



2923 E. 64th Street, Davenport, IA 52807  
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**General Services Administration  
Federal Supply 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 for GSA-*Advantage!* is: <http://www.gsaadvantage.gov>

**SCHEDULE TITLE: 7FCB-H2-07-0541-B  
Advertising and Integrated Marketing Solutions**

**CONTRACT NUMBER: GS-07F-0089V**

**CONTRACT PERIOD: December 8, 2008 – December 7, 2013**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at:  
<http://www.fss.gsa.gov>

**CONTRACTOR:**

Effective Digital Presentations (EDP)  
2923 E. 64<sup>th</sup> Street  
Davenport, IA 52807  
Telephone: 800-528-8998 or 563-322-9005  
<http://www.edpvideo.com>  
Email: paulk@edpvideo.com

**CONTRACT ADMINISTRATOR:**

Paul Kakert  
Effective Digital Presentations (EDP)  
2923 E. 64<sup>th</sup> Street  
Davenport, IA 52807  
Telephone: 800-528-8998 or 563-322-9005  
<http://www.edpvideo.com>  
Email: paulk@edpvideo.com

**BUSINESS SIZE: Small Disadvantaged & Women Owned Business**



## ADMINISTRATIVE ISSUES

- 1a. **Awarded Special Item Numbers:**
- **541–4B Video/Film Production Services**
  - **541–1000 Other Direct Costs**
- 1b. **HOURLY RATES:** See Pricelists on pages 5 and 6.
2. **MAXIMUM ORDER\*:** \$1,000,000 per SIN  
\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.
3. **MINIMUM ORDER:** \$100
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **POINT(S) OF PRODUCTION:** Davenport, Iowa (US)
6. **DISCOUNT FROM LIST PRICES:** **15% from the accepted price list.** For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.
7. **QUANTITY DISCOUNT(S):** **2% for orders of \$100,000-\$199,000 and 3% for orders of \$200,000-\$500,000.**
8. **PROMPT PAYMENT TERMS:** **Additional 2% if paid within 20 days**
- 9.a **Government Purchase Cards** must be accepted at or below the micro-purchase threshold.
- 9.b **Government Purchase Cards** are accepted above the micro-purchase threshold.
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** As specified on agency task order and mutually agreed
- 11b. **EXPEDITED DELIVERY:** As specified on agency task order and mutually agreed
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency task order and mutually agreed
- 11d. **URGENT REQUIRMENTS:** As specified on agency task order and mutually agreed.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Effective Digital Presentations (EDP)  
Attn: Paul Kakert  
2323 64<sup>th</sup> Street  
Davenport, IA 52807

- 13b. **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
- 14. **PAYMENT ADDRESS:** Same as contractor
- 15. **WARRANTY PROVISION:** Standard Commercial Warranty
- 16. **EXPORT PACKING CHARGES:** Not applicable
- 17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level) N/A
- 18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance for EIT:** N/A
- 25. **DUNS NUMBER:** 130901221
- 26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Active Registration: Yes (expires 08/26/2009)

## Open Ratings Past Performance Review

We encourage you to view the certified Past Performance Certification for Effective Digital Presentations completed by Open Ratings at the following website:

<https://prod.openratings.com/certified/index.pl?page=duns&orderid=1269876>

### Government Projects and Client References

We believe we offer the most dependable and highest quality production and greatest value for your project. More importantly, our clients believe EDP offers the best results-driven production available.

Videos may be viewed online at: <http://www.edpvideo.com>

and on our YouTube channel: [http://www.youtube.com/view\\_play\\_list?p=38FA6B151BDECF97](http://www.youtube.com/view_play_list?p=38FA6B151BDECF97)

○ **[U.S. Army Joint Munitions Command, Rock Island Arsenal, Rock Island, IL](#)**

Projects include: 3D animated logos and numerous 30-second commercials, one 14-minute employee video for JM&L LCMC (Picatinny, NJ), a 17 video interactive kiosk and a 5-minute promotional video for JMC.

○ **[Crane Army Ammunition Activity, Crane, Indiana](#)**

In August 2007 EDP completed production of an 11-minute video to promote CAAA and its support of the warfighter. In April 2008 EDP completed an 8-minute LEAN Six Sigma informational video.

○ **[McAlester Army Ammunition Plant, McAlester, Oklahoma](#)**

In December 2008 EDP completed work on two videos for MCAAP including a 12-minute Command DVD and an 8-minute Marketing DVD. The two videos were produced concurrently.

### A Partial List of EDP's 2008 Video Awards

- 2008 Iowa Motion Picture Association, 1<sup>st</sup> Place Awards**  
**Crane Army Ammunition Activity, "Supporting the Warfighter" video**  
Rudy's Tacos, "Welcome to Rudy's" :30 TV, Visual FX Award  
Davenport Community Schools, "Think BIG" :30 TV  
Ascentra Credit Union, "Higher Level" :30 TV
- 2008 National Telly Award, Video Production**  
**Crane Army Ammunition Activity, "Supporting the Warfighter" video**



## Pricing/Services

Following are pricing and descriptions of services provided by Effective Digital Presentations. Additional information can be obtained by contacting us [toll free] 1-800-538-8998 or 1-563-322-9005 or going to our web site: [www.edpvideo.com](http://www.edpvideo.com).

### 541-4B Video/Film Production Services:

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; voiceover/narration recording, 3D and 2D animation and motion graphics; music and sound effects; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Broadcast Formats including High Definition (HD)
- DVD and Blu-ray (HD) Disc and CD-ROM
- Internet/Streaming Video

541-4B Services	UNIT OF ISSUE	GSA Price with IFF
Project Management	Hour	\$107.05
Script Writing	Hour	\$107.05
Voiceover Recording	Hour	\$107.05
Video Editing and Chromakey (Green Screen) Compositing	Hour	\$107.05
Videographer	Hour	\$53.52
Sound Design & Mixing	Hour	\$107.05
Animation & Motion Graphics	Hour	\$214.09
Blu-ray, DVD and CD Authoring and HD Mastering	Hour	\$128.46
Streaming Media Encoding and Programming	Hour	\$128.46
Mastering to Videotape	Hour	\$107.05
Chromakeying (green screen editing)	Hour	\$107.05
Blu-ray Disc Authoring & Mastering	Hour	\$128.46
Closed Captioning & Subtitling	Hour	\$128.46
<b>Task Packages (inclusive of equipment &amp; crew)</b>		
Location Shoot - 8 Hour Day	Day	\$1,632.15
Location Shoot - 4 Hour Day	1/2 Day	\$1,224.11
Green Screen - Portable/On-Location	Day	\$214.09
8 foot Jimmy Jib	Day	\$214.09
40-foot Track and Dolly	Day	\$256.91

## SIN 541-1000 Other Direct Costs

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs cannot be purchased under this contract as a stand-alone item or service.

Possible ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. ODCs not approved on schedule may not be included as part of a GSA Schedule order.

ODCs (541-1000)	UNIT OF ISSUE	GSA Price with IFF
Voiceover Talent	Hour	\$151.13
Exterior HMI Lighting	Day	\$1,712.75
Grip/Gaffer (Production Assistant)	Day	\$453.38
Videographer (Camera man)	Day	\$503.75
Green Screen - Studio	Day	\$604.50
On Camera Talent/Actors	Hour	\$125.94
Teleprompter	Day	\$151.13

## Service Category Descriptions

### 1. Project Management

- a. Services Include: Management of all elements of production from contract negotiations, changes and revisions, production and quality control. Also includes all logistics and travel during project, location scouting and securing of freelance talent and crew as needed.
- b. Experience: 10+ years experience managing multimedia projects including animation and video production.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### 2. Script Writing

- a. Services Include: Creative development of a production concept. Research and writing of the outline and resulting script for the video and/or animation. A script may be a written narrative to be read by a professional voiceover talent, or a descriptive document of each scene of a video/animation broken down by visual and audio elements.
- b. Experience: 5+ years experience in a creative role in a video and/or animation production environment. Exceptional communication, artistic and writing skills.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **3. Voiceover Recording**

- a. Services Include: Studio or location audio recording.
- b. Experience: 5+ years experience recording professional voiceover narration.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **4. Video Editing and Chromakey (Green Screen) Compositing**

- a. Services Include: Video editing of footage shot in front of a green or blue screen in order to drop out the background (green screen) and replace it with other video or animation.
- b. Experience: 10+ years experience in advanced video editing, chromakeying and/or compositing.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **5. Sound Design and Mixing**

- a. Services Include: Creative use and composition of digital audio tracks for original video and/or animation productions. Includes original sound design and creative use of stock sound library content.
- b. Experience: 5+ years in digital audio production, composition and editing.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **6. Animation and Motion Graphics Services**

- a. Services Include: Design and production of 2D and 3D animation sequences and motion graphics as stand along productions or in support of video productions. Includes concept design, 3D modeling, lighting and rendering of all animation elements.
- b. Experience: 5+ years in 3D digital animation.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **7. Blu-ray, DVD and CD Authoring and HD Mastering**

- a. Services Include: Design and programming of interactive, menu driven content for playback on Blu-ray disc players and similar HD (high definition) devices.
- b. Experience: 5+ years experience in a creative role in a video and/or DVD/Blu-ray production environment. Exceptional communication, artistic and writing skills.
- c. Education: Bachelor's Degree with evidence of outstanding work performance.

### **8. Streaming Media Encoding and Programming**

- a. Services Include: Prepare digital files for encoding to formats for computer and/or online (Internet) delivery including QuickTime, Real Media, Windows Media, Flash and others as they become relevant.
- b. Experience: 5+ years and extensive knowledge of the latest digital video distribution formats.

- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

**9. Mastering to Videotape**

- a. Services Include: Creating a master file and recording to BetaSP format for U.S. and/or international broadcasting.
- b. Experience: 5+ years with professional broadcasting equipment and U.S. and International broadcasting standards.
- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

**10. Closed Captioning & Subtitling**

- a. Services Include: Closed and Open Captioning and/or Subtitling services for DVD, Blu-ray Disc and/or online video formats.
- b. Experience: 5+ years
- c. Education: HS or Tech School Degree with evidence of outstanding work performance.

**11. Green Screen – Portable/On-Location**

- a. Services Include: Use a portable green and/or blue screen of various sizes, as applicable, to bring on location in preparation of videotaping for chromakey editing.

**12. 8 foot Jimmy Jib**

- a. Use of 8-foot Jimmy Jib camera crane for use on location shoots.

**13. 40 foot Track and Dolly**

- a. Use of 40-foot track and dolly for use on location shoots.

## National Broadcast Quality/High Definition (HD) Equipment

We are a professional, fully mobile broadcast quality production company. We utilize the following industry leading equipment and deliver on the highest quality media.

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### Leading Edge High Definition Delivery on Blu-ray



We are one of the few production companies with full in-house authoring and mastering capabilities for Blu-ray. This leading edge format delivers full high definition (HD) picture quality that far surpasses standard definition (SD) DVD. We offer full graphic design and interactivity authoring for true Hollywood style video/animated menus for a true cinema quality experience.

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1. We record in DVCPRO 50 or DVCPRO HD using the Panasonic AG-HVX200 (high definition/HD) with 4 x 4 Petroff Matte Box (pictured). The camera features include:
  - a. True high definition image quality
  - b. 16:9 native high-sensitivity progressive 3-CCD with 1080/60p scanning
  - c. New DSP with 14-bit A/D conversion and 19-bit internal processing
  - d. 16:9/4:3 switchable for standard definition recording, 16:9 native for HD
  - e. Wide angle Leica Dicomar HD lens with optical image stabilizer
  - f. 13X zoom range: focal length = 4.2 to 55mm (35mm equivalent: 32.5 to 423)
  - g. Advanced gamma functions and eight gamma settings including two CineGamma™ modes
  - h. Advanced image adjustments: color matrix, detail, chroma phase, color temp
  - i. 48kHz 16-bit 4-channel PCM audio (2 XLRs with phantom power)
  - j. External recording to FOCUS FireStore FS-100 via IEEE 1394 streaming
  - k. SMPTE timecode reader/generator with timecode matching with multiple cameras
  - l. Ultra-tough magnesium alloy chassis

2. We edit on a Macintosh dedicated edit station running Apple's Final Cut Pro Studio. The Studio suite of programs includes Final Cut Pro as well as Motion (for graphics and effects), Color (for consistent professional color correction), Compressor (for professional compression for DVD) and DVD Studio Pro (for professional DVD authoring). **We store all footage and edit files on a RAID 5 system provides the ultimate in file security (redundancy to eliminate file loss due to drive failure).**
3. We record direct to digital hard drive using industry leading P2 memory card technology from Panasonic, not to tape, so no digitizing of footage from analog to digital is necessary where quality may be lost. This feature significantly enhances image quality and allows us to immediately review scenes during filming and aides in an efficient production.
4. Sennheiser wireless lavalier and shotgun microphones for professional quality audio of interview and ambient sound.
5. ARRI and Lowell Lighting Kits (pictured).
6. 40 feet of track and dolly (pictured) in addition to a portable doorway dolly for moving camera shots with smooth motion in any setting.
7. 8-foot Jimmy Jib (camera crane for smooth raising and lowering movements)

This equipment allows us to produce scenes audiences have grown accustom to seeing in movies, such as moving dolly shots and raising and lowering jib shots. We produce videos as the highest quality possible that is broadcast quality, minimum.



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# **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 Effective Digital Presentations (EDP) 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 AIMS services, follow these simple steps:

## **Step 1. Develop a Statement of Work (SOW)**

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

## **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

## **Step 3. Prepare 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

## **Step 4. Provide RFQ to at least Three Firms**

## **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

# 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 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; and
- 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; and
- 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 a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

**Duration of BPAs.** BPAs generally should not exceed five 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 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)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.