



GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE
CATALOG & PRICELIST



Advertising and Integrated Marketing Solutions Schedule

Federal Supply Schedule 541 — FSC Group: R701

Contract Number: GS-07F-0258X
Contract Period: February 1, 2011 through January 31, 2016

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company

Physical Address: 6354 Walker Lane, Suite 500
Metro Park
Alexandria, Virginia 22310-3226
Tel: (703) 797-8500
Fax: (703) 797-8501
Website: www.maguirereeder.com
E-Mail: contracts@calibresys.com

Effective Date: February 24, 2011

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company

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VENDOR INFORMATION:

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>

SCHEDULE TITLE: Advertising and Integrated Marketing Solutions (AIMS) Schedule 541
FSC Group: R701

CONTRACT NUMBER: GS-07F-0258X

CONTRACT PERIOD: February 1, 2011 – January 31, 2016

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: [Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company](#)
6354 Walker Lane, Suite 300
Alexandria, VA 22310
Phone number: (703) 797-8500
Fax number: (703) 600-3560

CONTRACTOR'S ADMINISTRATION SOURCE:

Mindy L. Scott
[Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company](#)
6354 Walker Lane, Suite 300
Alexandria, VA 22310
Phone number: (703) 797-8500
Fax number: (703) 600-3560
Email: contracts@calibresys.com

BUSINESS SIZE: Large Business

WHO WE ARE

As a strategic communication and training services company established in 1982, Maguire/Reeder is founded upon strong ethical ideas, standards, and processes. Headquartered in Alexandria, Virginia, our company provides strategic communication services for public- and private-sector customers, supporting requirements to promote public awareness of government initiatives and individual agency's missions, public understanding of complex technical and social issues, and dissemination of information to industry and consumer advocacy groups. Since the acquisition by CALIBRE, we continue to serve our existing customer base, which includes large companies in media and entertainment, associations, and Department of Defense and civilian government agencies.

MAGUIRE-REEDER, LTD., DBA MAGUIRE/REEDER – A CALIBRE COMPANY

Our qualifications and experience are highlighted below. Additional details may be found on our website at www.maguirereeder.com. We may also be reached at your convenience to discuss our qualifications as they relate to your customer needs.

Maguire/Reeder is an award-winning strategic communication and training development company with 25 years of corporate experience. Our customers are executives who need to communicate effectively with internal, local, national, and international audiences. To motivate these audiences to action, messages must be clear, concise, and compelling. Our firm serves in a consulting capacity on message design, campaign planning, media placement and marketing. We design and produce video, web, and other interactive presentations; custom training programs; meetings and events (and provide associated services); print and other collateral material; and exhibits, including staging and equipment. We offer a results-focused, value-added approach to training solutions that combines a strong instructional design foundation with a long history of developing media and technology solutions for both soft-skills performance enhancement and technical skills development.

HOW WE CUSTOMIZE SOLUTIONS

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company professionals are skilled in the fields of marketing, media, and public information. We provide strategic and cost-effective implementation support based on our clients' specific needs. We offer each client a tailored blend of best practices from the disciplines of marketing, media relations, public affairs, outreach, information management, technology, advertising, and corporate communications.

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company's Advertising and Integrated Marketing Solutions Service Offerings Include:

Advertising Services (SIN 541-1)

- Identifying Organizations' Goals
- Tailoring Strategies and Objectives to Align with Goals
- Incorporating Metrics and Mechanisms

Public Relations Services (SIN 541-2)

- Developing Messages
- Recommending Media Placement
- Preparing and Distributing Collateral Materials
- Facilitating Interviews, Press Conferences and Editorial Boards
- Providing Media Training

Market Research and Analysis (SIN 541-4A)

- Researching Respective Markets
- Analyzing Current Trends
- Gathering Audience Data
- Developing Strategic Communication Plans and Programs

Video/Film Production (SIN 541-4B)

- Employing Videotape and Film Production Services

Exhibit Design and Implementation Services (SIN 541-4C)

- Creating Exhibits
- Shipping, Assembling and Dismantling the Display
- Maintaining, Repairing and Storing of the Display

Integrated Marketing Services (SIN 541-5)

- Creating Solutions Utilizing Strategically Targeted Marketing Plans

Other Direct Costs (SIN 541-1000)

CUSTOMER INFORMATION:

1. a. **TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

541-1	Advertising Services
541-2	Public Relations Services
541-4A	Market Research and Analysis
541-4B	Video/Film Production
541-4C	Exhibit Design and Implementation Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs
- b. **LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:** See Price List (pages 8 & 9)
(Government net price based on a unit of one)
- c. **HOURLY RATES:** See Price List (page 8)
2. **MAXIMUM ORDER*:** \$1,000,000.00 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 contractor 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:** \$1,000.00
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **POINT(S) OF PRODUCTION:** Alexandria, VA.
6. **DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, discount deducted.
7. **QUANTITY DISCOUNT(S):** N/A
8. **PROMPT PAYMENT TERMS:** Net 30 Days.
9. a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.
b. Government Purchase Cards are accepted above the micro-purchase threshold.

CUSTOMER INFORMATION (continued):

10. **FOREIGN ITEMS:** N/A
11. a. **TIME OF DELIVERY:** As specified and mutually agreed upon per task order.
b. **EXPEDITED DELIVERY:** As specified and mutually agreed upon per task order.
c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified and mutually agreed upon per task order.
d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination.
13. a. **ORDERING ADDRESS:**
Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company
6354 Walker Lane, Suite 300
Alexandria, VA 22310
Phone number: (703) 797-8500
Fax number: (703) 600-3560
- b. **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:**
Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company
Attn: Accounts Payable
6354 Walker Lane, Suite 300
Alexandria, VA 22310
15. **WARRANTY PROVISION:** Standard Commercial Warranty.
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** None.
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

CUSTOMER INFORMATION (continued):

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
24. a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
b. **SECTION 508 COMPLIANCE FOR EIT:** N/A
25. **DUNS NUMBER:** 05-1896405.
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:**
[Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company](#) is currently registered in the CCR database.

TERMS AND CONDITIONS:

GSA Multiple Award Schedule Contracts are awarded in accordance with the provisions of the Federal Acquisition Regulation Part 12 Acquisition of Commercial Items. To the maximum extent practicable, GSA Multiple Award Schedule Contracts include only those clauses and terms and conditions, either required to implement provisions of law or executive orders applicable to the acquisition of commercial items, or determined to be consistent with customary commercial practice. Government customers may incorporate provisions in their task orders that are essential to their specific requirements (i.e., security, hazardous material handling, key personnel, etc.), provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) prohibited by law.

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company's GSA AIMS Schedule terms and conditions are current through Refresh 9 of Solicitation Number 7FCB-H2-07-0541-B. An electronic version of the AIMS solicitation may be found at www.FedBizOpps.gov at following link:

[GSA AIMS Schedule 541 Solicitation Terms and Conditions](#)

LABOR CATEGORY RATES:

Labor Category	February 1, 2011 – January 31, 2012	February 1, 2012 – January 31, 2013	February 1, 2013 – January 31, 2014	February 1, 2014 – January 31, 2015	February 1, 2015 – January 31, 2016
Producer, Senior Executive	\$ 141.70	\$ 146.52	\$ 151.50	\$ 156.65	\$ 161.98
Producer, Executive	\$ 109.69	\$ 113.42	\$ 117.28	\$ 121.27	\$ 125.39
Producer, Specialty (Music)	\$ 97.50	\$ 100.82	\$ 104.25	\$ 107.79	\$ 111.45
Producer	\$ 82.91	\$ 85.73	\$ 88.64	\$ 91.65	\$ 94.77
Producer, Associate	\$ 80.10	\$ 82.82	\$ 85.64	\$ 88.55	\$ 91.56
Production Assistant	\$ 81.25	\$ 84.01	\$ 86.87	\$ 89.82	\$ 92.87
Production Assistant, Junior	\$ 52.81	\$ 54.61	\$ 56.47	\$ 58.39	\$ 60.38
Production Assistant, Messenger	\$ 36.97	\$ 38.23	\$ 39.53	\$ 40.87	\$ 42.26
Director	\$ 97.50	\$ 100.82	\$ 104.25	\$ 107.79	\$ 111.45
Photography, Director, Video	\$ 178.90	\$ 184.98	\$ 191.27	\$ 197.77	\$ 204.49
Still Photographer	\$ 101.38	\$ 104.83	\$ 108.39	\$ 112.08	\$ 115.89
Project Manager, Senior	\$ 162.50	\$ 168.03	\$ 173.74	\$ 179.65	\$ 185.76
Transcriber	\$ 53.68	\$ 55.51	\$ 57.40	\$ 59.35	\$ 61.37
Audio Engineer, Audio Mixer	\$ 238.53	\$ 246.64	\$ 255.03	\$ 263.70	\$ 272.67
Editor, Senior, Video	\$ 95.00	\$ 98.23	\$ 101.57	\$ 105.02	\$ 108.59
Editor, Video	\$ 75.70	\$ 78.27	\$ 80.93	\$ 83.68	\$ 86.53
Copyeditor	\$ 59.94	\$ 61.98	\$ 64.09	\$ 66.27	\$ 68.52
DVD/CD Authoring	\$ 195.00	\$ 201.63	\$ 208.49	\$ 215.58	\$ 222.91
Graphic Designer, Senior	\$ 192.42	\$ 198.96	\$ 205.72	\$ 212.71	\$ 219.94
Graphic Designer	\$ 98.23	\$ 101.57	\$ 105.02	\$ 108.59	\$ 112.28
Graphic Designer, Assistant	\$ 90.17	\$ 93.24	\$ 96.41	\$ 99.69	\$ 103.08
Proofreader	\$ 143.52	\$ 148.40	\$ 153.45	\$ 158.67	\$ 164.06
Instructional Designer	\$ 141.70	\$ 146.52	\$ 151.50	\$ 156.65	\$ 161.98
Researcher	\$ 119.49	\$ 123.55	\$ 127.75	\$ 132.09	\$ 136.58
Trade Show/Exhibit Manager	\$ 89.37	\$ 92.41	\$ 95.55	\$ 98.80	\$ 102.16
Writer	\$ 82.29	\$ 85.09	\$ 87.98	\$ 90.97	\$ 94.06
Narrator - Off Camera in Studio	\$ 673.51	\$ 696.41	\$ 720.09	\$ 744.57	\$ 769.89
Web Designer, Senior	\$ 195.00	\$ 201.63	\$ 208.49	\$ 215.58	\$ 222.91
Web Designer	\$ 119.49	\$ 123.55	\$ 127.75	\$ 132.09	\$ 136.58

* Labor category rates are per hour and include IFF.

OTHER DIRECT COST (ODC) RATES & DESCRIPTIONS:

Support Product (ODC)	Description & Variables	Unit	Price
Encoding Process	Editing hardware and software needed to encode and compress electronic files for the purpose of creating DVD's (excludes labor).	Hour	\$ 130.98
High Definition (HD) Video Camera	HD video camera (excludes large formats).	24 Hour Day	\$ 906.75
Electronic Field Production (EFP) Audio Equipment Kit	Shotgun microphone, wireless microphone, lavalier microphone, mixer, cables, windscreens, microphone stands.	24 Hour Day	\$ 75.56
EFP Lighting Equipment Kit	HMI lamp; open faced lamps with diffusers, stands, gels, scrims, barn doors, cables; Fresnel lamps with stands, gels, scrims, cables	24 Hour Day	\$ 125.94
Teleprompter	Basic package (Includes operator; Overtime (OT) applies after 8 hours).	8 Hour Day	\$ 554.13
Tape Stock	Various Tapes	Tape	\$ 25.19
DVD/CD Duplication	Duplication of CDs & DVDs	CD/DVD	\$ 13.10
Avid® Edit Suite	Includes the hardware (AVID® Nitrus DX™ and Intel® MacBook Pro®) running editing software, including AVID® Media Composer 3.5™, Adobe® CS4 Production Premium™	8 Hour Day	\$ 720.36
Music Licensing	Commercially available libraries of licensed music (i.e. available from Killer Tracks™, 5 Alarm Music™, NFL® Music Library®, Atmosphere, Match, Videohelper®, Siren, Koka Classics, etc.) Limited usage, non-broadcast, AV, Film, Video (excludes web usage).	Selection	\$ 157.17

LABOR CATEGORY DESCRIPTIONS:

Producer, Senior Executive

Experience: Minimum of fifteen (15) years of experience in the marketplace and related fields.

Functional Responsibility: Develop original program concepts with customers and creates required funding model; Supervise the production process; Interact with corporate management to adhere to stated goals, timelines and revenue objectives; Supervise and Develop production staff in conjunction with the project; Ultimately responsible for technical quality and customer satisfaction for all productions.

Education: Bachelor's Degree

Producer, Executive

Experience: Minimum of ten (10) years of experience in the marketplace and related fields.

Functional Responsibility: Manage the production process interacting with customer, crew, and outside vendors; Develop original concept(s) with customer and create budget constraints; Interact with corporate management to adhere to stated goals, timelines and revenue objectives; Ultimately responsible for technical quality and customer satisfaction for all projects.

Education: Bachelor's Degree

Producer, Specialty (Music)

Experience: Minimum of two (5) years of experience in all aspects of engagement.

Functional Responsibility: Manage audio and musical specialty area production process interacting with the customer, crew and outside vendors; Oversee each project from conception to completion; Manage project schedule; Responsible for ensuring the production quality; Ultimately responsible for technical quality and customer satisfaction for all Maguire/Reeder engagements.

Education: Bachelor's Degree

Producer

Experience: Minimum of five (5) years of experience in the marketplace and related fields.

Functional Responsibility: Manage the production process interacting with the customer, crew, and outside vendors; Oversee each project from conception to completion managing its schedule; Ensure production quality is maintained throughout; Ultimately responsible for technical quality and customer satisfaction for all projects.

Education: Bachelor's Degree

Producer, Associate

Experience: Minimum of three (3) years of experience in the marketplace and related fields.

Functional Responsibility: Perform a variety of tasks including coordinating aspects of the production and assisting the Producer; Demonstrate the ability to write clearly.

Education: Bachelor's Degree

Production Assistant

Experience: Minimum of three (3) years of experience in all aspects of engagement.

Functional Responsibility: Assist with the production duties that may include running errands, setting up equipment and administrative functions; Work under immediate supervision of the Producer. Entry-level position.

Education: High School Diploma

Production Assistant, Junior

Experience: Minimum of two (2) years of experience in all aspects of engagement.

Functional Responsibility: Assist with the production duties that may include running errands, setting up equipment, and administrative functions; Work under immediate supervision of the Producer. Entry-level position.

Education: High School Diploma

Production Assistant, Messenger

Experience: Minimum of one (1) years of experience in all aspects of engagement.

Functional Responsibility: Assist with the production duties that may include running errands, renting and returning equipment, setting up equipment, assisting with lighting, and administrative functions; Work under immediate supervision of the Producer. Entry-level position.

Education: High School Diploma

LABOR CATEGORY DESCRIPTIONS (cont):

Director

Experience: Minimum of seven (7) years of experience in the marketplace and related fields.

Functional Responsibility: Lead the direction of all the creative personnel on the set (talent, camera, lighting and audio quality); Translate the script to the screen; Supervise the crew during production and the editor during post-production.

Education: Bachelor's Degree

Photography, Director, Video

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Manage all direction of the camera work on a production, including focus, composition and quality; Supervise the technical crew while collaborating with the Director. Beta or DV formats only. HD, 35mm & large format will incur additional ODCs

Education: Bachelor's Degree

Still Photographer

Experience: Minimum of two (2) to four (4) years of experience in all aspects of still photography engagement.

Functional Responsibility: View the subject and setting to plan composition, camera position and camera angle to capture still image; Select and assemble equipment for shoot.

Education: Associate's Degree

Project Manager, Senior

Experience: Minimum of fifteen (8) years of experience in the marketplace and related fields.

Functional Responsibility: Develop original Program/Project requirements with customers and creates required funding model; Oversee the management of projects; Interact with corporate management to adhere to stated goals, timelines, milestones and revenue objectives; Supervise the utilization of staff in conjunction with the project; Adhere to corporate values for technical quality and customer satisfaction for all Maguire/Reeder engagements.

Education: Bachelor's Degree

Transcriber

Experience: Minimum of three (3) years of experience in all aspects of engagement.

Functional Responsibility: Create a typewritten verbatim copy of all commentary from audio recording files of videotaped interviews. Digital file of interviews is provided. This may also include time-coding.

Education: High School Diploma

Audio Engineer, Audio Mixer

Experience: Minimum of seven (7) years of experience in all aspects of engagement.

Functional Responsibility: Manage the process to enrich a soundtrack for video - involving adding music, sound effects and dialog; Problem-solve and resolve audio level, noise or equalization problems. Includes basic equipment package.

Education: Bachelor's Degree

Editor, Senior, Video

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Lead the edit by assembling the final video product as a sequence consisting of shots from the raw camera footage, dialogue, sound effects and graphics; Assemble the footage in accordance with the script and the director's input; Supervise Editors as they perform their functions.

Education: Bachelor's Degree

Editor, Video

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Manage shoot selection variables and assembly of final video product from the raw camera footage, dialogue, sound effects and graphics using a professional edit system; Assemble footage in accordance with the script and the director's input.

Education: Associate's Degree

Copyeditor

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Write and edit copy involving a treatment, rough draft and final script; Research the subject matter.

Education: Bachelor's Degree

LABOR CATEGORY DESCRIPTIONS (cont):

DVD / CD Authoring

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Design/Program DVD/CD containing one or more videos or other digital information.

Education: Associate's Degree

Graphic Designer, Senior

Experience: Minimum of ten (10) years of experience in the marketplace and related fields.

Functional Responsibility: Lead the creation, design and production of the graphic artistry; Apply knowledge of principles of effective visual design from data and display; Demonstrate strong illustration skills.

Education: Bachelor's Degree

Graphic Designer

Experience: Minimum of five (5) years of experience in the marketplace and related fields.

Functional Responsibility: Create, design and produce graphic artistry; Apply principles of effective visual design to data to display and demonstrates illustration skills.

Education: Bachelor's Degree

Graphic Designer, Assistant

Experience: Minimum of three (3) years of experience in the marketplace and related fields.

Functional Responsibility: Assist the Senior Graphic Designer to create, design and produce graphic artistry; Develop skills to present principles of effective visual design and illustration skills.

Education: Bachelor's Degree

Proofreader

Experience: Minimum of three (3) years of experience in all aspects of engagement.

Functional Responsibility: Assist in the writing and editing of copy that best reflects the marketing strategy and client's objectives; Assist the writer in researching the subject matter.

Education: Bachelor's Degree

Instructional Designer

Experience: Minimum of five (5) years of experience in the marketplace and related fields.

Functional Responsibility: Develop content, related instructional tools, and media resources to help facilitate effective learning; Utilize skills involving needs analysis, design of instruction, content development, instructional implementation and effective evaluation techniques.

Education: Bachelor's Degree

Researcher

Experience: Minimum of five (5) years of experience in all aspects of engagement.

Functional Responsibility: Lead all research initiatives through data gathering via a variety of search tools; Lead all market research initiatives and focus groups to gather information for vendor; Analyze data for marketing and media research; Conduct a broad range of consumer-focused quantitative and qualitative research projects encompassing: branding and corporate image analysis, message and materials testing, and outcome evaluation research to measure and track program performance.

Education: Bachelor's Degree

Trade Show / Exhibit Manager

Experience: Minimum of four (4) years of experience in all aspects of engagement.

Functional Responsibility: Lead management of all trade shows and exhibitions variables; Approve design, cost estimates and construction of exhibits and trade show displays.

Education: Bachelor's Degree

Writer

Experience: Minimum of ten (10) years of experience in all aspects of engagement.

Functional Responsibility: Write and edit copy that best reflects the marketing strategy and client's objectives; Research subject matter; Provides the treatment, rough draft and final script.

Education: Bachelor's Degree

LABOR CATEGORY DESCRIPTIONS (cont):

Narrator, Off Camera in Studio

Experience: **

Functional Responsibility: Read from script and speaks into microphone for video projects; Develop subject matter to time comments to fit video action portrayed; Additional charges for partial script (half-hour); Retakes performed within 60 days of initial narration. (Performed in-studio)

Education: **

Web Designer, Senior

Experience: Minimum of eight (8) years of experience in all aspects of web design engagement.

Functional Responsibility: Lead the design effort for the websites and online projects; Incorporate skilled user-interface and information architecture principles to design websites; Produce designs, prototypes and various graphics for web sites and video campaigns. Includes gear.

Education: Bachelor's Degree

Web Designer

Experience: Minimum of four (4) years of experience in all aspects of engagement.

Functional Responsibility: Design, code and test technical solutions. Apply industry standards, trends, and developments to video projects. Includes gear.

Education: Bachelor's Degree

Footnotes:

1. **: This data varies depending upon an individual's experience and talent.
2. Education / Experience Substitution Policy & Legend

Degree Type	Degree w/ Experience Substitution	Related Experience Substitution
HS Diploma or Equivalent	Not Applicable	Not Applicable
Associate's	HS Diploma + 2 years relevant experience	2 years relevant experience
Bachelor's	Associate's + 2 years relevant experience or 4 years relevant experience	4 years relevant experience or Professional certification
Master's	Bachelor's + 2 years relevant experience Associate's + 4 years relevant experience	6 years relevant experience or Professional license
Doctorate	Master's + 2 years relevant experience, or Bachelor's + 4 years relevant experience	10 years relevant experience

3. This contract does not have Service Contract Act of 1965 (SCA) rates, the rates were awarded as professional services.

COMMITMENT TO PROMOTE SMALL BUSINESS PARTICIPATION:

PREAMBLE

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company provides commercial products and services to ordering activities. We are committed to promoting participation of each type of small business; including small business, small disadvantaged business, women-owned small business, HUBZone small business, service-disabled veteran-owned small business and veteran-owned small businesses (All Small Businesses) in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements and subcontracting.

MAGUIRE-REEDER, LTD.'S COMMITMENT

Maguire-Reeder, Ltd., dba Maguire/Reeder – A CALIBRE Company is committed to the following terms:

- To actively seek and partner with small businesses.
- To identify, qualify, mentor and develop possibilities for All Small Business by purchasing from these businesses whenever practicable.
- To develop and promote company policy initiatives that demonstrates our support for awarding contracts and subcontracts to small business concerns.
- To undertake significant efforts to determine the potential of All Small Business to supply products and services to our company.
- To insure procurement opportunities are designed to permit the maximum possible participation of All Small Business.
- To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.
- To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with All Small Business to promote and to increase their participation in Government Customer contracts. To accelerate potential opportunities for Government Customers, please contact **Mindy L. Scott, Vice President, Contracts Administration**; telephone: (703) 797-8500; email: contracts@calibresys.com; facsimile: (703) 600-3560.