



General Services Administration

Federal Acquisition Service

Authorized Federal Supply Schedule (FSS) Price List



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Multiple Award Schedule	FSC Group: Professional Services Subcategories: Marketing and Public Relations Services FSC Class: R422, R701, D304, T006, R499
Contract Number	GS-07F-0138Y
Contract Period	November 30, 2021 – November 29, 2026
Contractor	iostudio LLC 1909 21st Ave S Nashville, TN 37212-3833 Ph: 615-256-6282 Fax: 615-256-6860
Web Address	www.iostudio.com
Contract Administration Source	Lisa Shock Ph: 317-517-1156 Fax: 615-256-6860 Email: lisa.shock@iostudio.com
Business Size	Small
Socioeconomic Status	Women-Owned Small Business (WOSB) Veteran-Owned Small Business (VOSB) Service-Disabled Veteran-Owned Small Business (SDVOSB)



Price list current as of
Modification(s): PS-0046,
effective 04/14/25

For more information on ordering,
go to the following website:
<https://www.gsa.gov/schedules>

For information on ordering from
Federal Supply Schedules, go to the
GSA Schedules page at [GSA.gov](https://www.GSA.gov).

Online access to contract ordering
information, terms and conditions,
pricing, and the option to create
an electronic delivery order are
available through GSA Advantage!®.
The website for GSA Advantage!® is:
<https://www.GSAAdvantage.gov>.

Prices shown herein are
Government Net Prices
(discounts already deducted).

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Who We Are

iostudio is an award-winning marketing communications agency serving businesses, nonprofits, and government agencies who drive positive change in the world. Based in Nashville, Tennessee, we are a designated woman-owned small business (WOSB) and service-disabled veteran-owned small business (SDVOSB) that helps clients connect with their audiences through thoughtful business strategy, meaningful communications and engagement initiatives, and innovative digital foundations.

Founded on Veterans Day in 1997 in Nashville, TN, iostudio's first client was the U.S. Army National Guard—a client we still serve today. Cutting our teeth in government contracts ensured our transparent processes and hiring practices aligned with the commitment to a measurable return on investment (ROI) that federal work demands.

Our dedication to recruiting and employing veterans and service members has led to recognition from the U.S. Department of Labor ([HIRE Vets Medallion Program](#)), the Department of Defense ESGR Office ([Employer Support of the Guard and Reserve](#)), and the Office of the Secretary of Defense.

What We Do

For over 27 years, iostudio has created digital experiences that make content and platforms work together.

That's why we're so good at helping mission-driven organizations engage with the right audiences, simplify complex information, and guide users toward meaningful outcomes.

Our Services

Strategy

Before recommending brand or campaign activation, we start with some strategic fundamentals:

- Consumer Research
- Brand Planning
- Campaign Strategy
- C-Suite Consulting
- Brand Narrative + Messaging Framework
- Channel Strategy
- Go-To-Market Activation

Design

We create design solutions that resonate with your audience while addressing your business challenges:

- Brand Identity Packages
- Graphic, Digital, + Print Design
- Branded Social Content
- Illustration + Motion Graphics
- Infographics + Data Visualization
- Digital Assets + Print Production

Digital

From mobile app development to managing Pentagon servers, we create innovative solutions that adhere to strict cybersecurity standards:

- User Experience + User Interface Design
- Leveraging AI
- User Journey Mapping
- Front-End + Back-End Development
- Large Language Model Integration
- Content Management Systems (CMS)
- Custom CRM Development
- Security-Compliant Solutions
- Analytics + Data Visualization
- Hosting + Maintenance

Audience Engagement

Our customer engagement solutions transform brand experiences through:

- Recruitment Marketing
- Artificial Intelligence
- Email Marketing
- Call Center Staffing + Management
- Lead Generation, Filtering, Delivery, + Refinement
- Retargeting + Pipeline Attrition Management
- Campaign Outreach + Public Information Support

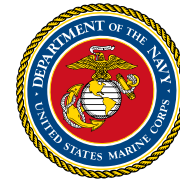
Video Production

We leverage the power of video to captivate, engage, and convert audiences:

- 360° Videos
- AI video integration
- Recruitment Marketing
- Social Media Content
- Brand Films + Commercials
- Animation
- Photography



Who We Work With



FEMA



UNOPS



Customer Information

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

SINs	Recovery	SIN Title
512110	512110RC	Video/Film Production
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541613	541613RC	Marketing Consulting Services
541810	541810RC	Advertising Services
541910	541910RC	Marketing Research and Analysis
OLM	OLMRC	Order Level Materials (OLM)

For a full description of the covered services visit: [GSA eLibrary](#).

Our GSA MAS contract can also support state and local agencies under the following programs:

- Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.
- Federal Grants During Public Health Emergencies (Section 319 of the Public Health and Services Act)

- 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 page 14 for Pricing Table.*
- 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. *See pages 15-20 for Labor Category/Service Descriptions.*

2. Maximum order:

SINs	Maximum Order
512110	\$1,000,000
541430	\$1,000,000
541511	\$1,000,000
541613	\$1,000,000
541810	\$1,000,000
541910	\$1,000,000
OLM	\$250,000

Note: Agencies may place, and Contractor may, but it is not obligated to honor, orders exceeding these limits.

3. Minimum order: \$100

4. Geographic coverage (delivery area): Domestic

5. Point(s) of production (city, county, and State or foreign country): Same as Company Address

6. Discount from list prices or statement of net price: Government Net Prices (discounts already deducted)

7. Quantity discounts: None

8. Prompt payment terms: Net 30 Days; Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin): N/A

10a. Time of delivery. (Contractor insert number of days.): To Be Determined at the Task Order Level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list: Contact Contractor

10c. Overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements: Contact Contractor. Agencies can contact the Contractor's Representative to ensure a faster delivery. Customers are encouraged to contact the Contractor to request accelerated delivery.

11. F.O.B. point(s): Destination

12a. Ordering address: iostudio, LLC, 1909 21st Avenue S., Nashville, TN 37212

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), see Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address: iostudio, LLC, 1909 21st Avenue S., Nashville, TN 37212

14. Warranty provision: Contractor's Standard Commercial Warranty. Customer should contact Contractor for a copy of the warranty.
15. Export packing charges, if applicable: N/A
16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
17. Terms and conditions of installation (if applicable): N/A
- 18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 18b. Terms and conditions for any other services (if applicable): N/A
19. List of service and distribution points (if applicable): N/A
20. List of participating dealers (if applicable): N/A
21. Preventive maintenance (if applicable): N/A
- 22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 22b. If applicable, indicate that Section 508 compliance information is available for the information and communications technology (ICT) products and services and show where full details can be found (e.g. contractor's website or other location.) ICT accessibility standards can be found at: <https://www.Section508.gov/>: N/A
23. Unique Entity Identifier (UEI) number: JGHQT1VD7RF5 (DUNS: 071139666)
24. Notification regarding registration in System for Award Management (SAM) database: Registered

Contract Administrator

Marketing Point of Contact

Lisa Shock
President
lisa.shock@iostudio.com
Phone: 317-517-1156

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1909 21st Avenue S.
Nashville, TN 37212
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www.iostudio.com

Contract Overview

GSA awarded iostudio, LLC, a GSA Federal Supply Schedule contract for the Multiple Award Schedule (MAS), Contract #GS-07F-0138Y. The current Option period is Option Period 2. GSA may exercise an up to one additional 5-year option period. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using labor categories and ceiling rates defined in the contract.

Contract Use

This contract is available for use by all Federal government agencies, as a source for Professional Services, specifically Marketing and Advertising services. Executive agencies, other Federal agencies, mixed-ownership government corporations, and the District of Columbia, government contractors authorized in writing by a federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal government.

Our GSA MAS contract can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act).

Contract Scope

Services specified in a task order may be performed at the Contractor's facilities or the ordering agencies' facilities. The government will determine the Contractor's compensation by any of the several different methods (to be specified at the task order level), e.g., a firm-fixed price for services with or without incentives, labor hours, or time-and-material. iostudio, LLC, was awarded a GSA MAS contract to provide Professional Services, specifically Marketing and Public Relations services, under the below contract SINS.

Category	Description
541810	Advertising Services
541511	Web Based Marketing
541910	Marketing Research and Analysis
512110	Video/Film Production
541430	Graphic Design Services
541613	Marketing Consulting Services
OLM	Order Level Materials (OLM)

The government defined and awarded iostudio's contract after evaluation based on experience, negotiated cost reasonableness, and past performance under the above SINS. Task orders identified and defined under these SINS may be awarded to iostudio.

For a full description of the covered services visit: [GSA eLibrary](#).

Hourly Labor Categories Pricing:

SIN	Awarded Labor Category/Service	Site	Price
Creative			
541810, 541511, 541910, 512110, 541430, 541613	Copywriter	Contractor Facility	\$85.63
541810, 541511, 541910, 512110, 541430, 541613	Designer	Contractor Facility	\$98.80
541810, 541511, 541910, 512110, 541430, 541613	Junior Videographer/Editor	Contractor Facility	\$72.45
541810, 541511, 541910, 512110, 541430, 541613	Senior Art Director	Contractor Facility	\$111.98
541810, 541511, 541910, 512110, 541430, 541613	Senior Interactive Designer	Contractor Facility	\$123.84
Customer Care			
541810, 541511, 541910, 512110, 541430, 541613	Program Manager	Contractor Facility	\$98.80
541810, 541511, 541910, 512110, 541430, 541613	Shift Supervisor	Contractor Facility	\$72.45
541810, 541511, 541910, 512110, 541430, 541613	Support Operator	Contractor Facility	\$48.75
Development			
541810, 541511, 541910, 512110, 541430, 541613	Developer	Contractor Facility	\$138.33
541810, 541511, 541910, 512110, 541430, 541613	Junior Developer	Contractor Facility	\$105.39
541810, 541511, 541910, 512110, 541430, 541613	Senior Developer	Contractor Facility	\$156.28
Client Services			
541810, 541511, 541910, 512110, 541430, 541613	Account Executive	Contractor Facility	\$92.22
541810, 541511, 541910, 512110, 541430, 541613	Account Supervisor	Contractor Facility	\$118.57
Information Services			
541810, 541511, 541910, 512110, 541430, 541613	IS Systems Administrator	Contractor Facility	\$120.92
Project Management			
541810, 541511, 541910, 512110, 541430, 541613	Proofreader	Contractor Facility	\$76.35
541810, 541511, 541910, 512110, 541430, 541613	QA Analyst	Contractor Facility	\$98.80

GSA Labor Category Descriptions

Creative

Copywriter

Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases, and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), websites, and exhibits. Collaborates with design and production staff to complete client projects.

Minimum Education: Bachelor's in English, Journalism, or equivalent

Minimum Experience: 3 years

Designer

Performs print, collateral, logo and brand development, site design, mobile design, and experiential design. Researches and evaluates new technologies, techniques, styles, and competition. Conceptualizes with art directors and writers. Experience is based on needs, knowledge of Adobe Creative Suite.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 3 years

Junior Videographer/Editor

Confers with the Film and Video Creative Director to determine production needs, assists in all aspects from pre- to post-production, and helps ensure quality delivery of every project. Assists in a variety of complex technical tasks related to the operation of film, editing, video production, and photography projects. Maintains an understanding of the operation of video, audio, and photography equipment in order to coordinate and participate in assigned recording, editing, and photography projects. Performs videotape recordings from linear events or tape a script in film style for A-/B-roll editing. Edits recorded video and/or audio per client or project director instructions. Produces video/photo product to its final form (i.e., print, interactive, DVD, etc.). Experience is based on needs, knowledge of Final Cut Pro.

Minimum Education: Bachelor's degree

Minimum Experience: 2 years

Senior Art Director

Designs print ads, brochures, booklets, fliers, TV commercials, billboards, interactive ads, and more, according to strategic plans provided by the Creative Director/Account Executive. Meets as needed with the client service team members and interactive marketing personnel to ensure coordination between traditional and interactive advertising and marketing efforts. Works with the Creative Director in the selection of design elements, papers, vendors, models, freelancers, broadcast talent, and all outside sources/purchases needed to fulfill production of each project. Works with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production. Provides all required specifications (e.g., colors, fonts, papers, sizes) to the production department. Reviews all production materials on assigned projects. Art directs videos, photo sessions, press checks, and supervises freelancers. Experience is based on needs, knowledge of Microsoft Office and Adobe Creative Suite.

Minimum Education: Bachelor's degree

Minimum Experience: 7 years

Senior Interactive Designer

Leads the design efforts for interactive projects. Works productively in an Agile environment where designs will iterate and experimentation is necessary. Embraces the responsive nature of the web in designs and interfaces. Stays current with best practices in desktop, tablet, and mobile design to keep up with what's working best in UI/UX and how to apply it to work. Maintains functional knowledge of how web applications work. Makes final deliveries as either responsive HTML/CSS mockups or flat files with style guides as requested. Experience is based on needs, knowledge of Adobe Creative Suite, HTML, CSS, and others if appropriate.

*Minimum Education: Bachelor's degree
or professional certification*

Minimum Experience: 8 years

Customer Care

Program Manager

Understands and can brief employees, management, and clients on the intricacies of assigned programs. Learns and becomes an expert on the products to understand and train team members on all requirements as stated in client documents. Ensures all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, keeping equipment operating, and maintaining professional and technical knowledge. Manages and increases the program and team's effectiveness; ensures the team responds to all client leads and applicants promptly. Supervises, mentors, and coaches Call Center Shift Supervisors daily. Coaches team members on providing a superior level of customer support. Monitors program metrics and queues and corrects queue errors. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 8 years

Shift Supervisor

Assists the Deputy Program Manager in daily operations. Manages the daily activities of teams of Operators as they process applicants in accordance with client policies, procedures, and guidelines. Supervises team members, provides coaching, initiates training opportunities, and handles disciplinary actions. Possesses a thorough knowledge of client recruitment criteria and incentive programs and can explain them simply. Monitors scheduling to ensure sufficient coverage is available during training times, employee absences, vacation approvals, and Saturday shifts. Is responsible for daily quality assurance reports and bimonthly staff quality assurance reports. Ensures all Call Center policies and procedures are followed. Ensures that Operators maintain a 90 percent minimum Quality Assurance Rating; maintains overall quality in chats and queues by conducting biweekly Quality Assurance Surveys. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 5 years

Support Operator

Interacts with potential recruits to answer any questions and works to prequalify these individuals. Makes and receives phone calls to promote or sell company products and/or services. Communicates with applicants by providing customer service to them in accordance with client standards. Possesses a thorough knowledge of client regulations and related resource materials, while being able to explain them in simple terms.

Minimum Education: High school diploma, demonstrated sales, call center/customer service experience

Minimum Experience: 5 years

Development

Developer

Responsible for user experience (UX) design and visual design. Delivers high-quality source code in the PHP language independently. Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Researches, tracks, and understands new Web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of PHP, CSS, HTML, and others if appropriate.

Minimum Education: Bachelor's degree or equivalent agency interactive design experience

Minimum Experience: 8 years

Junior Developer

Responsible for developing highly complex code and integrating artwork, text, video, and sound into websites that meet client needs. Delivers high-quality source code in the PHP language independently (primarily Symfony). Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Develops, tests, and implements software applications. Ensures web pages are functional across different browser types and conducts tests to verify user functions. Experience is based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XHTML/CSS, and others if appropriate.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 3 years

Senior Developer

Responsible for developing web applications and CMS-driven websites. Delivers high-quality PHP source code. Creates, maintains, and optimizes MySQL queries for programs and metric reporting. Commits code using Git methodologies and best practices. Creates highly complex, customized applications in response to business needs. Researches, tracks, and understands new web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of CSS3 and HTML5, Sass, Capistrano, Foundation, Vagrant, and others if appropriate.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 9 years

Client Services

Account Executive

Plans, coordinates, and directs the marketing efforts on behalf of clients, guiding the day-to-day development of all client projects. Coordinates the development of the marketing strategy in accordance with the client's objectives and budgets. Consults with creative and interactive staff members to communicate client objectives and develop sound, strategic solutions. Develops annual projections of client gross income and personnel needs. Reviews all creative work before submitting to the client for approval and reviews project billing. Participates in New Business activities as necessary and develops project estimates and pricing.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 3+ years

Account Supervisor

Successfully focuses the efforts of team members so that projects are completed as proposed—on time, within budget, and meeting or exceeding client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively assigns, delegates, coordinates, and monitors the work of agency staff members assigned to client projects, as well as manages the agency's day-to-day relationship with key client contacts.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 9 years

Information Services

IS Systems Administrator

Installs and maintains mission-critical server software and hardware, including Linux, Citrix Xen, Macintosh OS X Server, and Windows. Responsible for the integrity, continuity, operations, and maintenance of infrastructure servers and storage. Ensures the servers and storage systems are always working optimally. Oversees or directly performs maintenance updates and patches on all servers. Defines and ensures compliance with server-build checklists and procedures, which should ensure the security of servers and compliance with organizational policies and procedures. Installs and performs minor repairs to hardware, storage, software, and peripheral equipment according to design and/or installation specifications as necessary. Designs monitoring capability to monitor the daily performance of computer systems. Reads technical manuals, confers with users, and conducts computer diagnostics to investigate problems and provide resolutions and/or technical assistance. Develops and continually updates training materials. Assists the IS Engineering Manager with the planning, implementation, and ongoing management of all data center and intermediate distribution frame (IDF) locations, including both internal and hosted facilities. Experience is based on needs, knowledge of UNIX and/or Linux, Citrix Xen or VMware, Amazon Web Service technologies including EC2, ELB, RDS, Route53, S3, EBS. Knowledge of LDAP eDirectory or similar technology, Microsoft Office, and others if appropriate.

Minimum Education: Bachelor's degree

Minimum Experience: 9 years

Project Management

Proofreader

Proofreads, reviews, and edits materials for accurate use of grammar and content. Corrects any grammatical, typographical, or compositional errors in original copy.

Minimum Education: Associate's degree at minimum / B.A. preferred in English, Journalism, or equivalent

Minimum Experience: 1 - 3 years

QA Analyst

Responsible for providing test coverage on existing features and enhancements. Creates, reviews, and maintains robust automated regression and data-driven tests. Develops test plans and communicates to others the execution of those test plans. Prioritizes and manages multiple tasks, defines problems, and develops methods to resolve problems. Utilizes Selenium IDE and JIRA for test management and issue/defect reporting and tracking. Experience is based on needs, knowledge of QuickTest Professional (QTP) or Selenium IDE automation tools, JIRA, Bugzilla, Redmine, HP (Mercury) Quality Center, or similar defect-tracking tools, Microsoft Office, and others if appropriate.

Minimum Education: Bachelor's degree or professional certification

Minimum Experience: 3 years

Education and Experience Substitutions

Experience Substitutions:

H.S. Diploma + 2 years additional experience	= Associate degree
H.S. Diploma + 4 years additional experience	= Bachelor's degree
Associate degree + 2 years additional experience	= Bachelor's degree
A Microsoft Certified Systems Engineer (MCSE), Project Management Professional, (PMP), or similarly complex certifications	= Bachelor's degree
Bachelor's degree + 2 years additional experience	= Master's degree
Master's degree + 3 years additional experience	= Doctorate degree

Education Substitutions:

- A PhD may be substituted for three years of required experience with a master's degree or four years with a bachelor's degree.
- A master's degree may be substituted for two years of required experience with a bachelor's degree.
- A bachelor's degree may be substituted for four years of required experience with a high school diploma.
- A Microsoft Certified Systems Engineer (MCSE), Project Management Professional (PMP), or similarly complex certifications may be substituted for two years of required experience.

Service Contract Labor Standards:

The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If, and/or when, the contractor adds SCLS labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles, and the applicable WD number. Failure to do so may result in cancellation of the contract.

Ordering Instructions for Services Based on GSA Schedule Hourly Rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that iostudio meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders, facsimile orders, credit card orders, blanket purchase agreement orders, or individual purchase orders under this contract. If it is determined that your agency needs an outside source to provide MAS services, follow these simple steps:

Orders under the Micro-purchase Threshold

Select the contractor best suited for your needs and place the order.

Orders in-between the Micro-purchase Threshold and the Simplified Acquisition Threshold

1. Prepare a SOW or PWS in accordance with FAR 8.405-2(b).
2. Prepare and send the RFQ (including SOW and evaluation criteria) to at least three (3) GSA Schedule contractors.
3. Evaluate, then make a "Best Value" determination.

Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Orders over the Simplified Acquisition Threshold

Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond or provide the RFQ to as many Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least three (3) contractors.

Seek price reductions.

Evaluate all responses and place the order or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).

Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Developing a Statement of Work (SOW) or Performance Work Statement (PWS).

In the SOW, include the following information:

1. Work to be performed
2. Location of work
3. Period of performance
4. Deliverable schedule, special standards, and any special requirements, where applicable

Preparing a Request for Quote (RFQ)

Include the SOW and evaluation criteria.

Request fixed price, ceiling price, or, if not possible, labor hour or time-and-materials order. If preferred, request a performance plan from contractors and information on experience and include information on the basis for selection.

May be posted on GSA's electronic RFQ system, [e-Buy](#).

For more information related to ordering services, go to <https://www.gsa.gov/buy-through-us/products-and-services/professional-services/acquisition-support> and look for **MAS- PS Ordering Guides and other guidance**. Also see summary guidelines in the Multiple Award Schedule (MAS) Desk Reference Guide, Ordering Procedures.

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more (1+) schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

1. The scope and complexity of the requirement(s)
2. The need to periodically compare multiple technical approaches or prices
3. The administrative costs of BPAs
4. The technical qualifications of the schedule contractor(s)

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g., estimated quantities, work to be performed), delivery locations and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs

Single BPA

If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs

If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures.
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPA's for Hourly Rate Services

If the BPA is for hourly rate services, the ordering activity shall develop an SOW for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the SOW.

Duration of BPAs

BPAs generally should not exceed five (5) years in length but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs

The ordering activity that established the BPA shall review it at least once a year to determine whether:

1. The schedule contract, upon which the BPA was established, is still in effect.
 2. The BPA still represents the best value (see 8.404(d)).
 3. Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.
- The ordering activity shall document the results of its review.