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**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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>

SCHEDULE TITLE: Federal Supply Schedule 541 - Advertising & Integrated Marketing Solutions (AIMS) FSC Group: 541 - AIMS

Contract Number: GS-07F-0509W

Contract Period: July 1, 2010 to June 30, 2015

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

CONTRACTOR: **Vision Internet Providers, Inc.**
2530 Wilshire Boulevard, 2nd Floor
Santa Monica, CA 90403
Phone: number: 310-656-3100
Fax number: 310-656-3103
E-Mail: rosed@visioninternet.com

CONTRACTOR'S ADMINISTRATION SOURCE: Vision Internet Providers, Inc.
Steven Chapin
2530 Wilshire Boulevard, 2nd Floor
Santa Monica, CA 90403
Phone: number: 310-656-3100
E-Mail:
rosed@visioninternet.com

BUSINESS SIZE: Small

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBER (SINs)

SIN	DESCRIPTION
541-3	Web Based Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

1c. HOURLY RATES

2. MAXIMUM ORDER*: \$1,000,000

*If the best value selection places your order 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.

2. Pricing: These prices include the 1% Industrial Funding Fee (IFF) and applicable discount from commercial rates.

Labor/Task Category	Commercial Rate	Per Unit	Government Rate (Including IFF)	Applicable Gov't Discount
Consulting	\$164.63	<u>Hour</u>	<u>\$134.36</u>	<u>19%</u>
Project Management	\$164.63	<u>Hour</u>	<u>\$134.36</u>	<u>19%</u>
Graphic Design	\$152.44	<u>Hour</u>	<u>\$124.41</u>	<u>19%</u>
Graphic Production	\$115.85	<u>Hour</u>	<u>\$ 94.55</u>	<u>19%</u>
Dynamic Programming	\$164.63	<u>Hour</u>	<u>\$134.36</u>	<u>19%</u>
Document Conversion	\$103.66	<u>Hour</u>	<u>\$ 84.60</u>	<u>19%</u>
Static HTML Programming	\$103.66	<u>Hour</u>	<u>\$ 84.60</u>	<u>19%</u>
Content Migration	\$103.66	<u>Hour</u>	<u>\$ 84.60</u>	<u>19%</u>
Testing/Debugging	\$128.05	<u>Hour</u>	<u>\$104.50</u>	<u>19%</u>
Training	\$152.44	<u>Hour</u>	<u>\$124.41</u>	<u>19%</u>
Webmaster Services	\$128.05	<u>Hour</u>	<u>\$104.50</u>	<u>19%</u>

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. **POINTS OF PRODUCTION:** Santa Monica, CA
6. **DISCOUNT FROM LIST PRICES:** 19% from the accepted pricelist. 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). The current IFF is .75% and should be calculated as follows: Negotiated price divided by (1 minus .0075) which equates to Negotiated price divided by 0.9925. Example: $(\$100,000 / 0.9925) = \$100,755.67$.
7. **QUANTITY DISCOUNT(S):** Orders \$100K+, Additional 1%
8. **PROMPT PAYMENT TERMS:** Net 30 Days
- 9a. **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9b. **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** As specified on Task Order
- 11b. **EXPEDITED DELIVERY:** As specified on Task Order
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **F.O.B. POINT:** Destination
- 13a. **ORDERING ADDRESS:**

Vision Internet Providers, Inc.
2530 Wilshire Blvd., 2nd Floor
Santa Monica, CA 90403
- 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 address.
15. **WARRANTY PROVISION:** N/A
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:**
(any thresholds above the micro-purchase level)
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. **PREVENTATIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**
- 24b. **Section 508 Compliance for EIT:** N/A
25. **DUNS NUMBER:** 94-761-8112
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRATOR REGISTRATION (CCR) DATABASE:** Registration valid until 02/09/2011

Reference Text File for Vision Internet Providers, Inc. GS-07F-0509W

Contact Us

Telephone: 310-656-3100
Fax: 310-656-3103
Email: rosed@visioninternet.com

See Our Work: <http://www.visioninternet.com>

History

Vision Internet Providers, Inc. is a national leader in government website development. Since 1995, they have been dedicated to providing a wide range of advanced solutions, with a focus on design and development of websites and intranets using content management, plus eCommerce solutions, and custom web applications. They are the Government Website Experts™, and have delivered quality consulting, design, development, and hosting services to over 300 government clients in 35 states, plus large public corporations, non-profit organizations, and educational institutions.

Approach

Vision Internet Providers, Inc. is not simply a web design company; rather we take a strategic approach by first understanding the needs of the agency then developing and implementing Internet strategies that complement and extend its overall goals. Our solutions include unique graphic designs, easy to use navigation structures, powerful content management tools, and interactive components that make it as simple for staff to maintain the website as it is for users to find information and access services. As a result, our clients have won over a dozen distinguished awards from such organizations as the Center for Digital Government, Public Technology Inc., and the City and County Communications and Marketing Association. Key to our success is our customized solutions that are tailored for the needs of the agency and the communities they serve.

Our Range of Services

Under SIN 541-3 - Advertising & Integrated Marketing Solutions (AIMS)
(Small Business Set-Aside) - 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 requirements. Continual website updates and maintenance may also be required.

LABOR/TASK CATEGORIES AND GSA PRICE INCLUDING IFF

CONSULTING

\$134.36/Hour

FUNCTIONAL RESPONSIBILITY:

The Consultant is responsible for conceptualizing client solutions that includes strategic plans, information architecture, functional and graphic design, branding, and technical specifications. As part of their process, they may employ client and/or user surveys, focus groups, brainstorming sessions, interviews, usability studies, and various types of research. Their primary role is an advisory role based upon understanding needs and the application of government website best practices.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of five years website development experience in web technologies, information architecture, project management, graphic design, strategic planning, and marketing. Technical expertise must include extensive experience in content management, e-commerce, and web-based applications. Demonstrated expertise in government website best practices is also required through management of a minimum of five government or education related projects.

PROJECT MANAGEMENT

\$134.36/Hour

FUNCTIONAL RESPONSIBILITY:

Project Managers serve as the key liaison between a client and the company. They are responsible for gathering information and requirements, coordinating internal and external resources, maintaining the project plan and project timelines, the project budget, and all documentation including project plans and status reports. They supervise all team members assigned to the project including consultant, graphic designer, programmers, and other support staff.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of five years project management and website development experience. Must have solid knowledge of web consulting, graphic design, and programming. Project manager must also be adept with Microsoft Word, Excel, Project, and Visio. Must have 3 years experience managing diverse teams and multiple concurrent projects.

GRAPHIC DESIGN

\$124.41/Hour

FUNCTIONAL RESPONSIBILITY:

Creating original design compositions based on client feedback. Our designers pay special attention to web standards and usability issues to create effective, inviting designs that reflect the audience's needs.

GENERAL REQUIREMENTS:

The Graphic Designer must have website design experience with excellent verbal and written communication skills. Must have experience creating all visual elements of a design including creative concepts, typography usage, logo and icon creation/design for the Web. Needs proficiency in Adobe Photoshop, Illustrator, optimization tools. Needs understanding of the capabilities of internet browsers and the design constraints of the Web.

GRAPHIC PRODUCTION

\$94.55/Hour

FUNCTIONAL RESPONSIBILITY:

Preparing graphic files for the web using Photoshop, Quark Express, Illustrator, and other graphic programs. Preparation may include resizing, scaling, touch up, cutting, and other non-creative type graphic design tasks.

GENERAL REQUIREMENTS:

Must have website production experience with excellent verbal and written communication skills. Must have experience preparing graphic files for the web. Needs proficiency in Adobe Photoshop, Illustrator, optimization tools. Needs understanding of the capabilities of internet browsers and the design constraints of the Web.

**DYNAMIC
PROGRAMMING**

\$134.36/Hour

FUNCTIONAL RESPONSIBILITY:

Dynamic Programming involves using one or preferably more of the following languages; 1) ASP; 2) ASP.NET; 3) C#; 4) C++; 5) PHP; 6) ColdFusion; 7) Content Management and, 8) Flash.

In addition to "behind-the-scenes" functionality, such as the processing of information on forms, Dynamic Programming can import web page content. Our technologies serve to include changing information that will function with the content on a Web Site. This information is passed on from the Web Site's own hosting Web Server.

Some of the things that can be implemented on a Web page include: user login and passwords, search capability, news or data feeds, and handling of information from user input on forms and selections.

We are dedicated to providing viable Web solutions to enhance client's business with the appropriate Web tools.

GENERAL REQUIREMENTS:

Bachelor's Degree with at least 5 years professional experience as a fully explored programmer within one or preferably more of the above languages, They should also have good web server knowledge as well as a good understanding of communication technologies such as TCP/IP, Proxies, FTP, Shell, etc. A very good understanding of databases is required as many programming tasks call for making use of different types of database such as SQL, MySQL, Access, Oracle, etc.

DOCUMENT CONVERSION

\$84.60/Hour

FUNCTIONAL RESPONSIBILITY:

Document Conversion is the process of changing a particular data format into another format, generally a structured format (i.e., PDF to Word, extract tables or graphics, or convert DXF files to vector PDF's. possible conversions including PDF to RTF/DOC, PDF to TX, PDF to HTML, DOC to PDF, RFT to PDF, HTML to PDF, etc.)

One of the purposes of document conversion is to enhance text and images in order to create a more manageable content. The style should be professional, appealing and relevant. In addition our cross checking for data conversion through proof editing, quality assurance, and electronic compilation is unparalleled.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of three years document conversion and website development experience. Must have solid knowledge of graphic design, and programming. Must also be adept with Microsoft Word, Excel, Project, and Visio. Must have 3 years experience managing multiple concurrent projects.

STATIC HTML PROGRAMMING

\$84.60/Hour

FUNCTIONAL RESPONSIBILITY:

Creating web pages using HTML, DHTML, XML, XHTML, and Java Script that may not be Section 508 compliant.

Displays more complex media (vector graphics, animations, videos, sounds, requires plug-ins such as Adobe Flash, Quick Time Java run-time environment. Etc. Plug-ins are also embedded into web page by using HTML/XHTML tags.

Static pages don't change content and layout with every request unless a programmer manually updates the page. A simple HTML page is an example of static content.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of three years of programming experience. Must have solid knowledge of graphic design, and programming. Must also be adept with Microsoft Word, Excel, Project, and Visio. Must have 3 years experience managing multiple concurrent projects.

CONTENT MIGRATION

\$84.60/Hour

FUNCTIONAL RESPONSIBILITY:

Content Migration involves moving web page content from an old web site to a new web site.

At Vision Internet we perform content migration by hand. This is the simplest, but most tedious option. In practice, this means cutting and pasting content off the old site, and into the new publishing tool.

This is very labor intensive, with the work being done by the central team. While laborious, hand migration is very flexible and gives an unequalled opportunity to clean up the content (which is often one of the primary goals of a site redevelopment project).

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of three years content migration and web site design. Must have solid knowledge of web programming. Must

also be adept with Microsoft Word, Excel, Project, and Visio. Must have 3 years experience managing multiple concurrent projects.

TESTING/DEBUGGING

\$

104.50/Hour

FUNCTIONAL RESPONSIBILITY:

Providing a formal test plan that provides and records information about a test project which allows testing/debugging to be done quickly and constructively. The first step in debugging is to attempt to reproduce the problem. Test plan includes documentation, and looking for and correcting errors on completed web pages oftentimes caused by JavaScript errors. This is a very important final step to ensure the ease and workability of the completed website.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of five years of graphic design, programming and basic research in interactive media, including design, data analysis and interpretation. Ability to perform lengthy tasks of data collection, analysis and scheduling updates. Must possess strong background in high-level programming languages such as Java.

TRAINING

\$124.41/Hour

FUNCTIONAL RESPONSIBILITY:

Provide documentation for training government staff to understand how the website works and how to manage the website. This material should assist IT personnel in understanding and utilizing the major concepts of the program including data analysis and interpretation. This will also enable clients to acquire and disseminate digital information and use computer technology for a variety of purposes.

GENERAL REQUIREMENTS:

Bachelor's Degree with a minimum of five years of programming and training experience. Must have solid knowledge of graphic design, and programming. Must also be adept with Microsoft Word, Excel, Project, and Visio.

WEBMASTER SERVICES

\$

104.50/Hour

FUNCTIONAL RESPONSIBILITY:

Technical Support available to existing clients with any technical problems or questions which can either be solved directly or forwarded to other staff such as programmers or project managers.

GENERAL REQUIREMENTS:

Website Maintenance experience including performance and consistency of the websites, keeping the websites up-to-date, and storing backup for unexpected crisis such as power failure or hard disk crashes.