



EFFECTIVE DIGITAL PRESENTATIONS

2923 E. 64th Street, Davenport, IA 52807

Contact: Paul Kakert • 563-650-4862 • paulk@edpvideo.com

GSA Contract #: GS-07F-0089V

**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

**Catalog Updated: October 5, 2011**

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: 563-650-4862  
<http://www.edpvideo.com>  
Email: [pegk@edp-corp.com](mailto:pegk@edp-corp.com)

**CONTRACT ADMINISTRATOR:**

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**BUSINESS SIZE: Small Economically 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:** 1% if paid within 15 days, 2% if paid within 7 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

# EDP Awarded Contracts for First Army, NASA, Army Sustainment Command (ASC) and Joint Munitions Command (JMC) as a GSA Contractor for Film and Video Production in 2011



EDP offers the best value and best solution for federal government video production. For the convenience of our federal government clients, we are on the **General Services Administration Schedule (GSA) for film and video production**. Any federal agency can hire us directly through GSA Advantage without going through the open market bid process. Utilizing our GSA contract saves you time in procurement, and money through our pre-negotiated low government rates. Call us to find out how EDP delivers a total solution that represents the best overall value to the government.



In 2011 EDP produced a 60 minute training video for NASA New Hires featuring actors filmed entirely over blue screen and composited onto a 3D virtual set through a process called chroma keying (or blue screening). In 2009 EDP completed it's first virtual set training video for NASA on Extended TDY.

EDP has worked for Federal Government clients throughout the US including JMC, First Army, NASA, Army Sustainment Command, PEO AMMO, LCMC, ARDEC, USCG

## Past Performance

EDP is a GSA Contract holder, which may be an advantage for your projects. Through the GSA contracting process we participated in a Past Performance Evaluation and received a rating of 95 out of 100. We feel this information may be advantageous to you and we encourage you to view the certified Past Performance Certification for EDP completed by Open Ratings at the following website:

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



**Contract Holder**  
Contract GS-07F-0089V

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## Animation and Internet Delivery Project Highlights

### FirstEnergy Corp. Coal Burning Power Plant Virtual Tour

Educational video on generating electricity

FirstEnergy Corp. wanted to tell the story of how energy is generated from coal as part of a public relations and educational presentation to be showcased on their website. Of particular interest was the inclusion of the many environmentally safe processes in place at their power plants. Impossible views with clearly defined visuals of intricate machinery have made this narrated animated tour a big success. [See the animated tour on our website.](#)



### Ohio Savings Bank Advertising Campaign for Internet Banking



This project included the creative concept and production of a 3D animated character named Webster. EDP worked with the marketing team at Ohio Savings bank to completely script an online instructional tour of their Internet application. We also created a kiosk presentation for their bank lobby locations featuring Webster and his animated world inside the bank vault where he did all of his Internet banking.

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## Success is defined at commencement and continues throughout production with good communication.



EDP utilizes a secure, private collaboration website that will be used to share files, review and comment on video previews, and send messages between all team members. The image shown is a screen shot of the website showing the video preview feature on the left side of the screen with the ability to log messages and instructions/comments on the right side of the screen. This not only aids in the efficient production process but also keeps a log of production activity.

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## A Partial List of Recent Video Awards

### 2011 National Telly Awards

- Silver (1st Place) – “Pine Bluff Arsenal - Smoke”  
Government Video
- Bronze – “Blue Grass Army Depot” – Government Video
- Bronze – “Train to Nowhere” – Documentary Film



### 2010 National Telly Awards

- Silver (1st Place) – “Train To Nowhere”  
Documentary Film Trailer
- Bronze – “Journey to the City of Dawn”  
Documentary Film Trailer
- Bronze – “USCG Modernization” – Government Video
- Bronze – “US Army – JMC Overview” – Government Video
- Bronze – “Lake City Army Ammunition Plant – US ARMY” – Government Video
- Bronze – “Iowa Army Ammunition Plant – US ARMY” – Government Video

### 2009 National Telly Awards

- Silver (1st Place) – “Healing Music In Kosovo” Fundraising Video
- Classic Telly – “Coal Power Plant Animated Tour” – Use of Animation
- Bronze – “We Are MCAAP” – Marketing Video
- Bronze – “We Supply Your Ammo – US ARMY JMC” – Marketing Video
- Bronze – “So You Want To Be A Star” Short Form Video – Reality Show Teaser

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

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### 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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## In-House Panasonic P2 All Digital HD Production Equipment

Professional, fully mobile broadcast HD production utilizing industry-leading digital equipment from Panasonic. Our equipment goes on-site, anywhere, for full production at remote locations.

- **Filming in industry leading AVC-Intra 100 Mb/s (10-bit 4:2:2)** full frame 1080p or 720p high definition recording utilizing the revolutionary Panasonic AG-HPX250.
- Apple Mac Pro workstation running the latest Final Cut Pro Studio and Adobe CS5 Production Suite including Adobe Premiere Pro and Encore (DVD & Blu-ray authoring).  
**All production files stored on a RAID 5 system providing file security (redundancy to eliminate file loss due to drive failure).**
- Footage shot direct to digital, not to tape, eliminating the need to digitize footage from analog to digital where quality will be lost. The HPX250 uses industry leading P2 memory card technology from Panasonic. This significantly enhances image quality and allows immediate review of scenes in the field.
- **Recording to multiple 64 GB P2 cards allows for all day HD shooting.**  
We travel with a high powered MacBook Pro edit station and professional solid state hard drives for offloading the footage in the field. This is the most productive operating workflow available and assures we can shoot all day, day-after-day. We also have ample batteries and extra chargers for all day on-the-go power.
- Sennheiser and Sony wireless lavalier and shotgun microphones with wireless boom pole and windsock for professional quality audio in the most challenging locations.
- **State-of-the-art 1x1 Bi-Color LED lighting from Litepanels**, the leader in LED technology. These lightweight, no-heat lights and are ideal for travel. We also utilize a ZyLight Z90 and smaller LED lights for “on-the-go” on-camera lighting or accent lighting.
- Available 40-foot track and dolly, portable doorway dolly, and 8-foot Jimmy Jib.
- **36” Glidetrack (tripod mounted dolly) for dolly shots in tight places and with limited effort.** This allows a 1-man crew to provide sweeping dolly shots of landscapes as well as talent that would normally have taken an entire support crew.
- **Portable green/blue screen capabilities** including a pop-up 5’ x 7’ screen and a 10’ x 20’ backdrop. Compositing using industry leading Red Giant Primatte Keyer Pro software.

# Pricing/Services

Following are pricing and descriptions of services provided by Effective Digital Presentations. Additional information can be obtained by contacting us at 1-563-650-4862 or [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

<b>541-4B Services</b>	<b>UNIT OF ISSUE</b>	<b>GSA Price with IFF</b>
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
Closed Captioning & Subtitling	Hour	\$128.46
Teleprompter	Day	\$256.91
CD & DVD Duplication 0-25 Quantity	EA	\$7.25
CD & DVD Duplication 26-49 Quantity	EA	\$3.63
<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

## 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.

<b>541-1000</b>	<b>UNIT OF ISSUE</b>	<b>GSA Price with IFF</b>
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	\$554.13
On Camera Talent/Actors	Hour	\$125.94
CD & DVD White Windowed Sleeve Packaging	EA	\$0.12
CD & DVD Large Run Duplication (Quantity of 50-100 items)	EA	\$2.00
Shipping in accordance with current USPS ( <a href="http://www.usps.com">http://www.usps.com</a> ) and FEDEX ( <a href="http://www.fedex.com">http://www.fedex.com</a> ) rates	EA	NA

<b>Quantity Discounts for CD &amp; DVD Large Run Duplication:</b>	<b>Discount</b>
101-499 items	15%
500-999 items	26%

## 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. Teleprompter**

- a. Use of a teleprompter for on-location or studio videotaping with professional or client on-camera talent.

**13. CD & DVD Duplication 0-25 Quantity**

- a. Services Include: Duplication of either CD ROM or DVD from master media of identical format.
- b. Experience: 5+ years experience in duplication of CD and DVD.

**14. CD & DVD Duplication 26-49 Quantity**

- a. Services Include: Duplication of either CD ROM or DVD from master media of identical format.
- b. Experience: 5+ years experience in duplication of CD and DVD.

## **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.