



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

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

**Contract Number:** [GS-07F-0517V](#)

**Federal Supply Schedule:**

Special Item No. 541-3 Web Based Marketing Services

Special Item No. 541-4F Commercial Art and Graphic Design

**Period Covered by Contract:** [September 10, 2009 through September 9, 2014](#)

For more information about placing an order with EGB Systems & Solutions, Inc. from Federal Supply Schedules, click on the FSS Schedules button at [www.fss.gov](http://www.fss.gov)

**Contractor:** Ganesh Ekambaram,  
EGB Systems & Solutions, Inc,  
1234, Summer Street, 6<sup>th</sup> Floor, Stamford, CT - 06905  
Phone: 203-653-2741; Fax Number: 866-693-5396  
[support\\_gov@egbsystems.com](mailto:support_gov@egbsystems.com)  
[www.egbsystems.com](http://www.egbsystems.com)

**Contract Administration POC:** Ganesh Ekambaram,  
EGB Systems & Solutions, Inc,  
1234, Summer Street, 6<sup>th</sup> Floor, Stamford, CT - 06905  
Phone: 203-653-2741; Fax Number: 866-693-5396  
[support\\_gov@egbsystems.com](mailto:support_gov@egbsystems.com)

**Business Size:** Small Business Concern

EGB Systems & Solutions, Inc. has been approved to participate in the Disaster Recovery Purchasing Program

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## Customer Information

- 1a. Table of Awarded Special Item Numbers (SINs):  
(Please refer to page #4 for a more detailed description)
- |            |  |
|------------|--|
| SIN 541-3  | Web Based Marketing Services               |
| SIN 541-4F | Commercial Art and Graphic Design Services |
- 1b. Lowest priced Model Number and Lowest Price: Please refer to GSA net Pricing on page #5
- 1c. Labor Category Descriptions: Please refer to page #6
2. Maximum Order: \$1,000,000.00
3. Minimum Order: \$100.00
4. Geographic Coverage: Domestic only
5. Point of Production: Stamford, CT
6. Discounts from List Prices: Prices shown are GSA Net Prices
7. Quantity Discount(s): + 8% / Order > \$500,000
8. Prompt Payment Terms: + 1% 20 days Net 30 days
- 9a. Government purchase cards *are accepted* at or below the micro-purchase threshold. YES
- 9b. Government purchase cards *are accepted* above the micro-purchase threshold. NO
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 & 2 Day Delivery: As specified on agency Task Order and mutually agreed
- 11d. Urgent Requirements: As specified on agency Task Order and mutually agreed
12. F.O.B Point(s): Destination
13. Ordering Address: EGB Systems & Solutions, Inc.  
1234, Summer Street, 6<sup>th</sup> Floor

Stamford, CT – 06905

- 13b. 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: EGB Systems & Solutions, Inc.  
1234, Summer Street, 6<sup>th</sup> Floor  
Stamford, CT – 06905
15. Warranty Provision: Standard Commercial Warranty.  
Customer should contact contractor for warranty terms.
16. Export Packing Charges: Not Applicable
17. Terms and Conditions of Government Purchase Card Acceptance: (any thresholds above the micro-level)  
Contact Contractor
18. Terms and Conditions of rental, Maintenance and repair: Not Applicable
19. Terms and Conditions of installation: Not Applicable
20. Terms and Conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable
21. List of service and distribution points: Not Applicable
22. List of participating dealers: Not Applicable
23. Preventive maintenance: Not Applicable
- 24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not Applicable
- 24b. Section 508 Compliance for EIT: Not Applicable
25. Data Universal Numbering System (DUNS) Number: 849280156
26. Contractor is registered in Central Contractor Registration (CCR) database: CCR active through 7/27/2010

## **Detailed Information about SINS Offered**

### **SIN 541 3 - Web Based Marketing Services**

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- On-Line media management
- Related activities to web based marketing services

Media will also be provided in a format that is compatible with the ordering agency's software requirement. Continual website updates and maintenance may also be required.

### **SIN 541-4F: Commercial Art and Graphic Design Services**

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

**GSA Labor Rates - SIN 541 3 Web Based Marketing Services**

Direct Labor Category	GSA Net Price
HTML, CSS Programmer	\$52.09
Flash Programmer	\$75.77
Junior Web Programmer	\$64.40
Senior Web Programmer	\$71.03
Website Database Programmer	\$72.93
Web Security Specialist	\$102.29
Web Consultant	\$85.24
Sr. Graphic Designer	\$71.03
Jr. Graphic Designer	\$64.40
Web Content Analyst	\$56.83
Sr. Web Research Analyst	\$47.36
Jr. Web Research Analyst	\$42.62
Web Content Writer	\$56.83
Technical Writer	\$56.83
Email Specialist	\$42.62
Sr. Web Master	\$75.77
Jr. Web Master	\$64.40
SEO Specialist	\$71.03
SEM Specialist	\$71.03
E-Mail Blasts	\$1.18
Website Hosting	\$52.09

Website Maintenance	\$80.50
Web - Domain Setup Fee	\$66.30

**GSA Labor Rates - SIN 541 4F Commercial Art and Graphic Design Services**

Direct Labor Category	GSA Net Price
3-D Animator	\$73.87
2-D Animator	\$73.87
Web Multimedia Art director / lead designer	\$83.35
Administrative Assistant	\$42.62

**Labor Category Description**

**541-3 Web Base Marketing Services**

**HTML, CSS Programmer:**

**Roles & Responsibilities:**

Design and develop user interfaces, site animation and special effects elements. Contributes to the design group's efforts to enhance the look and feel of the organizations online offering. Designs the website to support the organizations strategies and goals relative to external communication. He should have fabulous experience in HTML, CSS.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

**Flash Programmer:**

**Role & Responsibilities:**

This role - involves interpreting standards/guidelines/requirements and translating these requirements for other developers/roles - involves in training members of the Integration team. - will be responsible for creation of advanced Flash course framework using custom components and dynamic course objects, high interactive templates, create rapid prototypes, deciphering client requirements and translating these requirements into workable solutions and oth.

Expertise in Flash Action Scripting on programming level. -Expertise in creating custom component, XML/Database linked Flash web application development -Strong

understanding and implementation of OOPS in Flash projects is mandatory. -Intermediate level experience of any server side technology interaction with Flash (ASP/JSP) is also required. -Should have good communication skills, interpersonal skills, and client facing skills.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Minimum of 3-6 yrs of Experience in Flash Programming.

#### **Junior Web Programmer:**

##### **Roles & Responsibilities:**

Designs and develops Web sites and graphics based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, CGI, Visual Basic, and C/C++.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** 4 years; additional 4 years relevant work related experience may be substituted for degree requirements.

#### **Senior Web Programmer:**

##### **Roles & Responsibilities:**

Manages large projects with two or more developers involved in the project. Designs and develops Web sites and graphics based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, PHP, Dot net, Java, PERL, CGI, Visual Basic, and C/C++.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** 6 years; additional 4 years relevant work related experience may be substituted for degree requirements.

#### **Website Database Programmer:**

##### **Roles & Responsibilities:**

He will work with the client to develop, update, maintain, and redesign database applications, as required, to support client databases. Design documentation and perform database programming coding, testing, and implementation. Minimum Education: Requires a BS in Computer Science, Information Systems, Engineering, or a related scientific or technical discipline

**Minimum Education:** Bachelor's degree

**Minimum Experience:** 2 years experience in the development of database file structure applications.

#### **Web Security Specialist:**

##### **Roles & Responsibilities:**

He/she is well versed in the use of current and/or legacy client/server software, hardware, and configuration. He/she analyzes and evaluates existing or proposed systems and



devises computer systems to process data. He/she possesses solid writing and communications skills. Functional Responsibility: The Internet Systems Engineer offers broad knowledge of applying automation systems principles, practices, and procedures and can complete moderately complex assignments with little supervision. He/she can communicate well with third-party vendors, client staff, and corporate management to resolve problems quickly and suggest overall changes. He/she also is able to provide expert and creative solutions to complex user problems quickly, employing solid writing and communication skills.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

**Web Consultant:**

**Roles & Responsibilities:**

Assists in performance of a variety of routine Website development, maintenance, and update activities. Edits content using basic HTML or ASP and uses administrative tools to generate and maintain online data. Uploads files to server and tests pages for accuracy.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

**Senior Graphics Designer:**

**Roles & Responsibilities:**

Designing and building web pages using a variety of graphics software applications, techniques and tools. Design and develop user interfaces, site animation and special effects elements. Contributes to the design group's efforts to enhance the look and feel of the organizations online offering. Designs the website to support the organizations strategies and goals relative to external communication. Functional Responsibility: Requires a BS/BA in fine arts or graphics design. Requires understanding of web based technologies and thorough knowledge of HTML, PhotoShop, Illustrator and/or other design related applications.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

**Junior Graphics Designer:**

**Roles & Responsibilities:**

Designing and building web pages using a variety of graphics software applications, techniques and tools. Design and develop user interfaces, site animation and special effects elements. Contributes to the design groups' efforts to enhance the look and feel of the organizations online offering. Designs the website to support the organizations strategies and goals relative to external communication. Functional Responsibility: Requires a BS/BA in fine arts or graphics design. Requires understanding of web based technologies and thorough knowledge of HTML, PhotoShop, Illustrator and/or other design related applications.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

**Web Content Analyst:**

**Roles & Responsibilities:**

Analyze the web content whether it is suitable for basic concept of that website. Also, check the quality of the website content. Review the work of web content writer and guide him for good quality content.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (5) years

**Senior Web Research Analyst:**

**Roles & Responsibilities:**

The Senior Research Analyst is responsible for assisting the Research Analyst and other members of the group across a number of areas. Research entails determining more about a technology, industry, market, client, design or any topic that would help generate a cutting-edge idea and enhance current structures or processes.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Five (5) years

**Junior Web Research Analyst:**

**Roles & Responsibilities:**

Research entails determining more about a technology, industry, market, client, design or any topic that would help generate a cutting-edge idea and enhance current structures or processes. Public Relations or Advertising and experience with Internet resources and research, earned media, search engines and online advertising.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

**Web Content Writer:**

**Roles & Responsibilities:**

Researching and writing website news articles. Writing for and managing blogs, forums, newsletters and other website content. Proofing and editing website content for clarity, grammar, spelling, brand/voice consistency and style. Effectively managing, warehousing and cataloging all web content assets. Write compelling and effective copy for online advertising, e-mail, and search engine-marketing campaigns.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

**Technical Writer:**

**Roles & Responsibilities:**

Writes or edits technical materials such as equipment manuals, web pages, appendices, and operating and maintenance instructions. Participates in preparation of illustrations, photographs, diagrams, and charts, and assists in layout of work. Organizes material and completes writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology. Performs literature reviews and reviews published materials. Recommends photographs, drawings, sketches, diagrams, and charts to illustrate material. Gathers, analyzes, and composes technical information. Conducts

research and ensures the use of proper technical terminology. Translates technical information into clear, readable documents to be used by technical and non-technical personnel. Submits all documents for review and approval to more senior Technical Writer/Editor or Project Manager.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Minimum six (6) years of experience in writing and editing.

#### **Email Specialist:**

##### **Roles & Responsibilities:**

He or she should send the emails to the list of clients. He must have the internet regulations to send emails to clients. He must aware about the spam filter and CAN act. He should have good research skills. He is responsible to send email campaigns and newsletters campaigns.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

#### **Senior Web Master:**

##### **Roles & Responsibilities:**

Develops, maintains and supervises all Internet and website activities. Performs backups and ensures user accessibility to the site. Monitors site traffic and helps scale site capacity to meet traffic demands performance. Improves the site's efficiency and designs the look for the site. Must have a working knowledge of HTML, JavaScript, and SQL. Supervises Web Technician on website and multi-media design projects; interacts with Creative Director, Art Director and Project Director.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four (4) years

#### **Junior Web Master:**

##### **Roles & Responsibilities:**

Assist Senior Web Master to develops, maintains all Internet and website activities. Performs backups and ensures user accessibility to the site. Monitors site traffic and helps scale site capacity to meet traffic demands performance. Improves the site's efficiency and designs the look for the site. Must have a working knowledge of HTML, JavaScript, and SQL. Supervises Web Technician on website and multi-media design projects; interacts with Creative Director, Art Director and Project Director.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Two (2) years

#### **SEO Specialist:**

##### **Roles & Responsibilities:**

The SEO specialist must understand the prospective client's needs and goals. The specialist must outline viable options to achieve the client's goals. Honesty is essential. The SEO specialist must provide insight to the process so that the client has a grip on what the issues are and how the proposed marketing solution will contribute to the bottom line. The client must have enough information on which to base sound decisions. Any

competent consultant should be perfectly willing to provide an understandable explanation of his or her services. By this, we mean to say that if the consultant can't make the process understandable, he or she is probably hiding something. He or she won't use techniques that will endanger the client's website, and thus endanger the client's business. Execute the plan on time and keep the client informed of progress.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

### **SEM Specialist:**

#### **Roles & Responsibilities:**

He should have good knowledge of the main search engines, Google, Yahoo and MSN. Search engine optimization (Natural Search Marketing), Analysis and optimization of websites, Keyword / key phrase research and generation, Analysis and improvement of results, Reporting to clients with a proactive approach, pay per click management, Campaign strategy, Keyword research and selection, Account registration and set up Bid management, reporting and analysis, Excellent organizational and project management skills, Excellent communication and literacy skills, Knowledge on HTML, CSS and other popular technologies.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

### **Email Blasts:**

#### **Roles & Responsibilities:**

He or she responsible for sending emails to the list of clients/subscribed users after getting the approved content and design. Also includes sending mass or individual email campaigns using tools or manual process, create multiple reports. Responsible for maintaining unsubscribing list, Maintains customer database, converts the necessary data and data validation. Having skills to run multiple Email Campaigns, newsletters and information emails.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

### **Website Hosting:**

#### **Roles & Responsibilities:**

He/She is responsible to setting up Hosting Server, configuration, linking to domain, and software upgrade. Involves in the creation of sub domain, redirection, Email account creations, FTP setup and user creations, hosting database setup, patch, SSL setup. Perform necessary tasks to complete the web hosting, knowledgeable in both Linux and windows.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

### **Website Maintenance:**

#### **Roles & Responsibilities:**

Responsible to enhance and maintain web applications/system after implementation, bug fixing, form validation, files maintenance, data maintenance, basic design changes, content management, form changes, upgrades, storage and backup, checking security features like virus scan and hackers protection.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

**Web - Domain Setup Fee:**

**Roles & Responsibilities:**

Researching, suggesting and getting the preferred Domain names in various domain extension/TLD like, .com, .org .net, etc, helping to get premium domain names, Domain Certification, private registration, business registration, Expiration Protection, Deadbolt Transfer Protection, Maintaining Personal information listed in Public WHOIS Database, Name Server Changes, Manual and Automated Domain renewal setup. Releasing and locking the domains, maintaining Multiple Domain Names and Hosting Server Linking.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Three (3) years

## **541 – 4F Commercial Art and Graphic Design Services**

### **3-D Animator:**

**Roles and responsibilities:**

Work on animations in accordance with weekly production schedule. Report to the Lead Animator/Project Manager on progress and raise any other issues that may need to be addressed. Ensure animation content created is consistent with the style set out for the characters, cut-scenes, etc. and overall game vision. Check the quality of work prior to submission with the Lead Animator. Undertake additional routine tasks, i.e., optimization of key frames, bones/skeleton, morph targets, etc. Liaise with internal animators to ensure consistency in animation application and, when necessary, liaise with other project team members in relation to project tasks. Able to work productively with other teams/ specialties, particularly programmers. Undertake research prior to the commencement of a new project. Participate in team meetings and actively contribute to the development of work in progress. Offer solutions to problems to maximize the efficiency and contribute to the overall development of the project. To carry out any other duties as may reasonably be required.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Four years (4) relevant experience supported with a portfolio/show reel.

### **2-D Animator:**

**Roles & Responsibilities:**

Depending on the project, Animators follow a brief from a Creative Director and refer to established designs, models and layouts when creating the movement, which will appear on screen. They may work alone, or they may supervise the work of Assistants and in betweeners. They are sometimes responsible for the standard of their team's work and for

ensuring that the animation is drawn on model (in style) throughout the process. On other productions, including some feature animation, Animators may work only in rough, leaving the Clean up Department to re-draw and put the animation on model. Animators need to be aware of the production schedule and must deliver their work on brief and on time.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Minimum Five (5) years

**Web Multimedia Art director / lead designer:**

**Roles and Responsibilities:**

Creative, high-energy designer. You are an individual with a sound design process and the ability to develop and lead designs from conception through completion as well as supervise and mentor designers on assigned projects. The qualified candidate should have the demonstrated ability to shape the design vision for projects. Formal design training is a requirement, including color theory, typography, layout, and corporate branding. Oversee all creative, printing, graphic, and design requests inside the company. Maintain and promote brand and design consistency across channels. Assess graphical design, page components, page templates, and illustrations needs, taking into account the size, priority, budget, and schedule. Manage web product and marketing collateral creation through all phases of the design process. Produce sketches and design comps for web products and marketing materials (print and interactive). Advocate for innovation while balancing user needs, product branding, budget, and schedule. Work collaboratively with product managers, information architects, developers, marketers, and other designers. Lead design critiques and design sessions. Maintain awareness of state-of-the-art techniques, best practices and developments within the design community.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** Minimum of 3 years experience in a lead role, 8+ year's web and print design experience.

**Administrative Assistant:**

**Roles and Responsibilities:**

Performs complex and routine administrative and clerical support duties to relieve client of administrative details. Answers routine inquiries and prepares responses to routine correspondence. Designs spreadsheets and maintains databases. Researches and compiles special reports. Requires practical knowledge of computer applications including word processing, spreadsheet, database, electronic mail, and presentation software.

**Minimum Education:** Bachelor's degree

**Minimum Experience:** 2 years; additional 2 years relevant work related experience may be substituted for degree requirements.