

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

i) 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

FEDERAL SUPPLY MULTIPLE AWARD SCHEDULE CONTRACT
FOR MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES

FSC Group 541 | GSA Contract Number: GS-23F-0012N

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period: 10/07/2002 – 10/6/2017
GSA Contract Number: GS-23F-0012N
Modification: PO-0006

Horne Creative Group Inc.
11951 Freedom Drive, 13th Floor
Reston, VA 20190

P: 703-966-6227
F: 703-481-0131
hornecreativegroup.com

Small Business | Woman Owned Business

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CHOOSE HORNE CREATIVE GROUP

For over 18 years, we've created successful, strategic campaigns for our federal clients. Every word, every visual and every tactic is a carefully thought-out piece of a larger picture, with our clients' goals as the focal point.

HORNE assigns the most experienced, creative and energetic people to your team. And the people you meet Day One will be there working just as hard for you on Day 1001. The result is a relationship built on trust, results and reliability.

What sets HORNE apart from other small businesses is our knowledge and experience with government contracts; the process, procedures and systems we have in place to exceed federal contracting requirements; and the reputation we have for working effectively in prime and sub-contractor roles.

Educate. Motivate. Inspire.

You need marketing, advertising and communication outreach that delivers results — the expert implementation of award-winning marketing and outreach strategies and tactics, developed by a team who understands federal agency requirements. You want to work with a team that will help your agency deploy its message in print, broadcast and online: on time, on budget and with measurably improved outcomes and performance.

Whether you need to educate your target audience, motivate them to participate or inspire them to action, your agency, program or initiative will be judged by the results you achieve. HORNE is a full-service marketing and advertising agency that defines success by how we help our clients achieve their missions. How can we help you educate, motivate and inspire your target audience to action?

| | |
|----------------------------|-------------------------------|
| Marketing Communications | Collateral |
| Outreach Communications | Broadcast and Video |
| Recruitment Communications | Event Marketing |
| Website Development | Media Planning and Purchasing |
| Branding | Retention Strategies |
| Creative Services | Internal Communications |
| Advertising | Social Media Management |

CUSTOMER INFORMATION

- 1a) Special Item Numbers (SINs) with cross-reference page numbers to item descriptions and awarded prices:

541-3 Web Marketing Services – see attachment
541-4A Market Research and Analysis – see attachment
541-4B Video/Film Production – see attachment
541-5 Integrated Marketing Services – see attachment
541-1000 Other Direct Costs – see attachment

- 1b) Identification of the lowest priced labor description and lowest unit price for that labor description for all SINs:

Clerical Support/Admin \$34.17
Production Assistant \$34.17

- 1c) Description of all commercial job titles, experience, functional responsibility and education for all labor categories:

PRESIDENT

Responsibilities: Responsible for overall fiscal management and quality.
General Experience: Requires extensive client knowledge.

ACCOUNT SUPERVISOR

Responsibilities: Responsible for overall management of client account; reports to President
General Experience: Bachelor's degree and seven years experience in supervising client accounts.

ACCOUNT MANAGER

Responsibilities: Responsible for management of client account; reports to Account Supervisor.
General Experience: Bachelor's degree and three years experience in managing client accounts.

ACCOUNT EXECUTIVE

Responsibilities: Responsible for meeting client objectives on all projects; reports to Account Manager.
General Experience: Bachelor's degree and one year experience in client accounts.

ACCOUNT COORDINATOR

Responsibilities: Responsible for client project coordination; reports to Account Executive.
General Experience: Three years experience in client accounts.

BUSINESS MANAGER

- Responsibilities: Responsible for overseeing all financial operations including payroll, accounts payable, accounts receivable, and financial analyses required for tax and company planning purposes; reports to President.
- General Experience: Bachelor's degree and eight years experience in business with primary emphasis on all financial aspects of business operations.

CREATIVE DIRECTOR

- Responsibilities: Responsible for overall creative quality; reports to President.
- General Experience: Progressive related experience in all aspects of video and multi-media productions, web site productions and script writing. Experienced in managing several projects simultaneously. Bachelor's Degree required.

SENIOR ART DIRECTOR

- Responsibilities: Responsible for executing creative concepts including managing other creative staff; reports to Creative Director.
- General Experience: Progressive related experience in all aspects of video and multi-media productions, web site productions and script writing. Experienced in managing several projects simultaneously.

ART DIRECTOR

- Responsibilities: Responsible for executing creative concepts including managing other creative staff; reports to Senior Art Director.
- General Experience: Progressive related experience in art design aspects of video and multi-media productions, web site productions and script writing. Experienced in managing several projects simultaneously.

ART DESIGNER

- Responsibilities: Responsible for design and layout of projects using InDesign, Photoshop, Illustrator, Font Management, Mechanicalizing of Production Ready electronic files; reports to Senior Art Director.
- General Experience: Associate's degree or five years experience in working with multi-media related programs such as InDesign, Photoshop, Illustrator, Font Management. Experienced in managing several projects simultaneously.

COMPUTER ARTIST (PHOTOSHOP/ILLUSTRATOR)

- Responsibilities: Responsible for preparing illustrations and photos that will be used in creative materials; reports to Senior Art Director.
- General Experience: Associate's degree or three years experience in working with multi-media related programs such as InDesign, Photoshop, Illustrator, Font Management. Experienced in managing several projects simultaneously.

TRAFFIC / PRODUCTION MANAGER

Responsibilities: Responsible for scheduling and coordinating the movement of all creative materials through the process through final production and delivery to client; reports to Creative Director.

General Experience: Three years experience in working in video and multi media environments. Experienced in managing several projects simultaneously.

SENIOR COPYWRITER

Responsibilities: Responsible for acquiring strategic and tactical understanding of client objectives and writing or overseeing the writing, editing, and proofing of all copy for all media forms; reports to Creative Director.

General Experience: Bachelor's degree and five years related experience in writing documents and scripts for all media forms. Experienced in managing several projects simultaneously.

COPYWRITER

Responsibilities: Responsible for writing copy for all forms of media to meet client objectives; reports to Senior Copywriter and/or Creative Director.

General Experience: Bachelor's degree and two years related experience in writing documents and scripts for all media forms. Experienced in managing several projects simultaneously.

MEDIA PLANNER

Responsibilities: Responsible for research and development of media plans, identifying target audience and ideal media outlets. Recommends media mix and frequency as appropriate to client budget and objectives. Familiar with standard concepts, practices, and procedures; reports to a Creative Director.

General Experience: Bachelor's degree and three years of related experience. Experienced in managing several projects simultaneously.

PUBLIC RELATIONS DIRECTOR

Responsibilities: Responsible for directing and implementing a client's public relations strategies. Manages media relations, announcements, editorial placement, and speeches. Develops press releases, white papers and supporting materials. Manages public relations professionals; reports to President.

General Experience: Bachelor's degree and seven years of public relations experience with software and internet products. Experienced in managing several projects simultaneously.

PUBLICIST

- Responsibilities: Responsible for preparation and dissemination of information regarding an organization through newspapers, periodicals, television radio, and other forms of media. Familiar with a variety of the field's concepts, practices, and procedures; reports to Public Relations Director.
- General Experience: Bachelor's degree and five years of public relations experience with software and internet products. Experienced in managing several projects simultaneously.

PR ADMINISTRATIVE ASSISTANT

- Responsibilities: Responsible for client advertising, direct mailing, printing, customer events, and other client administrative requirements. Familiar with standard public relations concepts, practices, and procedure; reports to a Public Relations Director.
- General Experience: One year of public relations experience with software and internet products. Experienced in managing several projects simultaneously.

MARKET RESEARCH MANAGER

- Responsibilities: Responsible for collecting and analyzing data to evaluate existing and potential product/service markets. Familiar with a variety of the research concepts, practices, and procedures; reports to Public Relations Director.
- General Experience: Bachelor's degree and five years of market research experience with software and internet products. Experienced in managing several projects simultaneously.

CLERICAL SUPPORT/ADMINISTRATIVE

- Responsibilities: Responsible for providing all forms of administrative support using Microsoft Office and related software applications and well as other support duties as assigned.
- General Experience: One year of clerical support experience using Microsoft Office and internet products. Experienced in managing several projects simultaneously.

DIRECTOR OF INTERACTIVE

- Responsibilities: Responsible for acquiring strategic and tactical understanding of client objectives and overseeing creative and technical process of start-to-finish production of all web (and other interactive) and multi-media programs; reports to Creative Director.
- General Experience: Bachelor's degree and five years of web based interactive experience with software and internet products. Experienced in managing several projects simultaneously.

INTERACTIVE DESIGNER

- Responsibilities: Responsible for conceptualizing and designing creative for web (and other interactive) and multi-media programs; reports to Director of Interactive.
- General Experience: Bachelor's degree and three years of web based interactive experience with software and internet products. Experienced in managing several projects simultaneously.

WEB DESIGNER

- Responsibilities: Responsible for technical coding of web (and other interactive) and multi-media program including HTML, Java, Flash, Director, Javascript, and other software applications required to meet client objectives; reports to Director of Interactive.
- General Experience: Associate's degree or three years of web based interactive experience using, HTML, Java, Flash and other software and internet products. Experienced in managing several projects simultaneously.

INTERACTIVE COMPUTER ARTIST

- Responsibilities: Responsible for developing and generating interactive computer artwork according to the client specifications; reports to Interactive Designer.
- General Experience: Three years of web based interactive experience using, HTML, Java, Flash and other software and internet products. Experienced in managing several projects simultaneously.

LOCATION MANAGER

- Responsibilities: Responsible for all location needs including permits, security requirements, local government ordinance adherence and environmental protection requirements; reports to Program Manager.
- General Experience: Three years of related experience. Experienced in managing several projects simultaneously.

PROGRAM MANAGER (PRODUCER)

- Responsibilities: Responsible for acquiring a strategic and tactical understanding of client objectives as well as all aspects of planning and executing film and/or video production including creative, scheduling, crews, equipment, and other production tasks as assigned; reports to Creative Director.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

VIDEOGRAPHER

- Responsibilities: Responsible for capturing all video images on BetaSP and/or digital cameras ensuring the creative and technical quality of both video and audio for post-production; reports to Producer.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

AUDIO TECHNICIAN

- Responsibilities: Responsible for capturing all analog/digital audio signal on preferred format during film/video production; reports to Producer.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

GAFFER

- Responsibilities: Responsible for creative and technical aspects of lighting during film and/or video production; reports to Producer.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

GRIP

- Responsibilities: Responsible for duties as assigned to support overall lighting and audio aspects of film/video production; reports to Producer.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

PRODUCTION ASSISTANT

- Responsibilities: Responsible for duties as assigned to support overall logistical and creative aspects of film/video production; reports to Producer.
- General Experience: Three years of related experience in video production. Experienced in managing several projects simultaneously.

- 2) Maximum Order: \$1,000,000
- 3) Minimum Order: \$100
- 4) Geographic Coverage: United States
- 5) Points of Production:
11951 Freedom Drive, 13th Floor
Reston, VA 20190
- 6) All prices shown are net
- 7) Quantity Discounts: N/A
- 8) Prompt Payment Terms: N/A
- 9a) Government purchase cards are accepted at or below the micro-purchase threshold: Yes
- 9b) Government purchase cards are accepted above the micro-purchase threshold: Yes
- 10) Foreign items: N/A
- 11a) Time of Delivery:
Dependent on project. Will adhere to the delivery schedule as specified by the purchase order.
- 11b) Expedited delivery: Contact the contractor for expedited delivery
- 11c) Overnight and 2-day delivery. Contact the Contractor for rates for overnight and 2-day delivery.

- 11d) Urgent Requirements: Contact the contractor for faster delivery and rush requirements.
- 12) F.O.B. Point: Destination
- 13a) Ordering Address:
Horne Creative Group
11951 Freedom Drive, 13th Floor
Reston, VA 20190
- 13b) Ordering procedures: Supplies and services, ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14) Payment Address:
Horne Creative Group
11951 Freedom Drive, 13th Floor
Reston, VA 27190
- 15) Warranty Provision: The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in the contract.
- 16) Export packing charges: N/A
- 17) Terms and conditions of Government purchase card acceptance: N/A
- 18) Terms and conditions of rental, maintenance, and repair: N/A
- 19) Terms and conditions of installation; N/A
- 20) Terms and conditions of repair parts indicating date of parts price lists and any discounts from the price list; N/A
- 21) List of service and distribution points; N/A
- 22) List of participating dealers; N/A
- 23) Preventive maintenance; N/A
- 24) Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants); N/A
- 24b) Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. Full details can be found at www.Section508.gov.
- 25) Data Universal Numbering System (DUNS) Number 928-362-300
- 26) Notification regarding registration in System for Award Management (SAM) database. Horne Creative Group Inc. is registered with the System for Award Management (SAM) database at www.sam.gov.

LABOR RATES

SIN 541-3 Web Marketing Services

| LABOR CATEGORY | PER UNIT | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 |
|-----------------------------|----------|-----------|-----------|-----------|-----------|-----------|
| Account Coordinator | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Account Executive | hour | \$107.38 | \$110.60 | \$113.92 | \$117.33 | \$120.85 |
| Account Manager | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Account Supervisor | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Art Designer | hour | \$87.84 | \$90.47 | \$93.19 | \$95.98 | \$98.86 |
| Art Director | hour | \$97.60 | \$100.53 | \$103.55 | \$106.65 | \$109.85 |
| Business Manager | hour | \$78.08 | \$80.43 | \$82.84 | \$85.32 | \$87.88 |
| Clerical Support/Admin | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Copywriter | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Creative Director | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Director of Interactive | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Interactive Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Interactive Designer | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Market Research Manager | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Media Planner | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| PR Administrative Assistant | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| PR Director | hour | \$180.57 | \$185.99 | \$191.57 | \$197.31 | \$203.23 |
| President | hour | \$170.80 | \$175.93 | \$181.21 | \$186.64 | \$192.24 |
| Publicist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Senior Art Director | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Senior Copywriter | hour | \$97.61 | \$100.54 | \$103.56 | \$106.66 | \$109.86 |
| Traffic/Production | hour | \$92.72 | \$95.50 | \$98.37 | \$101.32 | \$104.36 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |
| Program Manager (Producer) | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Publicist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Senior Art Director | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Senior Copywriter | hour | \$97.61 | \$100.54 | \$103.56 | \$106.66 | \$109.86 |
| Traffic/Production | hour | \$92.72 | \$95.50 | \$98.37 | \$101.32 | \$104.36 |
| Videographer | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |

SIN 541-4A Market Research and Analysis

| LABOR CATEGORY | PER UNIT | 2012–2013 | 2013–2014 | 2014–2015 | 2015–2016 | 2016–2017 |
|-----------------------------|----------|-----------|-----------|-----------|-----------|-----------|
| Account Coordinator | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Account Executive | hour | \$107.38 | \$110.60 | \$113.92 | \$117.33 | \$120.85 |
| Account Manager | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Account Supervisor | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Art Designer | hour | \$87.84 | \$90.47 | \$93.19 | \$95.98 | \$98.86 |
| Art Director | hour | \$97.60 | \$100.53 | \$103.55 | \$106.65 | \$109.85 |
| Audio Technician | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Business Manager | hour | \$78.08 | \$80.43 | \$82.84 | \$85.32 | \$87.88 |
| Clerical Support/Admin | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Copywriter | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Creative Director | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Director of Interactive | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Gaffer | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| Grip | hour | \$43.92 | \$45.24 | \$46.59 | \$47.99 | \$49.43 |
| Interactive Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Interactive Designer | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Location Manager | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Market Research Manager | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Media Planner | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| PR Administrative Assistant | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| PR Director | hour | \$180.57 | \$185.99 | \$191.57 | \$197.31 | \$203.23 |
| President | hour | \$170.80 | \$175.93 | \$181.21 | \$186.64 | \$192.24 |
| Production Assistant | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Program Manager (Producer) | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Publicist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Senior Art Director | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Senior Copywriter | hour | \$97.61 | \$100.54 | \$103.56 | \$106.66 | \$109.86 |
| Traffic/Production | hour | \$92.72 | \$95.50 | \$98.37 | \$101.32 | \$104.36 |
| Videographer | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |

SIN 541-4B Video/Film Production

| LABOR CATEGORY | PER UNIT | 2012–2013 | 2013–2014 | 2014–2015 | 2015–2016 | 2016–2017 |
|-----------------------------|----------|-----------|-----------|-----------|-----------|-----------|
| Account Coordinator | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Account Executive | hour | \$107.38 | \$110.60 | \$113.92 | \$117.33 | \$120.85 |
| Account Manager | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Account Supervisor | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Art Designer | hour | \$87.84 | \$90.47 | \$93.19 | \$95.98 | \$98.86 |
| Art Director | hour | \$97.60 | \$100.53 | \$103.55 | \$106.65 | \$109.85 |
| Audio Technician | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Business Manager | hour | \$78.08 | \$80.43 | \$82.84 | \$85.32 | \$87.88 |
| Clerical Support/Admin | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Copywriter | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Creative Director | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Director of Interactive | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Gaffer | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| Grip | hour | \$43.92 | \$45.24 | \$46.59 | \$47.99 | \$49.43 |
| Interactive Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Interactive Designer | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Location Manager | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Market Research Manager | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Media Planner | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| PR Administrative Assistant | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| PR Director | hour | \$180.57 | \$185.99 | \$191.57 | \$197.31 | \$203.23 |
| President | hour | \$170.80 | \$175.93 | \$181.21 | \$186.64 | \$192.24 |
| Production Assistant | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Program Manager (Producer) | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Publicist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Senior Art Director | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Senior Copywriter | hour | \$97.61 | \$100.54 | \$103.56 | \$106.66 | \$109.86 |
| Traffic/Production | hour | \$92.72 | \$95.50 | \$98.37 | \$101.32 | \$104.36 |
| Videographer | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |

SIN 541-5 Integrated Marketing Services

| LABOR CATEGORY | PER UNIT | 2012–2013 | 2013–2014 | 2014–2015 | 2015–2016 | 2016–2017 |
|-----------------------------|----------|-----------|-----------|-----------|-----------|-----------|
| Account Coordinator | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Account Executive | hour | \$107.38 | \$110.60 | \$113.92 | \$117.33 | \$120.85 |
| Account Manager | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Account Supervisor | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Art Designer | hour | \$87.84 | \$90.47 | \$93.19 | \$95.98 | \$98.86 |
| Art Director | hour | \$97.60 | \$100.53 | \$103.55 | \$106.65 | \$109.85 |
| Audio Technician | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Business Manager | hour | \$78.08 | \$80.43 | \$82.84 | \$85.32 | \$87.88 |
| Clerical Support/Admin | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Copywriter | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Creative Director | hour | \$146.41 | \$150.81 | \$155.33 | \$159.99 | \$164.79 |
| Director of Interactive | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Gaffer | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| Grip | hour | \$43.92 | \$45.24 | \$46.59 | \$47.99 | \$49.43 |
| Interactive Computer Artist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Interactive Designer | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Location Manager | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Market Research Manager | hour | \$87.85 | \$90.48 | \$93.20 | \$95.99 | \$98.87 |
| Media Planner | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| PR Administrative Assistant | hour | \$48.80 | \$50.27 | \$51.77 | \$53.33 | \$54.93 |
| PR Director | hour | \$180.57 | \$185.99 | \$191.57 | \$197.31 | \$203.23 |
| President | hour | \$170.80 | \$175.93 | \$181.21 | \$186.64 | \$192.24 |
| Production Assistant | hour | \$34.17 | \$35.19 | \$36.25 | \$37.33 | \$38.45 |
| Program Manager (Producer) | hour | \$117.13 | \$120.65 | \$124.26 | \$127.99 | \$131.83 |
| Publicist | hour | \$82.97 | \$85.46 | \$88.02 | \$90.66 | \$93.38 |
| Senior Art Director | hour | \$136.65 | \$140.75 | \$144.97 | \$149.32 | \$153.80 |
| Senior Copywriter | hour | \$97.61 | \$100.54 | \$103.56 | \$106.66 | \$109.86 |
| Traffic/Production | hour | \$92.72 | \$95.50 | \$98.37 | \$101.32 | \$104.36 |
| Videographer | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |

SIN 541-1000 Other Direct Costs

| ITEM | PER UNIT | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 |
|---|--------------|-------------|-------------|-------------|-------------|-------------|
| CD Per Unit | each | \$2.30 | \$2.37 | \$2.44 | \$2.51 | \$2.59 |
| Production Assistant Shot Selection | 8 hours | \$35.96 | \$37.04 | \$38.15 | \$39.29 | \$40.47 |
| Logging/Transcription | hour | \$43.15 | \$44.44 | \$45.77 | \$47.15 | \$48.56 |
| Duplicating Master Dub | each | \$339.06 | \$349.23 | \$359.70 | \$370.49 | \$381.61 |
| Additional BetaSP Tape | hour | \$143.84 | \$148.15 | \$152.60 | \$157.18 | \$161.89 |
| Talent Casting Session | day | \$847.65 | \$873.08 | \$899.27 | \$926.25 | \$954.04 |
| Shipping | each | \$308.24 | \$317.48 | \$327.01 | \$336.82 | \$346.92 |
| 2 Person Digicam Crew | day | \$3,390.58 | \$3,492.30 | \$3,597.07 | \$3,704.98 | \$3,816.13 |
| 2 Person BetaSP Crew | day | \$1,695.29 | \$1,746.15 | \$1,798.53 | \$1,852.49 | \$1,908.06 |
| 3 Person BetaSP Crew | day | \$1,695.29 | \$1,746.15 | \$1,798.53 | \$1,852.49 | \$1,908.06 |
| Beta Tape for Shooting Source Tapes | case | \$593.86 | \$611.67 | \$630.02 | \$648.92 | \$668.39 |
| Audio Studio for Voiceover and Post | hour | \$153.09 | \$157.68 | \$162.41 | \$167.28 | \$172.30 |
| On Camera Narrator | 1/2 day | \$847.65 | \$873.08 | \$899.27 | \$926.25 | \$954.04 |
| Studio with Teleprompter and 1 Cam Crew | day | \$4,238.23 | \$4,365.38 | \$4,496.34 | \$4,631.23 | \$4,770.17 |
| Production Assistant/Make-up | day | \$593.86 | \$611.67 | \$630.02 | \$648.92 | \$668.39 |
| Internal Photography Research | hour | \$85.28 | \$87.84 | \$90.48 | \$93.19 | \$95.99 |
| External Stock Illustration Fees | illustration | \$43.15 | \$44.44 | \$45.77 | \$47.15 | \$48.56 |
| External Stock Illustration Research | illustration | \$85.28 | \$87.84 | \$90.48 | \$93.19 | \$95.99 |
| Color Comps Online Through HCG Web FTP | hour | \$153.08 | \$157.67 | \$162.40 | \$167.27 | \$172.29 |
| ASP/Java Script Programming | hour | \$110.96 | \$114.29 | \$117.72 | \$121.25 | \$124.89 |
| Music Research | hour | \$85.28 | \$87.84 | \$90.48 | \$93.19 | \$95.99 |
| 508 Compliance | hour | \$67.45 | \$69.48 | \$71.56 | \$73.71 | \$75.92 |
| DVD Dub | each | \$25.95 | \$26.72 | \$27.53 | \$28.35 | \$29.20 |
| Media Cost – Magazine | each | \$16,356.15 | \$16,846.84 | \$17,352.24 | \$17,872.81 | \$18,408.99 |
| Online Survey Provider | month | \$50.85 | \$52.38 | \$53.95 | \$55.57 | \$57.23 |
| Photo Post Production | day | \$778.30 | \$801.65 | \$825.70 | \$850.47 | \$875.98 |
| Photographer (On Location) | day | \$1,867.91 | \$1,923.94 | \$1,981.66 | \$2,041.11 | \$2,102.34 |
| Programming | hour | \$72.65 | \$74.83 | \$77.07 | \$79.38 | \$81.76 |
| Technical Writer | hour | \$103.77 | \$106.89 | \$110.09 | \$113.40 | \$116.80 |
| Videographer | hour | \$73.20 | \$75.40 | \$77.66 | \$79.99 | \$82.39 |
| Web Designer | hour | \$82.96 | \$85.44 | \$88.01 | \$90.65 | \$93.37 |

FOR MORE INFORMATION

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