GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Multiple Award Schedule (MAS)
FSC Group: Professional Services
Subcategories: Marketing and Public Relations Services
FSC Class: R701, D304, R422, T006, R499

Contract Number	GS-07F-0138Y
Contract Period	07/10/2018 – 11/29/2026 (Option 2)
Contractor	iostudio, LLC 565 Marriott Drive, Suite 820 Nashville, TN 37214 Phone: 317-517-1156 / Fax: 615-256-6860 www.iostudio.com
Contract Administrator/ Marketing POC	Lisa Shock Phone: 317-517-1156 / Fax: 615-256-6860 lisa.shock@iostudio.com
Business Size	Small Business

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov

Online 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.

*Prices current through modification **PO-0039** dated **November 16, 2021**.*

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Company Information

iostudio seeks clients who are making a positive impact in the world.

Our diverse team members and talents are fueled by a common passion to serve the greater good, which results in award-winning brand engagement, business solutions and software engineering for Federal agencies, Fortune 500 companies and nonprofits.

Founded on Veterans Day in 1997 in Nashville, Tenn., iostudio's first client was the United States Army National Guard—a client we still serve today. Cutting our teeth in government contracts ensured that our company processes and hiring aligns with the transparency and commitment to measurable return on investment demanded by Federal work. We refer to it as being "good stewards of the dollar." Often, that client dollar is a taxpayer dollar or a donated dollar—and either way, that's funding directly intended to make that positive impact. It is our responsibility to ensure that the effectiveness of every client dollar is optimized and clearly measured.

Lisa Shock, President
10 years

Get to know us by clicking the image above to watch our team video, "Why I Love iostudio."

The stewardship of client funding coupled with our talent has grown our business beyond the Guard, earning the trust of the U.S. Navy, the Marines, the Department of Interior, the Department of Agriculture, the Department of Defense, the U.S. Chamber of Commerce, UPS, McKesson and many more.

Furthering our unique perspective, more than two dozen of our employees are current or former service members. In 2012, iostudio received the prestigious Employer Support for the Guard and Reserve (ESGR) Secretary of Defense Freedom Award for going above and beyond in support of our Guard and Reserve employees. Annually, we renew an ESGR Statement of Support. iostudio President Lisa Shock is an Army Reserve officer who has received an ESGR Patriot award as have several other managers. We also are in the process of launching an iostudio Veterans Resource Group to help foster career development and provide support for our military employees.

Learn more at www.iostudio.com.

iostudio Services

iostudio delivers business solutions, design, engineering + engagement services creating positive impact in the world.

Business solutions

iostudio prioritizes measurable return on investment throughout a project lifecycle. Iteratively, our clients see where and how their funding is creating product and moving the dial on key performance indicators (KPIs).

To enable this, we kick off each project with a thorough discovery. Discovery analyzes existing operational architecture, KPIs, and objectives with stakeholder and audience involvement. The results of discovery (including courses of action) are then submitted in clear and organized documentation, laying the blueprint for efficient and successful development. A thorough effort in discovery and documentation enables a smooth development and deployment of program assets. With deployment, we tag on additional program analysis to report on performance and recommend optimizations as they take shape.

Augmenting our in-house arsenal of strategy specialists and military-trained logistics and operations personnel, we have reached back to Lean Six Sigma Black Belts and Business Analysts to expedite solutions.

Solutions in Action: The U.S. Navy entrusts iostudio to deliver their contact center solution for recruiting. In our discovery of their Lead-to-contact operations, **we identified and operationalized a way to reduce process from 7 days to 7 minutes.**

Design

Design starts for us by focusing on what medium best serves to empower and educate our clients' audiences. This requires a mastery of a broad toolset. Our products have included national publications, collateral for global brands, high-volume brochures as well as brand strategy and brand development. We employ Adobe Creative Cloud, Adobe After Effects, Sketch, InVision as well as PHP, .NET codebases, among others. However, a great tool only produces great work when manipulated by a talented creator. Our award-winning team of art directors, front- and back-end developers, graphic designers, User Experience/User Interface experts and strategists bring concepts to reality in tight collaboration with our in-house

Solutions in Action: iostudio created and published the official magazine of the Army National Guard, *GX*® magazine, for more than a decade. Recognized by **more than 60 awards for its design and editorial excellence**, *GX* empowered Soldiers and families with information to boost their resiliency, advance careers and nurture recruiting and retention. Global content creation captured the courageous service of Guard members as well as exclusive communications from U.S. Presidents, Secretaries of Defense, Chairmen of the Joint Chiefs, Governors and General Officers.

analytics team. The marriage of design and analytics ensures creativity that is validated by quantifiable return on investment.

Engineering

As we discover client objectives and operations, we often learn of platform challenges. Uniquely, iostudio has the in-house capability to solution these challenges with custom solutions or customizations on third-party platforms. Our development and information systems teams architect digital environments scaled to each client, large or small. As example, we support not only robust, NIST-compliant architectures for the U.S. Army National Guard, we also support local nonprofit WordPress sites for clients such as Second Harvest Food Bank of Middle Tennessee. As with design, this breadth of effort requires mastery of many tools and the ingenuity to tailor them to client budgets in a manner fair and reasonable.

We operate in an Agile-infused workflow, iteratively reviewing product with clients to ensure management of expectations and alignment with budget and objectives. Careful discovery and documentation ensure each step is premeditated and measured.

A Defined Strategy: Drawing from best practices in audience engagement learned from more than 20 years in service to Federal and State agencies, Fortune 500 companies and nonprofits, we published our **multi-award-winning content strategy** in the Field Guide to Functional Content Marketing, available here: **www.iostudio.com/field-guide**

Engagement

Attracting the client's audience is only half the battle. We believe how we engage the audience is equally—if not more—important to truly deliver quantifiable return on investment. It is critical to deliver on the brand promise and provide one-touch resolution to the needs of the audience in a measurable and meaningful way. Our Functional Content Marketing™ strategy drives every proposed solution. Essentially, Functional Content Marketing requires intensive audience and client research to combine with audience involvement in the creative and development process to then create audience empowerment. Once the audience is empowered by the brand experience, you have created a magnetic experience attracting and retaining not only the target audience but their sphere of influence as well.

Unlike most marketing agencies, iostudio has an in-house contact center operation currently serving the U.S. Navy, the U.S. Army National Guard and the Department of Defense with contracted services spanning phone calls, mobile chats, email, training and analytics. Our contact center strategy aligns perfectly with our Functional Content Marketing approach in that we staff with subject matter experts who target first-contact resolution with relevant experience to the service and comprehensive training in the client's criteria. We additionally support social media management for healthcare and Federal clients, again putting a deep knowledge at the foundation of every execution. Howsoever the conversation manifests, iostudio enacts a

functional strategy that is designed to fit into the audience's media habits, delivers meaningful and immediately useful value to the audience and tracks every dollar spent.

Measurement occurs with our in-house strategy and analytics team, which drives qualitative and quantitative research, digital media and market landscape audits, focus groups and high-volume/high-visibility reporting. Fundamentally, we believe no data is useful unless it's understandable, and we strive to prepare every data presentation in a user-friendly and clean approach prioritizing key performance indicators. Once data is prepared in this manner, it becomes quickly and conveniently actionable to drive all new initiatives, audit engagements and enable real-time optimization. One way we surface this solution is through a real-time data dashboard accessible to clients in a mobile-friendly and secure platform. As the agency tracking and reporting every marketing campaign activity for the United States Army National Guard since 2011, we strive to be on the forefront of data integrity, data access and data-driven decision-making.

Services Summary

Business Solutions	Engagement
Analytics and Data Visualization Audience Research and Engagement Brand Strategy Competitive Research Performance Optimization	Content Strategy Content Development Contact Center Staffing and Management Copywriting/Copyediting Email Marketing Human Resources Marketing and Outreach Internal Communications
Design	
Display Design Editorial and Publication Design Graphic Design Illustration Infographic Design and Animation Interactive Design Logo Design Motion Graphics and Animation Print Design User Interface/User Experience Design	Original Music Composition Photography (On-location and In-studio) Recruiting and Retention Marketing Strategy Search Engine Marketing and Optimization Social Media Community Management Social Media Marketing Specialty Recruiting Strategy and Modeling Video Production Voice-over Talent
Engineering	
Content Management System Customer Relationship Management System Front- and Back-end Web Development Information Systems Web and Native Application Development Website Hosting Website Maintenance	

iostudio Process

Every iostudio client is outfitted with a dedicated and customized Triad to best deliver on requirements and mitigate risk. The Triad is composed as follows:

- **Account Manager:** Adopts and represents the client's needs and expectations to iostudio; interfaces with the client to present and discuss iostudio deliverables; oversees performance to identify opportunities for efficiency and innovation while ensuring the client receives measurable return on investment.

- **Project Manager:** Establishes, tracks and manages the schedule for client deliverables; tasks iostudio staff as dictated by client deliverables; monitors and manages project budget(s); monitors and maintains measurable return on investment.

- **Subject Matter Expert:** Aligns client goals with the execution of client deliverables through expert performance in the required medium; optimizes performance by leveraging a deep understanding and experience with the medium and nature of deliverables; maintains vigilance as a student of relevant industry to ensure best practices and emerging trends are applied and explored, respectively; monitors and maintains measurable return on investment.

The Triad ensures that our clients receive three tightly knit individuals bonded with an established camaraderie, established processes and a unified goal of exceptional, measurable service. Each individual brings a varied perspective for checks and balances. While the account manager largely drives client objectives, the project manager drives the efficiency in delivery on those objectives, and the subject matter expert ensures that the performance of the objectives is best-in-class.

Each individual motivates the other two with continuous audit and innovation at the task level. Our clients appreciate that each Triad member is responsible for measurable return on investment, as noted above. This attention requires lead measures with the foresight to optimize opportunities and quick-reaction lag measures to reduce the impact of operational challenges.

The Triad funnels work through our 4D's process. The 4D's are composed as follows:

- **Discovery:** Through client stakeholder discussion and client-sourced data/asset analysis, iostudio-driven data and research analysis, and creative exploration, the nature of the objectives and definition of success is understood and established.

- **Documentation:** The written record of Discovery; acts as a blueprint for Development; iteratively reviewed by the client to ensure accuracy and agreement of the execution plan, its schedule, its quality assurance plan and reporting plan.

- **Development:** Driven by insights of Discovery and acting based on Documentation, the execution of tasks iteratively reviewed by the client to manage expectations, mitigate risk and deliver measured results.

- **Deployment:** Upon completion of Development, the launch of deliverables; immediate and thorough quality assurance auditing; activation of analysis maintenance for

measurable return on investment.

*Note: Deployment initiates iostudio's **Audit and Innovate Cycle***. *The Audit & Innovate Cycle operates on mechanisms of measurement defined in Discovery—tracking and analyzing Key Performance Indicators (KPIs). Mechanisms can include custom solutions, audience sensing or third-party dashboards (such as Google Data Studio). iostudio's assigned Triad routinely monitors success to identify opportunities and challenges, then documents and solutions optimization for client review prior to implementation. Essentially, iostudio believes in optimizing each funding dollar and recognizes that audience engagement habits and trends can shift rapidly. It is our responsibility to shift performance variables accordingly, when contractually permitted.*

As work is funneled through the 4D's, the individual components are dissected and recategorized in our DMT (Deliverable, Milestone, Task) model. The project manager parses level of effort accordingly to assign two-way commitments with definitive dates and times of delivery as well as individual staff assignments. The DMT model is one more driver for accountability at the micro-level.

Staffing at the production-level will be dictated by deliverable as determined by the Project Manager who marries skill set with availability. The Project Manager, using Workamajig in conjunction with a 30-, 60-, and 90-day calendar of activities, conducts matchmaking on activity-to-individual. The project management and accounting software Workamajig (www.workamajig.com, a premier solution used by Liberty Mutual, Hallmark and University of Notre Dame, among others), enables us to meticulously plot tasks, track hours and budget, and optimize performance.

iostudio has a deep in-house capability of skill sets to include strategists, business intelligence analysts, videographers, photographers, copywriters and editors, art directors and designers, digital developers, quality assurance analysts, and more.

Customer Information

1.

    a. Table of Awarded Special Item Numbers (SINs):

SIN	Description
SIN 541810 /RC	Advertising Services
SIN 541511 /RC	Web Based Marketing
SIN 541910 /RC	Marketing Research and Analysis
SIN 512110 /RC	Video/Film Production
SIN 541430 /RC	Graphic Design Services
SIN 541613 /RC	Marketing Consulting Services
SIN OLM /RC/ STLOC	Order Level Materials (OLM)

For a full description of the covered services visit: [GSA eLibrary](#).

Our GSA MAS contract can also support state and local agencies under the following programs:

- Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act)—allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.

- Federal Grants During Public Health Emergencies (Section 319 of the Public Health and Services Act)

    b. Lowest Priced Model Number and price for each SIN: See price list (page 13).

    c. Hourly Rates: See price list beginning on page 13.

2. Maximum order: SINs 541810/RC, 541511/RC, 541910/RC, 512110/RC, 541430/RC, 541613/RC: $1,000,000; SIN OLM/RC: $250,000
Note: Agencies may place, and Contractor may, but it is not obligated to honor, orders exceeding this limit.

3. Minimum order: $100.00

4. Geographic coverage: Domestic

5. Point(s) of production: Services N/A

6. Discount from list: All prices Herein are Net

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days.
Note: Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items: N/A

10a. Time of delivery: In accordance with the requirements of the task order
10b. Expedited delivery: Contact Contractor's Representative
10c. Overnight and two-day delivery: Services N/A
10d. Urgent requirements: Agencies can contact the Contractor's Representative to affect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

11. F.O.B. point: Destination

12a. Ordering address: iostudio, LLC, 565 Marriott Drive, Suite 820, Nashville, TN 37214
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: Same as Contractor address

14. Warranty provision: Standard Commercial Warranty. Customer should contact Contractor for a copy of the warranty.

15. Export packing charges: N/A

16. Terms and conditions of rental, maintenance and repair: N/A

17. Terms and conditions of installation: N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
18b. Terms and conditions for any other services: N/A

19. List of services and distribution points: N/A

20. List of participating dealers: N/A

21. Preventative maintenance: N/A

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

22b. 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/.

23. Unique Entity Identifier (UEI) number: 071139666

24. iostudio is registered in the System for Award Management (SAM) database.

Contract Administrator and Marketing Point of Contact

Lisa Shock
iostudio, LLC, 565 Marriott Drive, Suite 820, Nashville, TN 37214 | Tel: (317) 517-1156 / Fax: (615) 256-6860 / Email: lisa.shock@iostudio.com

Contract Overview

GSA awarded iostudio, LLC, a GSA Federal Supply Schedule contract for the Multiple Award Schedule (MAS), Contract #GS-07F-0138Y. The current Option period is Option Period 2. GSA may exercise a up to one additional 5-year option period. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using labor categories and ceiling rates defined in the contract.

Contract Use

This contract is available for use by all Federal government agencies, as a source for Professional Services, specifically Marketing and Advertising services. Executive agencies, other Federal agencies, mixed-ownership government corporations, and the District of Columbia, government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal government.

Our GSA MAS contract can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act).

Contract Scope

Services specified in a task order may be performed at the Contractor's facilities or the ordering agencies' facilities. The government will determine the Contractor's compensation by any of the several different methods (to be specified at the task order level), e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material. iostudio, LLC, was

awarded a GSA MAS contract to provide Professional Services, specifically Marketing and Public Relations services, under the below contract SINs:

a. 541810 Advertising Services
b. 541511 Web Based Marketing
c. 541910 Marketing Research and Analysis
d. 512110 Video/Film Production
e. 541430 Graphic Design Services
f. 541613 Marketing Consulting Services
g. OLM Order Level Materials (OLM)

The government defined and awarded iostudio's contract after evaluation based on experience, negotiated cost reasonableness and past performance under the above SINs. Task orders identified and defined under these SINs may be awarded to iostudio.

For a full description of the services covered under SINs 541810, 541511, 541910, 512110, 541430, 541613 and OLM visit: GSA Library.

Labor Rates

SIN(s)	Labor Categories	Hourly Rate
Creative		
541810, 541511, 541910, 512110, 541430, 541613	Copywriter	$82.62
541810, 541511, 541910, 512110, 541430, 541613	Designer	$64.48
541810, 541511, 541910, 512110, 541430, 541613	Junior Videographer/Editor	$59.45
541810, 541511, 541910, 512110, 541430, 541613	Senior Art Director	$99.75
541810, 541511, 541910, 512110, 541430, 541613	Senior Interactive Designer	$99.75
Customer Care		
541810, 541511, 541910, 512110, 541430, 541613	Program Manager	$82.62
541810, 541511, 541910, 512110, 541430, 541613	Shift Supervisor	$64.48
541810, 541511, 541910, 512110, 541430, 541613	Support Operator	$35.26
Development		
541810, 541511, 541910, 512110, 541430, 541613	Developer	$99.75
541810, 541511, 541910, 512110, 541430, 541613	Junior Developer	$76.57
541810, 541511, 541910, 512110, 541430, 541613	Senior Developer	$128.97
Client Services		
541810, 541511, 541910, 512110, 541430, 541613	Account Executive	$76.57
541810, 541511, 541910, 512110, 541430, 541613	Account Supervisor	$110.83
Information Services		
541810, 541511, 541910, 512110, 541430, 541613	IS Systems Administrator	$87.66
Project Management		
541810, 541511, 541910, 512110, 541430, 541613	Proofreader	$70.53
541810, 541511, 541910, 512110, 541430, 541613	QA Analyst	$93.70

Labor Category Descriptions

Creative

Copywriter
Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), websites and exhibits. Collaborates with design and production staff to complete client projects.

Years of Experience: 2–3
Educational Requirements: B.A. in English, journalism or equivalent

Designer
Performs print, collateral, logo and brand development, site design, mobile design, and experiential design. Researches and evaluates new technologies, techniques, styles and competition. Conceptualizes with art directors and writers. Experience is based on needs, knowledge of Adobe Creative Suite.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Junior Videographer/Editor
Confers with the Film and Video Creative Director to determine production needs, assists in all aspects of production from pre- to post- and helps ensure quality delivery of every project. Assist in a variety of complex technical tasks related to the operation of film, editing, video production and photography projects. Maintains an understanding of the operation of video, audio and photography equipment in order to coordinate and participate in assigned recording, editing and photography projects. Performs videotape recordings from linear events or tape a script in film style for A-/B-roll editing. Edits recorded video and/or audio per client or project director instructions. Produces video/photo product to its final form (i.e., print, interactive, DVD, etc.). Experience is based on needs, knowledge of Final Cut Pro.

Years of Experience: 2
Educational Requirements: Bachelor's degree

Senior Art Director
Designs print ads, brochures, booklets, fliers, TV commercials, billboards, interactive ads and more, according to strategic plans provided by the Creative Director/Account Executive. Meets as needed with the client service team members and interactive marketing personnel to ensure coordination between traditional and interactive advertising and marketing efforts. Works with the Creative Director in the selection of design elements, papers, vendors, models, freelancers, broadcast talent and all outside sources/purchases needed to fulfill production of each project. Works with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production. Provides all required specifications (e.g., colors,

fonts, papers, sizes) to production department. Reviews all production materials on assigned projects. Art directs videos, photo sessions, press checks, and supervises freelancers. Experience is based on needs, knowledge of Microsoft Office and Adobe Creative Suite.

Years of Experience: 7
Educational Requirements: Bachelor's degree

Senior Interactive Designer

Leads the design efforts for interactive projects. Works productively in an Agile environment where designs will iterate and experimentation is necessary. Embraces the responsive nature of the web in designs and interfaces. Stays current with best practices in desktop, tablet and mobile design to keep up with what's working best in UI/UX and how to apply it to work. Maintains functional knowledge of how web applications work. Makes final deliveries as either responsive HTML/CSS mockups or flat files with style guides as requested. Experience is based on needs, knowledge of Adobe Creative Suite, HTML, CSS, and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or professional certification

Customer Care

Program Manager

Understands and is able to brief employees, management and clients on the intricacies of assigned programs. Learns and becomes an expert on the products in order to understand and train team members on all requirements as stated in client documents. Ensures all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, keeping equipment operating, and maintaining professional and technical knowledge. Manages and increases the effectiveness of the program and team; ensures the team responds to all client leads and applicants in a timely manner. Supervises, mentors and coaches Call Center Shift Supervisors on a daily basis. Coaches team members on providing a superior level of customer support. Monitors program metrics and queues, and corrects queue errors. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or professional certification

Shift Supervisor

Assists the Deputy Program Manager in daily operations. Manages the daily activities of teams of Operators as they process applicants in accordance with client policies, procedures and guidelines. Supervises team members, providing coaching, initiating training opportunities and handling disciplinary actions. Possesses a thorough knowledge of client recruitment criteria and incentive programs and is able to explain them in simple terms. Monitors scheduling to ensure sufficient coverage is available during training times, employee absences, vacation approvals and Saturday shifts. Is responsible for daily quality assurance reports and bimonthly staff quality assurance reports. Ensures all Call Center policies and procedures are followed. Ensures that Operators maintain a 90 percent minimum Quality Assurance Rating; maintains overall quality in

chats and queues by conducting biweekly Quality Assurance Surveys. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 5
Educational Requirements: Bachelor's degree or professional certification

Support Operator
Interacts with potential recruits to answer any questions and works to prequalify these individuals. Makes and receives phone calls with the intent of promoting or selling company products and/or services. Communicates with applicants by providing customer service to them in accordance with client standards. Possesses a thorough knowledge of client regulations and related resource materials, while being able to explain them in simple terms.

Years of Experience: 5
Educational Requirements: High school diploma, demonstrated sales, call center/customer service experience

Development

Developer
Responsible for user experience (UX) design and visual design. Delivers high-quality source code in the PHP language independently. Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Researches, tracks and understands new Web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of PHP, CSS, HTML and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or equivalent agency interactive design experience

Junior Developer
Responsible for developing highly complex code and integrating artwork, text, video and sound into websites that meet client needs. Delivers high-quality source code in the PHP language independently (primarily Symfony). Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Develops, tests and implements software applications. Ensures web pages are functional across different browser types and conducts tests to verify user functions. Experience is based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XTHML/CSS and others if appropriate.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Senior Developer
Responsible for developing web applications and CMS-driven websites. Delivers high-quality PHP source code. Creates, maintains and optimizes MySQL queries for programs and metric reporting. Commits code using Git methodologies and best practices. Creates highly complex, customized applications in response to business needs. Researches, tracks and understands new web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of CSS3 and HTML5, Sass, Capistrano, Foundation, Vagrant, and others if appropriate.

Years of Experience: 9
Educational Requirements: Bachelor's degree or professional certification

Client Services

Account Executive
Plans, coordinates and directs the marketing efforts on behalf of clients, guiding the day-to-day development of all client projects. Coordinates the development of the marketing strategy in accordance with the client's objectives and budgets. Consults with creative and interactive staff members to communicate client objectives and develop sound, strategic solutions. Develops annual projections of client gross income and personnel needs. Reviews all creative work prior to submitting to the client for approval, in addition to reviewing project billing. Participates in New Business activities as necessary, and develops project estimates and pricing.

Years of Experience: 3+
Educational Requirements: B.A. or equivalent

Account Supervisor
Successfully focuses the efforts of team members so that projects are completed as proposed—on time, within budget, and meeting or exceeding client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively assigns, delegates, coordinates and monitors the work of agency staff members assigned to client projects, and manages the agency's day-to-day relationship with key client contacts.

Years of Experience: 6+
Educational Requirements: B.A. or equivalent

Information Services

IS Systems Administrator
Installs and maintains mission-critical server software and hardware, including Linux, Citrix Xen, Macintosh OS X Server and Windows. Responsible for the integrity, continuity, operations, and maintenance of infrastructure servers and storage. Ensures the servers and storage systems are functioning optimally at all times. Oversees or directly performs maintenance updates and patches on all servers. Defines and ensures compliance with server-build checklists and

procedures, which should ensure the security of servers as well as compliance with organizational policies and procedures. Installs and performs minor repairs to hardware, storage, software and peripheral equipment according to design and/or installation specifications as necessary. Designs monitoring capability to monitor the daily performance of computer systems. Reads technical manuals, confers with users and conducts computer diagnostics to investigate problems and provide resolutions and/or technical assistance. Develops and continually updates training materials. Assists the IS Engineering Manager with the planning, implementation and ongoing management of all data center and intermediate distribution frame (IDF) locations, including both internal and hosted facilities. Experience is based on needs, knowledge of UNIX and/or Linux, Citrix Xen or VMware, Amazon Web Service technologies including EC2, ELB, RDS, Route53, S3, EBS. Knowledge of LDAP eDirectory or similar technology, Microsoft Office, and others if appropriate.

Years of Experience: 9
Educational Requirements: Bachelor's degree

Project Management

Proofreader
Proofreads, reviews and edits materials for accurate use of grammar and content. Corrects any grammatical, typographical, or compositional errors in original copy.

Years of Experience: 1–3
Educational Requirements: Associates Degree Minimum / B.A. preferred in English, Journalism or equivalent

QA Analyst
Responsible for providing test coverage on existing features and enhancements. Creates, reviews and maintains robust automated regression and data-driven tests. Develops test plans and communicates to others the execution of those test plans. Prioritizes and manages multiple tasks, defines problems, and develops methods to resolve problems. Utilizes Selenium IDE and JIRA for test management and issue/defect reporting and tracking. Experience is based on needs, knowledge of QuickTest Professional (QTP) or Selenium IDE automation tools, JIRA, Bugzilla, Redmine, HP (Mercury) Quality Center or similar defect-tracking tools, Microsoft Office, and others if appropriate.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Education and Experience Substitutions

Experience Substitutions:

H.S. Diploma + 2 years additional experience	Equals	Associates Degree
H.S. Diploma + 4 years additional experience	Equals	Bachelors Degree
Associates Degree + 2 years additional experience	Equals	Bachelors Degree
A Microsoft Certified Systems Engineer (MCSE), Project Management Professional, (PMP), or similarly complex certifications	Equals	Bachelors Degree
Bachelors Degree + 2 years additional experience	Equals	Masters Degree
Masters Degree + 3 years additional experience	Equals	Ph.D.

Education Substitutions:

A Ph.D. may be substituted for three years of required experience with a Masters Degree or four years with a Bachelors Degree.
A Masters Degree may be substituted for two years of required experience with a Bachelors Degree.
A Bachelors Degree may be substituted for four years of required experience with a H.S. Diploma.
A Microsoft Certified Systems Engineer (MCSE), Project Management Professional, (PMP), or similarly complex certifications may be substituted for two years of required experience.

Service Contract Labor Standards

iostudio uses no SCLS/SCA-eligible labor in the execution of these programs. The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Instructions for Placing Orders for Services based on GSA Schedule Hourly Rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that iostudio meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract. If it is determined that your agency needs an outside source to provide MAS services, follow these simple steps:

Orders under the Micro-purchase Threshold
- Select the contractor best suited for your needs and place the order.

Orders in-between the Micro-purchase Threshold and the Simplified Acquisition Threshold
- Prepare a SOW or PWS in accordance with FAR 8.405-2(b).
- Prepare and send the RFQ (including SOW and evaluation criteria) to at least three (3) GSA Schedule contractors.
- Evaluate, then make a "Best Value" determination.

  Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Orders over the Simplified Acquisition Threshold
- Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least three (3) contractors.
- Seek price reductions.
- Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).

  Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Developing a Statement of Work (SOW) or Performance Work Statement (PWS). In the SOW, include the following information:
- Work to be performed
- Location of work
- Period of performance
- Deliverable schedule, and special standards and any special requirements, where applicable

Preparing a Request for Quote (RFQ)
- Include the SOW and evaluation criteria

- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order.
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to http://www.gsa.gov/schedules-ordering and client "Ordering Information." Also see summary guidelines in the Multiple Award Schedule (MAS) Desk Reference Guide, Ordering Procedures.

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more (1+) schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s)
- The need to periodically compare multiple technical approaches or prices
- The administrative costs of BPAs
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g., estimated quantities, work to be performed), delivery locations and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs

Single BPA
If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs
If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures.
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for Hourly Rate Services
If the BPA is for hourly rate services, the ordering activity shall develop an SOW for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the SOW.

Duration of BPAs
BPAs generally should not exceed five (5) years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs
The ordering activity that established the BPA shall review it at least once (1) a year to determine whether:
- The schedule contract, upon which the BPA was established, is still in effect
- The BPA still represents the best value (see 8.404(d))
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained. The ordering activity shall document the results of its review.