

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 is available through **GSA Advantage!**[™], a menu-driven database system. The INTERNET address for **GSA Advantage!**[™] is: <http://www.GSAAdvantage.gov>.

Multiple Award Schedule

Federal Supply Group: Professional Services

Contract Number: 47QRAA20D003R

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

Contract Period: December 30, 2019 – December 29, 2024

Contractor: OneWorld Communications, Inc.
1874 FELL ST
SAN FRANCISCO, CA 94117 2021

Business Size: Small Business Concern

Telephone: (415) 355-1935
FAX Number: (415) 355-0295
Web Site: <http://www.OneWorldSF.com>
E-mail: Jonathan.Villet@owcom.com
Contract Administration: Jonathan Villet



CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541810	541810RC	Advertising Service
541810ODC	541810ODCRC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
541820	541820RC	Public Relations Services
541910	541910RC	Market Research and Analysis
512110	512110RC	Video/Film Production
541922	541922RC	Commercial Photography Services
541430	541430RC	Commercial Art and Graphic Design Services
541613	541613RC	Integrated Marketing Services
OLM	OLMRC	Order-Level Materials for Professional Services of Marketing and Public Relations

- 1b. **Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.**
- 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.**
2. **Maximum Order:**
\$1,000,000.00 for SINs 541810, 541810ODC, 541820, 541910, 512110, 541430, 541613.
\$250,000 for SIN 541922. \$250,000 for SIN OLM.
3. **Minimum Order:** \$100.00
4. **Geographic Coverage (delivery Area):** Domestic and Overseas
5. **Point(s) of production (city, county, and state or foreign country):** Same as company address
6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted).
7. **Quantity discounts:** None
8. **Prompt payment terms:** Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. **Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** will accept.
10. **Foreign items (list items by country of origin):** None
- 11a. **Time of Delivery (Contractor insert number of days):** Specified on the Task Order
- 11b. **Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:** Contact Contractor
- 11c. **Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery:** Contact Contractor
- 11d. **Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery:** Contact Contractor



12. **F.O.B Points(s):** Destination
- 13a. **Ordering Address(es):** Same as Contractor
- 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(es):** Same as company address
15. **Warranty provision.:** Contractor's standard commercial warranty.
16. **Export Packing Charges (if applicable):** N/A
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
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 applicable):** 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).**
- 24b. **If applicable, indicate that 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. contactor's website or other location.) The EIT standards can be found at:**
www.Section508.gov/.
25. **Data Universal Numbering System (DUNS) number:** 058838892
26. **Registered in the System for Award Management (SAM) database**
27. **Final Pricing:**
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.



Base Period:

SINs	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Admin Support Services I</i>	\$90.21	\$92.46	\$94.77	\$97.14	\$99.57
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Admin Support Services II</i>	\$55.30	\$56.68	\$58.10	\$59.55	\$61.04
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Creative Direction I</i>	\$365.50	\$374.64	\$384.00	\$393.60	\$403.44
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Creative Direction II</i>	\$291.02	\$298.30	\$305.76	\$313.40	\$321.24
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Creative Direction III</i>	\$194.95	\$199.83	\$204.82	\$209.94	\$215.19
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Copywriting/Scripting I</i>	\$365.50	\$374.64	\$384.00	\$393.60	\$403.44
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Copywriting/Scripting II</i>	\$291.02	\$298.30	\$305.76	\$313.40	\$321.24
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Copywriting/Scripting III</i>	\$232.79	\$238.61	\$244.57	\$250.69	\$256.95
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Copywriting/Scripting IV</i>	\$194.95	\$199.83	\$204.82	\$209.94	\$215.19



SINs	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	** Extra Accountancy/ A/R Management	\$145.49	\$149.13	\$152.86	\$156.68	\$160.60
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	** Graphic Design I	\$309.25	\$316.98	\$324.91	\$333.03	\$341.35
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	** Graphic Design II	\$218.26	\$223.72	\$229.31	\$235.04	\$240.92
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	** Graphic Design III	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	Media Buying I	\$365.50	\$374.64	\$384.00	\$393.60	\$403.44
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	Media Buying II	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	Media Buying III	\$119.32	\$122.30	\$125.36	\$128.49	\$131.71
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	Marketing Planning I	\$421.72	\$432.26	\$443.07	\$454.15	\$465.50
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	Marketing Planning II	\$351.45	\$360.24	\$369.24	\$378.47	\$387.94



SINs	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Marketing Planning III</i>	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Media Production I</i>	\$365.50	\$374.64	\$384.00	\$393.60	\$403.44
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Media Production II</i>	\$261.90	\$268.45	\$275.16	\$282.04	\$289.09
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Media Production III</i>	\$194.95	\$199.83	\$204.82	\$209.94	\$215.19
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Media Production IV</i>	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Media Research I</i>	\$281.18	\$288.21	\$295.41	\$302.80	\$310.37
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Media Research II</i>	\$261.90	\$268.45	\$275.16	\$282.04	\$289.09
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Media Research III</i>	\$189.15	\$193.87	\$198.72	\$203.69	\$208.78
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Media Research IV</i>	\$119.32	\$122.30	\$125.36	\$128.49	\$131.71



SINs	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Photo Editing</i>	\$189.15	\$193.87	\$198.72	\$203.69	\$208.78
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Photography I</i>	\$291.02	\$298.30	\$305.76	\$313.40	\$321.24
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>** Photography II</i>	\$203.70	\$208.79	\$214.01	\$219.36	\$224.84
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Project Management I</i>	\$421.72	\$432.26	\$443.07	\$454.15	\$465.50
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Project Management II</i>	\$261.90	\$268.45	\$275.16	\$282.04	\$289.09
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Project Management III</i>	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Project Management IV</i>	\$101.87	\$104.41	\$107.02	\$109.70	\$112.44
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>PR/Media Relations I</i>	\$253.04	\$259.37	\$265.85	\$272.50	\$279.31
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>PR/Media Relations II</i>	\$218.26	\$223.72	\$229.31	\$235.04	\$240.92



SINs	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>PR/Media Relations III</i>	\$151.34	\$155.12	\$159.00	\$162.97	\$167.05
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Qualitative Research I</i>	\$431.72	\$442.51	\$453.58	\$464.92	\$476.54
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Qualitative Research II</i>	\$351.45	\$360.24	\$369.24	\$378.47	\$387.94
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Qualitative Research III</i>	\$232.79	\$238.61	\$244.57	\$250.69	\$256.95
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Qualitative Research IV</i>	\$119.32	\$122.30	\$125.36	\$128.49	\$131.71
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Quantitative Research I</i>	\$431.72	\$442.51	\$453.58	\$464.92	\$476.54
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Quantitative Research II</i>	\$351.45	\$360.24	\$369.24	\$378.47	\$387.94
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Quantitative Research III</i>	\$232.79	\$238.61	\$244.57	\$250.69	\$256.95
512110, 541430, 541613, 541810, 541820, 541910, 541922, 541810ODC	<i>Quantitative Research IV</i>	\$119.32	\$122.30	\$125.36	\$128.49	\$131.71



ODCs:

SIN	ODCs	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541810ODC	Integrated Mass Media Campaign	\$1,859,977.24
541810ODC	Social Media Advertising Campaign	\$32,022.56
541810ODC	Media Publishing	\$14,967.81
541810ODC	Video Production Expenses - Social Media	\$5,178.49
541810ODC	Online advertising	\$35,764.23
541810ODC	Marketing research costs - Multicultural	\$59,868.86
541810ODC	Research and Media Creation	\$38,481.61
541810ODC	Print and online advertising	\$53,538.82
541810ODC	Community Outreach	\$35,139.53
541810ODC	Radio/online advertising seasonal campaign	\$461,954.66
541810ODC	Exhibition Installation	\$13,629.82
541810ODC	Communications Software	\$18,700.25
541810ODC	Video Production: TV Commercial / PSA	\$38,743.61
541810ODC	Video Production Expenses - approx 3 minutes	\$34,000.84
541810ODC	Small Exhibition and Booklets	\$11,106.70
541810ODC	Focus Groups Costs	\$11,663.11

Service Contract Labor Standards/Service Contract Act (SCLS/SCA) Matrix

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Extra Accountancy	Accounting Clerk	2015-5637
Admin Support Services I	Secretary I (LS-1)	2015-5637
Admin Support Services II	General Clerk III	2015-5637
Graphic Design I	Graphic Artist	2015-5637
Graphic Design II	Graphic Artist	2015-5637
Graphic Design III	Illustrator I	2015-5637
Copywriting/ Scripting I	Technical writer III	2015-5637
Copywriting/ Scripting II	Technical writer II	2015-5637
Copywriting/ Scripting III	Technical writer I	2015-5637
Copywriting/ Scripting IV	Technical writer I	2015-5637
Photography I	Photographer III	2015-5637
Photography II	Photographer II	2015-5637
Media Production I	Media Specialist III	2015-5637
Media Production II	Media Specialist III	2015-5637
Media Production III	Media Specialist II	2015-5637
Media Production IV	Media Specialist I	2015-5637

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).



Other Direct Costs - Descriptions

1. Integrated Mass Media Campaign \$ 1,859,977.24

Mass audience TV, radio, print and digital public information campaign in multiple media markets. This particular ODC provides advertising to deliver messages to reach 70% of Adults with a 6x frequency monthly, including 115,6715,588 impressions for Adults 35+ and 76,217,857 impressions for Adults 25-64 across 6 media markets over 16 weeks through placement of placement of TV spots (:30 and :15), radio spots (:30 and :60), newspaper ads (approx. 1/8 page maximum), and digital display banners. It allocates the budget approximately 74% for TV, 21% for radio, and 5% for print/newspaper advertising, each with associated digital exposure outlets/websites for the digital display banners. In this campaign, media markets are San Francisco, Sacramento with Yolo County included, Monterey-Salinas, Santa Barbara, Bakersfield, and Fresno. The campaign can adjust for other media geographic markets, demographics, timing, and types media for specific customer objectives, though the cost may differ.

2. Social Media Advertising Campaign \$32,022.56

Brings messages to target audiences using social media platforms through paid boosted posts, advertising, and promotions. It can be a short intensive campaign or ongoing outreach over a period of time. This particular ODC provides exposure on primarily Facebook and Instagram platforms with 1,402,156 impressions, reaching 1,249,011 male and female individuals, at a frequency of 1.07 times each on average, nationwide, over a 33-month period. Other platforms and time periods are available too. Other media targets and platforms are available though the cost may differ.

3. Media Publishing \$14,967.81

Supports public information campaigns and outreach by publishing information as printed pieces and short-term (three-month) website hosting including some translation costs for language versions. This particular ODC provides 30 kits of Costco hanging card information pieces. Each kit contains 200 cards and 8 trays and drop shipping to 30 Costco locations. Also included is a separate order for 6 Costco hanging card information pieces consisting 200 cards and 8 trays. It also includes printing, mounting and delivery of two 4-color posters, size 24" x 31", hosting of a 1-page temporary website for 3 months, poster translation into Spanish and translation and typesetting into Chinese language of a 16-page handbook for use by the customer, printing of brochure 1 page folded for a total of 10,000 pieces.

4. Video Production Expenses \$5,178.49

Provides expenses to shoot three 30-second social media videos. This particular ODC provides equipment rental of camera, lens kit, tripod, lighting kit, grip gear, microphones, make-up and hair technician, green paper roll, three on-camera talent with rights to use for 1 year, stock music and photos.

5. Online in-language advertising \$35,764.23

Provides online advertising to inform and motivate specific target audiences seeking services/products through Search Engine Marketing (SEM) also known as Pay-Per-Click advertising utilizing search keywords, banner ads, and social media advertising. This particular ODC provides 108,960,815 impressions for 11 weeks among people in Mexico, targeting students or others seeking higher education opportunities in the United States, through a



combination of keyword search ads on Bing/Yahoo!, Google AdWords, Facebook, and website display banners, mainly in the Spanish language.

6. Marketing Research Costs – Multicultural \$59,868.86

Provides costs associated with qualitative marketing research to understand the perceptions and preferences of multicultural and multilanguage communities as a basis for future communications to attract their participation and action for self-help, helping their families, and to support community goals. This particular ODC provides costs to support the conduct of 12 focus groups consisting of 8 to 12 persons per group in languages of English, Cantonese, Vietnamese, Russian, Spanish, and Hmong, also including cultural communities of seniors, youth, African Americans, Hispanics/Latinos, and LGBTQ. Includes participant recruitment, facility administration and rental for 4 days, simultaneous language interpretation as needed, food for participants, video recordings of sessions, audio transcriptions, language translations of discussion guides, five group moderators as contract hire (not including our own English-language facilitator costed separately as labor), participant honoraria, and travel costs for two project leads for 3 nights (our facilitator and strategist), San Francisco to Sacramento where we conducted the research.

7. Research (English/Spanish) and Media Creation \$38,481.61

Provides costs for community/consumer research to set a communications strategy and, based on it, creation of a media product to inform and motivate the community/job seekers, some who prefer to speak Spanish. This particular ODC provides expenses to conduct three focus groups (one in English, two in Spanish language) each with 8 to 10 participants. It included costs to recruit about 20 group participants to supplement those participants which our customer provides, a professional focus group facility in two locations, honoraria and food for the participants, simultaneous language interpretation for two Spanish-language groups, audio recording and transcriptions, and travel by two project leads to observe and facilitate two of the groups (South San Francisco to Fresno). Then, based on the communications strategy, this ODC provides costs to assist our staff to shoot content for a 5-minute video. It provides for a one day shoot in a studio with a contracted technician, rental of camera, teleprompter and green screen. Talent provided by customer. It also provides purchase of animation graphics to incorporate into the video we script and edit as labor, separately.

8. Print and online advertising \$53,538.82

Magazine/print advertising including online versions of the publications to inform an industry. This particular ODC provides costs for four full-page 4-color advertising insertions in two separate national monthly trade magazines serving the beverage industry (8 advertisement placements in total) during the course of one year. It also includes the magazines posting our customer's messages on their online portals for readers.

9. Community Outreach \$35,139.53

A combination of outreach street teams and of online advertising to inform the public. This particular ODC provides costs for two street teams with 5 people to distribute informational materials and promotional items (provided by our customer) targeting working adults in and around public transportation hubs/corridors in a major city. It also publishes social media digital messages with 3,906,244 impressions targeting social media users, adults 18 – 55 years old, geo-targeted within the same city, through placement of boosted posts and advertisements on Facebook, Instagram and Twitter.



10. Radio/online advertising seasonal campaigns (multicultural/in-languages) \$461,954.66

Seasonal intensive radio and online advertising in languages preferred by local communities to bring important public information to them, over three years. This particular ODC provides costs to produce radio spots in English, Spanish, Cantonese and Mandarin languages including recording studio rental with sound editor, and in-language talents to perform radio scripts. It provides costs to broadcast the radio spots intensively, and also publish online display banner advertising in English, Spanish, and Chinese, to reach at least 50% of the listening audience of Adults 18+ in a major metropolitan market, providing in excess of 25 million message impressions each year, for three years. During one year, the campaign also utilizes social media advertising to provide an additional 289,461 message impressions on the target audience.

11. Exhibition Installation \$13,629.82

Provides costs associated with installing a visual exhibition. This particular ODC provides costs for printing 30 photographs size 20" x 30" on metal, printing and mounting exhibition placards and photo captions on foam core, shipping these materials to the location (from San Francisco to Washington, D.C.), a contract technician to install the exhibition materials on-site, catering at the exhibition opening event and a one-month subscription to Constant Contact to allow us to send out invitations to the opening event.

12. Communications Software \$18,700.25

Provides costs for software to assist communications with the public. This particular ODC provides a 1-year subscription to Critical Mention which is a cloud-based media monitoring platform to find and share TV and radio content, associated metadata and historical archives. It includes broadcast monitoring, online news tracking and social media monitoring, and analytics. The subscription allows for 1 desktop user license, 11 additional user licenses, and a 100-pack of self-service downloads. Other types of software are available though the price may differ.

13. Video Production: TV Commercial / PSA (two languages) \$38,743.61

Provides video shooting costs to generate content for use in two versions of a TV commercial or Public Service Announcement, in English and Spanish languages. This particular ODC provides expenses for a 1-1/2 day on-location shoot including video equipment rental, location rental for 1 day (a small apartment), a wardrobe/stylist and a make-up contractor for 1.5 days each, and 4 on-camera talent (1/2 day each), 2 voice over talents (1 hour each) with usage rights for 6 months, and 1 track of stock music.

14. Video production expenses – approx. three minutes (international) \$34,000.84

Provides costs associated with shooting a video both in US and outside the continental US. This particular ODC provides expenses to shoot video content for later editing into a video of maximum duration 3 minutes, consisting of 1-day shoots within a 2-month time-frame of an interview with 1 primary expert located in a major city on 3 different continents (Chicago/USA, London/UK, and Johannesburg/Africa), and shooting B-roll in same location that same day (three days total on-location shoots). It allows hiring of a local video crew (2 people: camera operator, audio tech/lighting), travel costs for our Video Producer/Creative Director from San Francisco to each location.

15. Small exhibition – Prints & Booklets \$ 11,106.70

Provides costs to produce materials for use in a small exhibition. This particular ODC provides printing for four 3' x 4' and four 3' x 3.5' 4-color prints (8 total prints), framed, and a contractor to



install them on the customer's wall. It also provides printing costs for 100 exhibition booklets, 8" x 8", 30 pages, 4 color, 100 lb. cover, with wire binding, delivered from a local printer to the site.

16. Focus group costs \$ 11,663.11

Provides focus group expenses to research two types of consumers of a particular product, 2 groups each, with help by the customer to limit costs. This particular ODC provides recruitment of two groups consisting of 8 to 10 participants using a refined database provided by the customer, and general market database provided by us. It provides rental of one professional focus group facility for 2 groups and another facility arranged with the customer without cost for the 2 other groups. Includes costs for participant recruitment, audio and video recording, transcripts, and participant refreshments/food, and an allowance for participant honoraria up to \$5,000. without any mark-up.

