



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 GSA Advantage!® is: GSAAdvantage.gov.

Multiple Award Schedule (MAS)

Federal Supply Group: Professional Services
Contract number: GS 07F 408AA
Contract period: 04-16-2004 thru 04-15-2024

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

ConceptDesign Inc. of Maryland, DBA: DesignConcept
12131 Little Patuxent Pkwy
Columbia, MD 21044-2777

301-317-8500
301-317-8500 FAX

descon@designconcept.com
www.designconcept.com

Contract administration source: James Fanzone

Business size: Small

Price List Current as of Modification #PA-0016 effective November 18, 2020
Prices shown herein are Net



Customer Information

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

541430 Commercial Art & Graphic Design Services
OLM Order-Level Materials

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: NA

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item: See page 4

2. Maximum order: \$1,000,000.00

3. Minimum order: \$100.00

4. Geographic coverage (delivery area): Worldwide

5. Point(s) of production: Columbia, Howard County, Maryland

6. Discount from list prices or statement of net price: Government Net Prices (discounts already deducted.)

7. Quantity discounts: 2% on projects of \$25,000.00 or more

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

9. Foreign items (list items by country of origin): NA

10a. Time of delivery: To be determined at Task Order level

10b. Expedited Delivery: To be determined at Task Order level

10c. Overnight and 2-day delivery: To be determined at Task Order level

10d. Urgent Requirements: To be determined at Task Order level

11. F.O.B. point(s): Destination



12a. Ordering address(es):

DesignConcept
12131 Little Patuxent Pkwy • Columbia, MD 21044-2777

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es):

DesignConcept
12131 Little Patuxent Pkwy • Columbia, MD 21044-2777

14. Warranty provision: Standard Commercial Warranty Terms & Conditions

15. Export packing charges, if applicable: NA

16. Terms and conditions of rental, maintenance, and repair (if applicable): NA

17. Terms and conditions of installation (if applicable): NA

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: NA

18b. Terms and conditions for any other services (if applicable): NA

19. List of service and distribution points (if applicable): NA

20. List of participating dealers (if applicable): NA

21. Preventive maintenance (if applicable): NA

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

22b. Section 508 compliance information on Electronic and Information Technology (EIT) supplies and services: NA

23. Data Universal Number System (DUNS) number: 62-1075753

24. Notification regarding registration in System for Award Management (SAM) database:
Contractor registered and active in SAM



GS-07F-408AA Out Year Pricing

LABOR CATEGORY	MINIMUM EDUCATION	MINIMUM EXPERIENCE	4/16/19–4/15/20 YEAR 16	4/16/20–4/15/21 YEAR 17	4/16/21–4/15/22 YEAR 18	4/16/22–4/15/23 YEAR 19	4/16/23–4/15/24 YEAR 20
Graphic Design	Bachelors	10	\$94.92	\$97.20	\$99.53	\$101.92	\$104.37
Copy Writing	Bachelors	10	\$94.92	\$97.20	\$99.53	\$101.92	\$104.37
Production Design	Bachelors	5	\$88.76	\$90.89	\$93.07	\$95.31	\$97.59

Labor Category Description

Senior Designer: at least 10 years’ experience, responsible for developing graphical concepts and solutions to a wide range of communication needs in a variety of media (e.g. print, interactive, web, packaging).
Minimum Education: BA/BS

Copy Writer: at least 10 years’ experience, responsible for developing conceptual framework for copy and writing coherently for a variety of products (e.g. ad copy, brochures, direct mail, reports). Minimum Education: BA/BS.

Production Designer: at least 5 years’ experience, responsible for producing the final digital art files as conceived by the senior designer, for a variety of end products (e.g. publications, reports, brochures, HTML files). Extensive experience with software programs for drawing, photo manipulation and enhancement, page layout. Minimum education: BA/BS

Service Contract Labor Standards

The Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.