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GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service

Authorized Federal Supply Schedule 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 GSA Advantage!® is: GSAAdvantage.gov. For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Schedule Title: Multiple Award Schedule

Federal Supply Group: Professional Services

Contract Period: September 30, 2021, through September 29, 2026

GSA Contract #: 47QRAA21D00AS

Business Size/Status: Small Business

Price list current through Modification #A888 dated 01/22/2025

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General Contractor Information

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

SIN	Recovery	SIN Title
541810	541810RC	Advertising Services
541511	541511RC	Web Based Marketing
541910	541910RC	Marketing Research and Analysis
512110	512110RC	Video/Film Production
OLM	OLMRC	Order Level Materials

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. See Pricing Page 6

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.

See Labor Category Descriptions Page 3

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

3. Minimum order: \$100

4. Geographic coverage (delivery area). Worldwide

- 5. Point(s) of production (city, county, and State or foreign country).** Same as company address
- 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.
- 9. Foreign items (list items by country of origin).** Not Applicable
- 10a. Time of delivery. (Contractor insert number of days.)** Specified on the Task Order
- 10b. Expedited Delivery. Items available for expedited delivery are noted in this price list.** Contact Contractor
- 10c. Overnight and 2-day delivery.** Contact contractor
- 10d. Urgent Requirements.** Contact contractor
- 11. F.O.B. point(s).** Destination
- 12a. Ordering address(es).** Same as contractor mailing address
- 12b. 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.
- 13. Payment address(es).** Same as contractor mailing address
- 14. Warranty provision.** Contractor's standard commercial warranty
- 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 Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.**
Not Applicable
- 23. Unique Entity Identifier (UEI) number.** JQEREJAJ53G4
- 24. Notification regarding registration in System for Award Management (SAM) database.**
Contractor registered and active in SAM

Education/Experience Substitutions

Degree	Experience Substitution
Bachelor's Degree	Associate Degree plus two years relevant experience is equivalent to a Bachelor's degree
Bachelor's Degree	HS Diploma plus four years relevant experience is equivalent to a Bachelor's degree
Associate Degree	HS Diploma plus two years relevant experience is equal to an Associate Degree

Labor Category Descriptions

Labor Category	Job Description	Degree	Years of Experience
Management Supervisor	Oversees all client engagements and responsible for all aspects of agency performance. Communicates with client or government program manager or senior leadership to discuss overall program priorities and initiatives.	Bachelor's Degree	7
Account Manager	Primary point of contact with client (POC). Manages day-to-day account activities, including client communications, approvals, planning, budgets, reporting, quality control, contract performance and risk management. Accountable for managing all subcontractors and vendors.	Bachelor's Degree	5
Account Executive	Assists Account Manager in supervising all account details and acts on behalf of company in absence of Account Manager. Supervises all detailed operations including reporting, data management, schedules and internal communications.	Bachelor's Degree	4
Account Coordinator	Coordinates internal operations procedures, including implementation of work orders, data requests, reporting and scheduling	Bachelor's Degree	1
Admin/Clerical	Provides administrative support for client and staff, including proof reading, copying, maintaining files and coordinating meetings.	Associate Degree	1
Creative Director	Conceives, directs and responsible for all creative projects from concept and development through final production. Coordinates with Account Services to deliver the final product on schedule with the highest level of creative content and production quality. Supervises designers, multimedia specialists, film crews and productions artists.	Bachelor's Degree	7
Art Director	Oversees and executes all creative projects working including print, film/video and web creative content. Responsible for project scheduling, assignments to creative staff, content control and completion.	Bachelor's Degree	4
Copy Writer	Writes, proofreads and edits content and copy for a variety of marketing materials. Develops strategic messaging and generates original copy based on messages to appeal to the client's target audiences.	Bachelor's Degree	2

Graphic Designer	Computer graphics experienced member that develops and executes concepts and layouts for traditional and digital creative. Familiar with materials and printing processes.	Bachelor's Degree	2
Media Director	Responsible for overseeing all aspects of media research, planning and implementation. Develops the final media recommendations within coordinated budgets and responsible for overseeing all media analytics, data and reporting.	Bachelor's Degree	5
Media Planner/Buyer	Responsible for research, planning, negotiation, purchase and implementation of both digital and traditional medial. Handles all immediate communications with vendors and data reporting agencies.	Bachelor's Degree	2
Media Analyst	Responsible for ongoing implementation of media analytics and data research tools and programs, including the input of relevant data as well as initial report review and troubleshooting data discrepancies.	Bachelor's Degree	2
Social Media Director	Responsible for all aspects of the Client's and agency Social Media programs including platform implementation, research, analytics, posting and content management.	Bachelor's Degree	4
Social Media Coordinator	Assists with all day-to-day details of social media program including posting. content management, analytics and reporting.	Bachelor's Degree	1
Senior Web Designer	Responsible for all aspects on the Information Technology program, including database modeling and design, web design and implementation, telecommunication requirements, as well as ensuring that all computer and communications systems conform to required levels of security, certification and documentation. Must be able to communicate ideas clearly and utilize all tools available to implement interactive design ideas.	Bachelor's Degree	7
Web Designer	Design solutions and develops layouts, databases, design rules, style guides, and other interactive elements. Assists in developing budgets and timelines.	Bachelor's Degree	1
Video Production Manager	Performs production- related activities including size and formatting to specifications, estimating, scheduling, project management, printing, and delivery. Tracks projects through the agency, prepares print-ready final art, corrects color and scale of photos, and checks and manages all print and press proofs. Works with outside vendors to ensure that finished jobs are produced according to specifications and delivered on schedule.	Associate Degree	3

Videographer	Operates videos cameras and related equipment, including audio, in the production and editing of video productions. Works under supervision of the Cinematographer to accomplish all aspects of film/video production.	Associate Degree	3
Audio/Video Engineer	Coordinates audio, video and lighting equipment, including their arranging, connecting, tuning and operation. Works under direction of Cinematographer/camera operator.	Associate Degree	2
Camera Operator	Captures static and motion imagery through use of digital and video cameras and equipment. Coordinates with agency Creative Director and creative team to ensure that visual images convey desired intentions. Manages all aspects of camera execution including providing direction to talent, and recommendations on location and wardrobe, final shot/scene selection, editing and color correction.	Bachelor's Degree	5
Video Editor	Edits and assembles recorded raw material into a suitable, finished product ready for broadcasting. The material may include camera footage, dialogue, sound effects, graphics and special effects.	Associate Degree	2
Photographer	Works closely with clients to capture photos of people, places and things through the use of creativity and technical abilities in photographic equipment and photo manipulation software. To ensure that desired results are obtained, photographers have to communicate effectively with clients regarding expectations to meet standards and deadlines of projects.	Associate Degree	2
Qualification Center Supervisor	Supervises all call center operations and hires/trains all call center representatives. Responds to Responds to customer and client questions and troubleshoots problems. Responsible for accuracy of all data, analytics and reporting, as well as maintaining all standards and quality control.	Associate Degree	5
Senior Qualification Center Interviewer	Has at least three years of work experience in the same industry or government agency for which they are answering calls and communications. Able to provide in-depth responses to questions and to pre-qualify candidates. Has applicable certificates and background checks to access government computers if required.	Associate Degree	5
Qualification Center Representative	Responds to communications that don't require them to possess a government background security investigation.	HS Diploma	2

Hourly Labor Rates for Services

The rates are inclusive of the Industrial Funding Fee (IFF) of 0.75%

SIN(s)	Labor Category	10/1/21-9/30/26
541810, 541511, 512110	Management Supervisor	\$185.39
541810, 541511	Account Manager	\$130.95
541810, 541511	Account Executive	\$100.73
541810, 541511	Account Coordinator	\$80.58
541810, 541511	Admin/Clerical **	\$60.44
541810, 541511, 512110	Creative Director	\$168.21
541810, 541511	Art Director	\$135.98
541810, 541511	Copy Writer	\$115.84
541810, 541511	Graphic Designer	\$80.58
541810, 541511	Media Director	\$141.02
541810, 541511	Media Planner/Buyer	\$110.80
541810, 541511	Media Analyst	\$86.62
541810, 541511	Social Media Director	\$110.80
541810, 541511	Social Media Coordinator	\$85.62
541810, 541511	Senior Web Designer	\$125.91
541810, 541511	Web Designer	\$115.84
541810, 512110	Video Production Manager	\$115.84
541810, 512110	Videographer	\$141.02
541810, 512110	Audio/Video Engineer	\$85.62
541810, 512110	Camera Operator	\$176.28
541810, 512110	Video Editor	\$120.87
541810, 512110	Photographer	\$110.80
541910	Qualification Center Supervisor	\$100.73
541910	Senior Qualification Center Interviewer	\$89.65
541910	Qualification Center Representative **	\$46.20

** SCA Labor Category

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination Number
Administrative/Clerical	01020 Administrative Assistant	2015-5594
Qualification Center Representative	01043 Customer Service Representative	2015-5594

SERVICE CONTRACT LABOR STANDARDS:

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist 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).