designs how people relate to them • Strong knowledge of and interest in social media • Strong communication and presentation skills • Strong interpersonal and client relationship skills • Ability to multi-task in a fast paced work environment • Proactive, self-starter who can work well both independently and as part of a team • Organized, accurate, attention to detail <p>Desired Experience and Skills</p> <ul style="list-style-type: none"> • Experience in using social media research and analysis tools, such as Radian6, Cymfony, Facebook Insights or Youtube Insights, is useful but not mandatory. 	\$ 75.57
541-3, 541-4F	<i>Social Media Manager</i>	Bachelor's degree	2	<p>Overview: The social media manager role consists of duties for the design and management of client social media campaigns. This includes but may not be limited to writing and monitoring copy for LinkedIn, Facebook, Twitter, YouTube, and blogs.</p> <p>Responsibilities and Duties: Responsibilities include the execution of social media strategies for clients as well as collaboration with the Project Manager to monitor and measure the success of those activities.</p> <ul style="list-style-type: none"> • Execute social media activities driven from the Project Manager on social networks including but not limited to LinkedIn, Facebook, Twitter, YouTube and blogs. • Track and measure effectiveness of social media activities for clients using Google Analytics, Facebook Insights and any other tools deemed necessary for reporting purposes. • Manage blogger outreach campaigns – search for bloggers, draft blogger outreach message, send and monitor message/responses, report on success of campaign. • Ongoing responsibility to learn new 	\$ 75.57

				networks, tactics and guidelines in social media.	
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Service Contract Act Statement:

"The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract."