



GENERAL SERVICES ADMINISTRATION CATALOGUE



**Federal Acquisition Service
Authorized Federal Supply Schedule FSS Price List**

ECU Communications, LLC

9073 Center Street, Second Floor, Manassas, VA 20110

Phone: (703) 754-7728 /Fax: (703) 754-7709

POC: Jacqueline Krick

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Business Size: Certified Woman-Owned Small Business

Multiple Award Schedule (MAS)

Federal Supply Group: Professional Services

FSC/PSC Codes: R499, D304, R701, R708, R422, R431, 0000

SBA WOSB
Woman Owned Small Business

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

Contract Period

March 1, 2024 – February 28, 2029

Modification PA-0033 effective 1/9/2024

CUSTOMER INFORMATION

- 1a. **Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

| SIN | SIN Title | *36 CFR 1194 Compliance | Pricing |
|-----------|--|---|---|
| 541430 | Graphic Design Services | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | For pricing information please see pages 6 and 13 |
| 541511 | Web Based Marketing | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| 541613 | Marketing Consulting Services | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| 541810 | Advertising Services | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| 541810ODC | Other Direct Costs for Marketing and Public Relations Services | All Apply except for items where an agency exception exists. | |
| 541820 | Public Relations Services | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| 541910 | Marketing Research and Analysis | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| 56131 | Talent Acquisition | All apply in the creation of electronic content such as documents, web pages, presentations, social media content, blogs, and certain emails. | |
| OLM | Order Level Materials | All Apply except for IT Tools and items where an agency exception exists. | |

***36-CFR 1194 Compliance: ECU Communications follows Section508.gov standards for the creation of materials, collateral, audio/video, email messages, social media, websites, landing pages apps, presentations, documents, advertisements and other as applicable include:**

<https://www.section508.gov/manage/laws-and-policies/Section-508-complaints-best-practices/>

<https://www.section508.gov/manage/laws-and-policies/>

[Create Accessible Digital Products | Section508.gov](#)

[Design and Develop Accessible Products | Section508.gov](#)

[IT Accessibility Laws and Policies | Section508.gov](#)

[508 Standards and Exceptions Chart & Examples | Section508.gov](#)

- 1b. **Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.**

For pricing information please see pages 6 and 13.

- 1c. **If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.**

For pricing information please see pages 6 and 13.

2. **Maximum order:** \$1,000,000

3. **Minimum order:** \$100.00

4. **Geographic coverage (delivery area):**

Domestic for SINs 541430, 541511, 541810, 541810ODC, 56131 & OLM, Worldwide for SIN 541613.

5. **Point(s) of production (city, county, and State or foreign country).**

ECU Communications, LLC
9073 Center Street, Second Floor
Manassas, VA 20110
Phone: (703) 754-7728

6. **Discount from list prices or statement of net price.**

All prices herein are net government prices (discounts already deducted).

7. **Quantity discounts.**

Additional 0.5% discount on individual task orders exceeding \$500,000.00. This discount only applies to the initial dollar value at task order award. Future funds added to task order or future options will not affect the discount.

8. **Prompt payment terms.**

0% net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other

concessions.

9. **Foreign items (list items by country of origin).**

Not applicable.

10a. **Time of delivery.**

As specified on task orders.

10b. **Expedited Delivery.**

Contact ECU Communications, LLC for expedited delivery.

10c. **Overnight and 2-day delivery.**

Contact ECU Communications, LLC for overnight and 2-day delivery.

10d. **Urgent Requirements.**

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.)

If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract. Ordering Agency can contact Contractor to affect a faster delivery.

10. **F.O.B. point.**

Destination.

12a. **Ordering address(es).**

ECU Communications, LLC
9073 Center Street, Second Floor
Manassas, VA 20110
Phone: (703) 754-7728

12b. **Ordering procedures:**

See Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment address.**

ECU Communications, LLC
9073 Center Street, Second Floor
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Phone: (703) 754-7728
Fax: (703) 754-7709

14. **Warranty provision.**

Not Applicable.

15. **Export packing charges, if applicable.**

Not Applicable.

16. **Terms and conditions of rental, maintenance, and repair (if applicable).**

Not Applicable.

17. **Terms and conditions of installation (if applicable).**

Not Applicable.

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).**

Not Applicable.

18b. **Terms and conditions for any other services (if applicable)**

Not applicable.

19. **List of service and distribution points (if applicable).**

Not applicable.

20. **List of participating dealers (if applicable)**

Not Applicable.

21. **Preventive maintenance (if applicable).**

Not Applicable.



- 22a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).**

Not Applicable.

- 22b. **If applicable, indicate that Section 508 compliance information is available on Information and Communication Technology (ICT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The ICT standards can be found at: www.Section508.gov/.**

Not Applicable.

23. **Unique Entity Identifier (UEI) number.**

JRHNJ5AZWAN4

24. **Notification regarding registration in System for Award Management (SAM) database.**

ECU Communications, LLC maintains an active registration in SAM.

ABOUT ECU COMMUNICATIONS

ECU Communications (ECU) is a Woman-and-Minority-Owned Small Business and full-service marketing solutions provider with 20 years of experience collaborating with a variety of high-visibility Government agencies and private sector clients. We craft and deliver award-winning communications campaigns that engage audiences, evoke action, deliver powerful messages, and produce results that exceed initial goals and objectives.

Since 2004, our mission has been to inspire our clients by moving goals to actions founded on informed decisions and leading with a client-centric approach and accessible teams. Learn more at ecucomm.com.

Our experience, expertise, and passion for the work we perform remain steadfast as does the commitment we have to the clients we serve, and we continue to help them to:

- Build Brands
- Reach Intended Audiences
- Drive Awareness
- Grow Conversions
- Deliver Data that Drives Informed Decisions

COMPREHENSIVE SERVICES

ECU’s broad capabilities offer agility and flexibility to support national, regional and localized programs and include:

| | | | |
|---|---------------------------------------|--|--|
| Market Research and Planning | Brand Guidelines and Messaging | PSAs, Press Releases, Virtual Tours, Earned Media | Media planning and buying |
| Strategy and Communications Plans | Interactive Multimedia | Strategic Partnerships | Digital Media |
| Competitive Analysis and Benchmarking | Social Media and content creation | Video Production Animated Videos Testimonials Motion Graphics | Traditional Media |
| Website and App development | Data Analytics, Metrics and Reporting | Podcasts Blogs Vlogs | Multicultural & Multilanguage Outreach |
| Public Relations Crisis Communications Training | 508 and ADA compliance | Event Marketing & Logistics | SEO/SEM |

ECU COMMUNICATIONS, LLC AWARDED PRICING

| SINs | SERVICE (e.g. Job Title/Task) | PRICE (including IFF) | | | | | |
|---|----------------------------------|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | | 3/1/23 - 2/29/24 | 3/1/24 - 2/28/25 | 3/1/25 - 2/28/26 | 3/1/26 - 2/28/27 | 3/1/27 - 2/29/28 | 3/1/28 - 2/28/29 |
| 541810, 541511, 541430, 541613, 541820, 541910, 56131 | Program Manager | \$126.46 | \$134.05 | \$142.09 | \$150.61 | \$159.65 | \$169.23 |
| 541810, 541511, 541430, 541613, 541820, 541910, 56131 | Senior Account Manager | \$115.52 | \$122.45 | \$129.79 | \$137.58 | \$145.83 | \$154.58 |
| 541810, 541511, 541430, 541613, 541820, 541910, 56131 | Senior Account Executive | \$104.12 | \$110.37 | \$116.99 | \$124.01 | \$131.45 | \$139.34 |
| 541810, 541511, 541430, 541613, 541820, 541910, 56131 | Account Executive | \$56.90 | \$60.31 | \$63.93 | \$67.77 | \$71.84 | \$76.15 |
| 541810, 541613, 541820, 541910, 56131 | Senior Analyst | \$113.81 | \$120.64 | \$127.88 | \$135.56 | \$143.69 | \$152.31 |
| 541810, 541613, 541820, 56131 | Public Relations Coordinator | \$63.22 | \$67.02 | \$71.04 | \$75.30 | \$79.82 | \$84.60 |
| 541810, 541511, | Creative Director | \$120.14 | \$127.35 | \$134.98 | \$143.08 | \$151.67 | \$160.77 |

| SINs | SERVICE (e.g. Job Title/Task) | PRICE (including IFF) | | | | | |
|--|-------------------------------------|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | | 3/1/23 - 2/29/24 | 3/1/24 - 2/28/25 | 3/1/25 - 2/28/26 | 3/1/26 - 2/28/27 | 3/1/27 - 2/29/28 | 3/1/28 - 2/28/29 |
| 541430, 541613, 541820, 56131 | | | | | | | |
| 541810, 541511, 541613, 541820, 541910, 56131 | Writer | \$82.16 | \$87.08 | \$92.31 | \$97.85 | \$103.73 | \$109.95 |
| 541810, 541511, 541613, 541820, 56131 | Website Designer/Interac tive | \$82.16 | \$87.08 | \$92.31 | \$97.85 | \$103.73 | \$109.95 |
| 541810, 541511, 541430, 541613, 541820, 56131 | Graphic Artist | \$82.16 | \$87.08 | \$92.31 | \$97.85 | \$103.73 | \$109.95 |
| 541810, 541613, 541820, 56131 | Media Director | \$113.81 | \$120.64 | \$127.88 | \$135.56 | \$143.69 | \$152.31 |
| 541810, 541511, 541613, 541820, 56131 | Senior Technical Analyst | \$149.17 | \$158.12 | \$167.61 | \$177.66 | \$188.32 | \$199.62 |
| 541810, 541511, 541613, 541820, 56131 | Web Technical Specialist 3 | \$138.18 | \$146.47 | \$155.25 | \$164.57 | \$174.45 | \$184.92 |
| 541810, 541511, 541613, 541820, 56131 | Web Technical Specialist 2 | \$106.59 | \$112.99 | \$119.77 | \$126.95 | \$134.57 | \$142.64 |
| 541430, 541511, | Consulting Management | \$384.08 | \$407.12 | \$431.55 | \$457.44 | \$484.89 | \$513.98 |

| SINs | SERVICE (e.g. Job Title/Task) | PRICE (including IFF) | | | | | |
|---|----------------------------------|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | | 3/1/23 - 2/29/24 | 3/1/24 - 2/28/25 | 3/1/25 - 2/28/26 | 3/1/26 - 2/28/27 | 3/1/27 - 2/29/28 | 3/1/28 - 2/28/29 |
| 541613, 541810, 541820, 541910, 56131 | Executive - SME | | | | | | |
| 541430, 541511, 541613, 541810, 541820, 541910, 56131 | Technologies Project Manager | \$323.54 | \$342.95 | \$363.53 | \$385.34 | \$408.46 | \$432.97 |
| 541430, 541511, 541613, 541810, 541820, 541910, 56131 | Task Lead | \$226.28 | \$239.85 | \$254.24 | \$269.49 | \$285.66 | \$302.80 |

LABOR CATEGORIES

Program Manager

Functional Responsibilities: The Program Manager coordinates and manages the status of a client's projects and is the primary point of contact with the client, ensuring all business and project goals are met while also managing all aspects of the project schedule, resources and budgets. Acts as liaison and prepares reports and briefs for account team members. Effectively leads and facilitates project meetings and presentations and ensures deadlines are met, with assured quality and within budget. Manages project staff, monitors and controls expenses and communicates variances with management and clients.

Minimum Education/Years of Experience: Must have four years or more of experience.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

Applicable SIN: 541810, 541511, 541430, 541613, 541820, 541910, 56131

Senior Account Manager

Functional Responsibilities: The Senior Account Manager is responsible for specific account(s) as assigned. Responsibilities include communication with the client, project implementation and operations as well as managing the overall relationship and revenue for the account.

Communicates quickly and decisively and serves as immediate escalation for the team. The Senior Account Manager identifies approach and strategic direction for the account with input of the account team and other internal stakeholders. Monitors progress toward goals, identifies goal shortfalls and develops strategies to get back on track to achieve budgeted/plan goals. Cultivates existing relationships with clients and develops and maintains budgets for assigned projects.

Minimum Education/Years of Experience: Must have three or more years of experience.

Minimum Education Requirement: Bachelor's* degree.

Certifications: None

Applicable SIN: 541810, 541511, 541430, 541613, 541820, 541910, 56131

Senior Account Executive

Functional Responsibilities: Responsible for planning, coordinating and implementing client programs and activities; ensures that all programs are strategically on target with clients' business objectives; reports program results to agency management and client. Acts as liaison between agency and client and fosters client-agency relationship to build trust and become a valuable resource to client. Plays key role in account activities including special events, media relations, program implementation, etc. Demonstrates ability to effectively develop full range of

written materials including press releases, byline articles, speeches, client correspondence and reports. Develops and monitors program plans and budgets for profitability, reports status to client and agency management on a regular basis. Develops an understanding of various research methods; coordinates internal and external resources in implementing research projects.

Minimum Education/Years of Experience: Must have three or more years of experience.

Minimum Education Requirement: Bachelor's* degree.

Certifications: None

Applicable SIN: 541810, 541511, 541430, 541613, 541820, 541910, 56131

Account Executive

Functional Responsibilities: Ascertains marketing objectives, develops strategic marketing plans and works with both client and agency creative and production departments to reach those objectives. Provides client support and effectively executes strategies, problem-solving, and developing solid business relationship. Works closely with art, copy and traffic departments ensuring smooth and timely production. Acts as account financial analyst; prepares estimates, invoices and budgets ensuring proper and timely billing. Develops workable budgets, work plans/schedules and establishes deadlines. Monitors progression of marketing campaigns from initial concept through completion and prepares status reports and contact reports. Ensures that day- to-day project tasks and milestones are met on time and on budget.

Minimum Education/Years of Experience: Must have two or more years of experience.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

Applicable SIN: 541810, 541511, 541430, 541613, 541820, 541910, 56131

Senior Analyst

Functional Responsibilities: Senior Analyst manages agency-wide research programs including custom market intelligence (brand perception studies, competitive analysis, etc.) and thought-leadership (trend study) campaigns. Develops and implements quantitative and qualitative research, compiles results, analyzes and interprets data, and generates reports.

Manages data collection through surveys, focus groups, intercepts and one-on-one interviews.

Minimum Education/Years of Experience: Must have four or more years of relevant research experience.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

SIN: 541810, 541613, 541820, 541910, 56131



Public Relations Coordinator

Functional Responsibilities: Supports, maintains and implements public relations and social media strategies. Coordinates and manages social media campaigns, editorial calendar activities, and creates timely and engaging content for each channel and intended audience. Identifies news worthy stories, and writes copy for press releases, media advisories, and other client announcements.

Distributes to media. Uses social media monitoring tools to monitor conversations, measure the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results. Creates and maintains media contact lists.

Minimum Education/Years of Experience: Must have four or more years of experience with a focus in public and media relations.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

Applicable SIN: 541810, 541613, 541820, 56131

Creative Director

Functional Responsibilities: Works closely with the senior team to create and execute compelling, inspiring, and scalable creative solutions for multi-platform campaigns including social media channels, mobile, broadcast, print, partnerships and offline. Manages team of writers, graphic designers and outside vendors.

Minimum Education/Years of Experience: Must have five years of experience.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

Applicable SIN: 541810, 541511, 541430, 541613, 541820, 56131

Writer

Functional Responsibilities: The Writer researches, plans, writes new content and/or edits a wide variety of materials including brochures, fact sheets, web content, and other written materials. Works closely with other staff in planning and revising materials and communicating professionally with clients. Consults with designers and translators.

Minimum Education/Years of Experience: Must have three years of experience

Minimum Education Requirement: Bachelor's* degree in Communications or Journalism

Certifications: None

Applicable SIN: 541810, 541511, 541613, 541820, 541910, 56131

Website Designer/Interactive

Functional Responsibilities: The Website Designer/ Interactive is responsible for the overall look and feel of a wide range of interactive communication and training products. Provides support in the development and production of videos, multimedia presentations and Flash animations.

Develops and implements the interface, wireframes, and tools to navigate web products. Utilizes specialized knowledge of interactive and e-marketing technology along with strong presentation and communication skills.

Minimum Education/Years of Experience: Must have three years of experience.

Minimum Education Requirement: Bachelor's* degree

Certifications: None

SIN: 541810, 541511, 541613, 541820, 56131

Graphic Artist

Functional Responsibilities: The graphic artist transforms ideas and concepts into original design in multiple styles and mediums. Provides support in the design and development of a variety of products including but not limited to posters, publications, brochures, reports, and promotional materials. Coordinates production process for all printed and interactive pieces.

Minimum Education/Years of Experience: Must have one or more years of experience.

Minimum Education Requirement: Bachelor's* degree in Graphic Design

Certifications: None

SIN: 541810, 541511, 541430, 541613, 541820, 56131

Media Director

Functional Responsibilities: The media director develops national, regional or local media plans for use in multiple mediums such as online, print, broadcast, and outdoor. Has experience with negotiation of media. Supervises media plan development, execution and analytics, including internal reporting of results. Develops holistic plans across paid, owned and earned media platforms. Supervises Print and Digital media plan development, and conducts analytics across, Paid Search, Digital Display and Paid Social. Tracks and reports relevant competitive, cultural and media trends; engages regularly with media partners. Manages budgets associated with media plan.

Minimum Education/Years of Experience: Must have five or more years of experience.

Minimum Education Requirement: Bachelor's* degree.

Certifications: None

SIN: 541810, 541613, 541820, 56131



Senior Technical Analyst

Functional Responsibilities: Manages day to day technical, online marketing (SEO, SEM, website functionality, analytics, social) and online advertising (online display, eFlyers), projects and timelines. Manages budgets, and direct staff. Brings new online and digital ideas and opportunities while assisting with the creative digital concepts and development of those projects. The STA manages online analytics, research and statistical data and presents to the client as needed. Experience with 508 compliance products.

Minimum Education/Years of Experience: Must have three years of experience.

Minimum Education Requirement: Bachelor's* degree.

Certifications: None

Applicable SIN: 541810, 541511, 541613, 541820, 56131

Web Technical Specialist 3

Functional Responsibilities: The Technical Specialist 3 manages the development and timely deployment of client websites and online applications using standardized procedures. Delivers time estimates for development of online projects. Performs a lead role in maintenance, support, technical scope and management of all online projects. Possesses thorough knowledge of CSS, HTML(5) websites along with advanced abilities with PHP app customized development. Has database development experience, SQL skilled with open source applications, such as but not limited to Vignette, Drupal, Word Press, Joomla and their modules and other CMS applications. Has experience in resolving usability and design issues and working with API's, SDK's and web services. Has experience with Server and Hosting management. Experienced applying 508 compliance.

Minimum Education/Years of Experience: Must have three years of experience.

Minimum Education Requirement: Bachelor's* degree.

Certifications: None

Applicable SIN: 541810, 541511, 541613, 541820, 56131

Web Technical Specialist 2

Functional Responsibilities: The Technical Specialist 2 supports coding and development of web-related projects. Possesses knowledge of open-source applications such as but not limited to Vignette, Drupal, WordPress, Joomla and their modules and other CMS applications. Possesses expert knowledge using HTML, CSS, JavaScript, Adobe products, Dreamweaver, Photoshop and PHP. Has experience taking a graphic concept and designing it to make it ready for web implementation. Has full knowledge of the web ready fonts and design templates. Has experience in resolving usability and design issues and working with API's, SDK's and web services. May possess knowledge of online video and photo applications.

Minimum Education/Years of Experience: Must have two years of experience

Minimum Education Requirement: Bachelor's* degree

Certifications: None

Applicable SIN: 541810, 541511, 541613, 541820, 56131

Consulting Management Executive – SME

Functional Responsibilities: Offers advice and assistance on subject matter-related issues. Examples include: strategic, marketing, organizational planning, and/or business process improvement. May advice special studies, provide analysis, benchmarking, program metrics, and business program and project management.

Minimum Education/Years of Experience: Must have ten years of experience

Minimum Education Requirement: Bachelor* degree

Certifications: None

Applicable SIN: 541430, 541511, 541613, 541810, 541820, 541910, 56131

Technologies Project Manager

Functional Responsibilities: Responsible for the management and execution of Technology-driven projects including the timely presentation of quality deliverables. Meets with clients and develops project questions, gain understanding of the client's environment and assures that recommendations can be implemented. Thought leader, manages multiple project teams by developing work plans and managing project execution timelines. Develops overall administrative, financial and time commitments for multiple projects and sets overall goals for each.

Minimum Education/Years of Experience: Must have five years of experience

Minimum Education Requirement: Bachelor* degree

Certifications: None

Applicable SIN: 541430, 541511, 541613, 541810, 541820, 541910, 56131

Task Lead

Functional Responsibilities: Responsible for the management and execution projects including the timely presentation of quality deliverables. Participates in client conferences and takes part in client communications. Supports customized consulting assignments covering a variety of subject areas including specific technologies, markets and market trends. Provides the analytical thinking and structure for an assignment and participates in discussion groups. Analyzes finding, develops insights and prepares reports with client-specific actionable recommendations. May serve as task lead for well-defined engagements.

Minimum Education/Years of Experience: Must have five years of experience

Minimum Education Requirement: Bachelor* degree

Certifications: None

Applicable SIN: 541430, 541511, 541613, 541810, 541820, 541910, 56131

***Acceptable Equivalencies Applicable to All Labor Categories:**

| Required Education | Equivalent Experience |
|--------------------|-----------------------|
| Bachelor's Degree | 4 years |



SIN 5418100DC – OTHER DIRECT COSTS

| SIN 5418100DC – Other Direct Costs | CEILING PRICE TO GSA (with IFF) |
|--|------------------------------------|
| Media. - Refers to multimedia purchases including traditional and new media. <i>There could be multiple media purchases in one task order. At the discretion of the government agency.</i> | \$2,305,084.82 |
| Radio Production, 30 seconds. <i>Production of radio spots. There could be multiple radio spots produced in one task order. At the discretion of the government agency.</i> | \$1,413.10 |
| Photo Shoot - 4 hours per location. <i>Original photography in selected location or location. There could be multiple photo shoots in one task order. At the discretion of the government agency.</i> | \$41,727.96 |
| Stock Photo (1 royalty free). <i>Professional photography of stock photos, available for licensing for multiple uses. There could be multiple stock photo purchases in one task order. At the discretion of the government agency.</i> | \$847.86 |
| Online Tools. <i>There could be multiple online subscriptions in one task order. At the discretion of the government agency.</i> | \$942.07 |
| Television Production - per 15 second spot. <i>Production of TV or video ads. There could be multiple TV ads produced in one task order. At the discretion of the government agency.</i> | \$44,703.12 |
| PSA (Public Services Announcement) distribution. <i>There could be multiple PSAs in one task order. At the discretion of the government agency.</i> | \$171,788.41 |