



PenBay Media

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

**Multiple Award Schedule (MAS)
Federal Supply Group: Information Technology**

Penobscot Bay Media, LLC dba Pen Bay Media

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Contract Number: GS-35F-426DA

Period Covered by Contract: August 3, 2016 through August 2, 2026

Pricelist current through Modification PO-0017, dated October 6, 2021

Business Size: Service-Disabled, Veteran-Owned, Small Business

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov. 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!TM, a menu-driven database system. The INTERNET address for GSA Advantage!TM is: <http://www.GSAAdvantage.gov>

CUSTOMER INFORMATION:

- 1a. Table of awarded the special item number with appropriate cross-reference to item descriptions and awarded price.
Special Item No. 54151S/54151SSTLOC Information Technology Professional Services
Special Item No. OLM/OLMSTLOC Order-Level Materials
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. 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.
See Price Sheet
- 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.
Skill category descriptions begin on page 4.
2. Maximum order. *\$500,000*
3. Minimum order. *\$100*
4. Geographic coverage. *Domestic only*
5. Point of production. *Union Hall, VA.*
6. Discount from list prices or statement of net price. *Government prices are net.*
7. Quantity discounts. *1% for orders over \$350,000*
8. Prompt payment terms. *None, NET 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.*
9. Foreign items. *None*
- 10a. Time of delivery. *As negotiated on the task order level.*
- 10b. 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 lists that have expedited delivery. *As negotiated on the task order level.*
- 10c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery is available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. *As negotiated on the task order level.*
- 10d. 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. *As negotiated on the task order level.*
11. F.O.B. point. *Not Applicable*

- 12a. Ordering address. *Same as company address.*
- 12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3. For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. Payment address. *Same as company address.*
14. Warranty provision. *Not Applicable*
15. Export packing charges, if applicable. *Not Applicable*
16. Terms and conditions of rental, maintenance, and repair. *Not Applicable*
17. Terms and conditions of installation. *Not Applicable*
18. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices. *Not Applicable*
- 18a. Terms and conditions for any other services. *Not Applicable*
19. List of service and distribution points. *Not Applicable*
20. List of participating dealers. *Not Applicable*
21. Preventive maintenance. *Not Applicable*
- 22a. Special attributes such as environmental attributes. *Not Applicable*
- 22b. 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. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. www.penbaymedia.com
23. Unique Entity Identifier (UEI) number. *022534205*
24. Notification regarding registration in SAM.gov (formerly the Central Contractor Registration) database. *CAGE Code: 3AXL3*

Labor Category Descriptions

Commercial Job Title: Analyst

Functional Responsibility: Evaluates drafts or finished products for quality assurance and spot inconsistencies/errors and coordinate appropriate corrections.

Minimum Education: Associate's degree or higher from an accredited College or University, or equivalent work experience in related discipline.

Minimum/General Experience: 1 year of experience in relevant subject matter appropriate for software and/or multimedia products.

Commercial Job Title: Data Management Specialist

Functional Responsibility: Provides highly technical expertise in the use of DBMS. Evaluates and recommends available DBMS products to support validated user requirements. Defines file organization, indexing methods, and security procedures for specific user applications.

Minimum Education: Associate's degree from an accredited College or University, or equivalent work experience in related discipline.

Minimum/General Experience: 5 years of experience and demonstrated experience using database management systems (DBMS) technologies, application design utilizing database management systems, and DBMS internals.

General experience includes increasing responsibilities in DBMS systems analysis and programming. Must demonstrate the ability to work independently or under only general direction.

Commercial Job Title: Database Administrator

Functional Responsibility: Evaluates and designs existing or proposed systems to structure and access databases. Analyzes database requirements of the user department, applications programming, and operations. Submits recommendations for solutions that require definition of the physical structure and functional capabilities of databases and require data security and data backup/recovery specifications. Proposes detailed specifications and flowcharts and coordinates installation of revised or new systems.

Minimum Education: B.A./B.S. minimum in computer science, GIS or related field; Master's degree or advanced certifications preferred.

Minimum/General Experience: 5 years of experience and demonstrated experience administering current database management systems (DBMS) technologies in an enterprise network environment. Must demonstrate the ability to work independently or under only general direction.

Commercial Job Title: GIS Analyst

Functional Responsibility: Provide database development support in creating cartographic and digital data products. They provide systems analysis support for the enhancement of new or existing GIS systems and networks. Areas of expertise include performing source document preparation, QA/QC, data conversion, editing, and other tasks utilizing ESRI's ArcGIS software. Designs and implements efficient production tools and coordinate work flow with project personnel.

Minimum Education: B.S./B.A. in engineering, GIS or environmental sciences discipline.

Minimum/General Experience: Minimum 1 years' experience in GIS or a related scientific or technical field.

Commercial Job Title: GIS Application Developer

Functional Responsibility: Construct software code, implement software conversions, conduct systems and data analysis, conduct testing, perform implementation and training. Involved in the coding and implementation of complex application software and database conversion projects. Provide program specifications, operating procedures, troubleshooting routines and training courses as needed.

Minimum Education: Bachelor's degree in computer science, GIS or related field.



Minimum/General Experience: Requires 3 years developing applications for geographic information systems. Must possess expertise in a variety development languages and software applications. Must be proficient in programming development languages, Internet markup languages and other technologies related to application development.

Commercial Job Title: Graphic Designer I

Functional Responsibility: Utilizes knowledge of graphic design fundamentals and technology to develop graphics and miscellaneous media files for multiple projects. May include line drawings, digital images, flow charts, slide presentations, animations, video stills/clips, and simulations. Uses various computer graphics software programs. May participate in the design and creation of videos using computer and video equipment and cameras.

Minimum Education: Associate's degree from an accredited College or University, or equivalent work experience in related discipline.

Minimum/General Experience: 1 year of experience that is directly related to graphics design.

Commercial Job Title: Graphic Designer III

Functional Responsibility: Utilizes current graphic design technology and computer software packages to produce and develop high-level graphics and miscellaneous media files for multiple projects. May include line drawings, digital images, flow charts, slide presentations, animations, video stills/clips, and simulations. Provides technical training and guidance to lower-level graphics personnel. Exercises creative judgment and originality by translating needs into graphics capabilities. Ensures all tasks assigned comply with project requirements and company quality standards.

Minimum Education: Associate's degree from an accredited College or University, or equivalent work experience in related discipline.

Minimum/General Experience: 5 years of experience directly related experience in graphics design. Requires hands-on experience with the following software: PhotoShop, Illustration Package (CorelDraw, Illustrator, etc), 3D Modeling, Animation, Web-Design and HTML, Authoring of Courseware and Internet Sites.

Commercial Job Title: Network Administrator

Functional Responsibility: Personnel in this labor category perform system design, database management and support of web hosting infrastructures for Penobscot Bay Media. Responsibilities may include maintenance of logs, initiate failure/trouble reports, maintenance of user profiles, accesses, resources, backup files and processes, domain integrity and configuration. Analyze network application functional requirements and designs effective database solutions; provides advanced training and assistance on network related topics.

Minimum Education: B.S./B.A in computer science or related field.

Minimum/General Experience: Minimum 4 years' experience in computer network administration at the enterprise level. Must have technical expertise in network system administration to include operation, administration and maintenance of networks for medium to large scale computing environments.

Commercial Job Title: Program Manager

Functional Responsibility: Monitors each task, and keeps abreast of all problems and accomplishments. Anticipates problems, and works to mitigate the anticipated problems. Provides technical direction for the complete systems development effort. May serve as a technical authority for a design area. As a staff specialist or consultant, resolves unique and unyielding systems problems using new technology. Schedules and assigns duties to subordinates. Interacts with government management personnel. Reports in writing and orally to contractor management and government representatives, including the government contracting officer.

Minimum Education: Bachelor's degree in IT-related field, project management certification preferred.

Minimum/General Experience: Minimum 3 years' experience directly engaged in supervising technical personnel and managing all aspects of a technical program or group of related projects, including budgets, schedules and resource management.

Commercial Job Title: Programmer I

Functional Responsibility: Perform as a member of a software development team to complete software design, development and maintenance tasks as assigned by Program Manager. Ensure work tasks are in compliance with requirements and technical functionality, operation and performance, and in compliance with established industry standards and methods and internal standards methods and procedures. In addition, perform programming, integration and test functions utilizing technical skills to effectively satisfy technical and functional requirements.

Minimum Education: Bachelor's degree.

Minimum/General Experience: 1 Year of experience and must possess knowledge of software design and development methods and principles, systems development life cycle model, including specialized skills in one application language, such as C++, C#, JAVA, or Visual Basic, in one distributed operating environment or knowledge in using one or more relational or object-oriented database, such as ORACLE, Microsoft SQL Server, SYBASE or INFORMIX, or other specialized expertise such as transaction processing, gaming, systems internals, etc.

Commercial Job Title: Programmer II

Functional Responsibility: Perform as a member of a software development team to complete software design, development and maintenance tasks as assigned by the Program Manager. Ensure work tasks are in compliance with requirements and technical functionality, operation and performance, and in compliance with established industry standards and methods and internal standards methods and procedures. In addition, perform programming, integration and test functions utilizing technical skills to effectively satisfy technical and functional requirements.

Minimum Education: Bachelor's degree.

Minimum/General Experience: Minimum of 2 years' experience in object-oriented software development as a computer systems or applications programmer. Additionally, the Programmer II must have demonstrated extensive expertise in and knowledge of software design and development methods and principles, systems development life cycle model, Rapid Application Development (RAD), including specialized skills in one or more specific application language, such as C++, C#, JAVA, or Visual Basic, in one or more distributed operating environments using one or more relational or object oriented database, such as ORACLE, Microsoft SQL Server, SYBASE or INFORMIX, or other specialized expertise such as transaction processing, gaming, systems internals, etc. The Programmer II possesses demonstrated expertise in working as a technical member in software development teams.

Commercial Job Title: Programmer III

Functional Responsibility: Perform as Lead Programmer for a software development team in the full range of software development tasks, addressing the more complex technical tasks and ensure compliance to requirements and technical functionality, operation and performance, and in compliance with established industry standards and methods. In addition, perform programming and analytical functions utilizing technical skills to effectively satisfy technical and functional requirements. Research and analyze technical issues and make recommendations to superiors for review and acceptance.

Minimum Education: Bachelor's degree.

Minimum/General Experience: Minimum of 4 years' experience in object-oriented software development as a computer systems or applications programmer. Additionally, the Programmer III must have demonstrated extensive expertise in and knowledge of software design and development methods and principles, systems development life cycle model, Rapid Application Development (RAD), including specialized skills in one or more specific application language, such as C++, C#, JAVA, or Visual Basic, in one or more distributed operating environments using one or more relational or object oriented database, such as ORACLE, Microsoft SQL Server, SYBASE or INFORMIX, or other specialized expertise such as transaction processing, gaming, systems internals, etc. The Programmer III possesses demonstrated expertise in serving as the technical lead of software development teams.

Commercial Job Title: Technical Analyst

Functional Responsibility: Perform technical analysis of IT systems. Write software documentation to design specifications developed by Senior Staff. Design and implement data conversion procedures, perform software and

database quality control and system wide analysis on software development projects. They are directly involved in the requirements analysis and field interviews for the completion of project work plans and design documents.

Minimum Education: B.S./B.A. in technology or environmental sciences discipline.

Minimum/General Experience: Requires 2 years' experience managing some technical development aspects of geographic information systems. Must be proficient in the use of ESRI software, computer system design implementation and integration techniques.

Commercial Job Title: Technical Writer/Illustrator I

Functional Responsibility: Serve as member of technical writers reporting to a TWIII to assist in the design, development and implementation of computer-based (CBT), or interactive courseware (ICW) content or instructional design at the Level Three or higher complexity and/or design course content, advanced application/WEB-based HELP systems, story line development and implementation for specific applications as directed by the TWIII or designated supervisor. The TWI will undertake and complete tasks as assigned by the TWIII. Ensure the tasks fully comply with the contract requirements technical specifications and internal standards and procedures.

Minimum Education: Associate's Degree.

Minimum/General Experience: Minimum of 1 years' experience in either technical writing with an area of concentration, or computer graphics design and illustration. The Technical Writer/Illustrator I is capable of in serving as a member of a team of technical writers/illustrators and /or animation software developers.

SUBSTITUTIONS

Penobscot Bay Media, LLC reserves the right to make the following substitutions in the education and/or experience requirements of any of the service skill categories set forth herein.

1. Two years of work experience in the related technology area may be substituted for an Associate's Degree.
2. Four years of work experience in the related technology area may be substituted for a Bachelor's Degree.
3. Certification related to the technology is equivalent to two years of experience or education requirement.

Penobscot Bay Media, LLC GSA Pricelist

<i>LABOR CATEGORY</i>	<i>GSA Price Year 6</i>	<i>GSA Price Year 7</i>	<i>GSA Price Year 8</i>	<i>GSA Price Year 9</i>	<i>GSA Price Year 10</i>
Analyst	\$108.25	\$110.42	\$112.62	\$114.88	\$117.17
Data Management Specialist	\$145.55	\$148.46	\$151.43	\$154.46	\$157.55
Database Administrator	\$145.92	\$148.84	\$151.82	\$154.85	\$157.95
GIS Analyst	\$109.94	\$112.14	\$114.39	\$116.67	\$119.01
GIS Application Developer	\$103.22	\$105.29	\$107.39	\$109.54	\$111.73
Graphic Designer I	\$75.26	\$76.77	\$78.30	\$79.87	\$81.47
Graphic Designer III	\$121.77	\$124.21	\$126.69	\$129.22	\$131.81
Network Administrator	\$133.37	\$136.04	\$138.76	\$141.53	\$144.36
Program Manager	\$139.17	\$141.95	\$144.79	\$147.68	\$150.64
Programmer I	\$113.80	\$116.07	\$118.39	\$120.76	\$123.18
Programmer II	\$121.59	\$124.02	\$126.50	\$129.03	\$131.61
Programmer III	\$134.88	\$137.58	\$140.33	\$143.14	\$146.00
Technical Analyst	\$121.37	\$123.80	\$126.28	\$128.80	\$131.38
Technical Writer/Illustrator I	\$104.13	\$106.21	\$108.34	\$110.50	\$112.71