



Contract # GS-23F-0160K

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SCHEDULE PRICE LIST  
MARKETING, MEDIA AND PUBLIC INFORMATION**

**FCXA-S7-990001-N  
MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES  
FSC CLASS 738, PART I**

**CONTRACT NUMBER  
GS-23F-0160K**

**CONTRACT PERIOD:  
March 24, 2010 through February 28, 2015**

**Grafik Industries, Ltd., dba**



**GRAPHICVISIONS**  
A S S O C I A T E S

640 E. Diamond Ave., Suite F  
Gaithersburg, MD 20877  
Phone: (301) 963-8600  
Fax: (301) 963-4910

Attention: Francis Knab, Operations Manager  
e-mail: [francisk@graphicvisions.com](mailto:francisk@graphicvisions.com)

**Business Size: SMALL**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!<sup>™</sup>, a menu driven database system. The Internet address for GSA Advantage!<sup>™</sup> is: [\*\*http://www.fss.gsa.gov\*\*](http://www.fss.gsa.gov)

<b>CUSTOMER INFORMATION:</b>
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- 1a. Table of Award Special Item Numbers (SINS)  
  
    OLD SIN 738-10 COMMERCIAL PHOTOGRAPHY SERVICES (small business set-aside)  
    OLD SIN 738-11 COMMERCIAL ART AND GRAPHIC SERVICES
- 1b. Prices shown in price list are net, all discounts deducted, and valid for all areas worldwide.
- 2. MAXIMUM ORDER: \$1 Million Dollars
- 3. MINIMUM ORDER: \$ 100.00
- 4. GEOGRAPHIC COVERAGE (DELIVERY AREA): Worldwide
- 5. POINTS OF PRODUCTION: Gaithersburg, Maryland
- 6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE: Prices shown in the price list are net, all discounts deducted and valid for all areas worldwide.
- 7. QUANTITY DISCOUNTS: None
- 8.. PROMPT PAYMENT TERMS: ½% - 30 days
- 9a. Government Credit Cards are Accepted for Orders Under \$2,500.
- 9b. Government Credit Cards are Accepted for all Order Amounts placed under this contract.
- 10. FOREIGN ITEMS:                      Not Applicable.
- 11a. TIME OF DELIVERY:                Grafik Industries, Ltd., dba Graphic Visions Associates will adhere to the delivery schedule as specified by the agency's purchase order.
- 11b. EXPEDITED DELIVERY:            Contact contractor for expedited delivery requirements.
- 11c. OVERNIGHT AND 2-DAY DELIVERY:                      Contact contractor for rates.
- 11d. URGENT REQUIREMENTS:          Contact contractor for faster delivery or rush requirements.
- 12. F.O.B. POINTS:                     Destination

13. ORDERING ADDRESS: Graphic Visions Associates  
640 E. Diamond Ave., Suite F  
Gaithersburg, Maryland 20877  
Phone: (301) 963-8600  
Fax: (301) 963-4910  
e-mail: francisk@graphicvisions.com
14. PAYMENT ADDRESS: Same as above.
15. WARRANTY PROVISION: The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
16. EXPORT PACKING CHARGES: Not Applicable.
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Not Applicable – no discounts offered.
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: Not Applicable.
19. TERMS AND CONDITIONS OF INSTALLATION: Not Applicable
20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC: Not Applicable
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: Not Applicable
21. LIST OF SERVICE AND DISTRIBUTION POINTS: Gaithersburg, Maryland
22. LIST OF PARTICIPATING DEALERS: Not Applicable
23. PREVENTIVE MAINTENANCE: Not Applicable
24. YEAR 2000 (Y2K) COMPLIANT: Yes
25. ENVIRONMENTAL ATTRIBUTES: Not Applicable
26. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER: 021878368
27. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR DATABASE): Graphic Visions Associates has registered in the DoD CCR database.

GSA PRICING FOR SIN 738-10  
FULL SERVICE MARKETING, MEDIA AND PUBLIC INFORMATION SERVICES  
Commercial Photography Services

Labor Rates	Comm'l Rate	Per Unit	Gover't Rate	Net Government Discount
<u>PHOTOGRAPHY</u>				
Studio work	\$110.00	Hour	\$93.50	15.00%
Field work	\$150.00	Hour	\$127.50	15.00%

## **Products & Services (includes labor and materials) – not discounted**

### FILM RECORDING

35mm Slides	\$8.50
8x10 Transparency	\$40.00

• Prices are given for imaging only. • There is an additional charge if we must adjust your files.

<u>FILM PROCESSING B/W, E-6</u>	1 <sup>st</sup>	Ea. Additional
35mm	\$10.00	\$6.50
120	\$10.00	\$7.00
220	\$13.25	\$12.50
4x5	\$4.75	\$4.00
8x10	\$7.50	\$6.00

• No cropping, dodging or burning. • Borderless glossy only. • Color density balance is machine determined. • Push/Pull add 10%.

### INTERNEGATIVES AND COPY NEGATIVES

B/W	
4x5	\$15.75
8x10	\$22.00

Color	
4x5	\$16.00
8x10	\$32.00

<u>BLACK AND WHITE PRINTS</u>	1 <sup>st</sup>	2 - 5	6+
5x7	\$ 8.95	\$5.40	\$4.75
8x10	\$11.85	\$6.25	\$5.75
11x14	\$17.85	\$13.50	\$10.00
16x20	\$34.50	\$27.50	\$15.00
20x24	\$49.50	\$39.50	Quote
20x30	\$59.50	\$48.75	Quote
24x36	\$74.50	\$59.75	Quote
30x40	\$97.50	\$79.50	Quote
40x60	\$170.00	Quote	

• Prints to 48x96 available. Includes dodge, burn and contrast correction. • Prints that need dodge, burn and contrast correcting in specific areas and/or extensive dodging/burning are quoted on a per job basis.

<u>CUSTOM COLOR PRINTS</u>	1 <sup>st</sup>	Ea. Additional
5x7	\$15.75	\$6.95
8x10	\$17.75	\$8.65
11x14	\$25.50	\$17.75
16x20	\$44.00	\$30.00
20x24	\$58.00	\$48.50
30x40	\$140.00	\$112.50

• Includes customer-specified cropping. We will dodge, burn and overall color correct consistent with the quality of the original or negative. • Prints requiring color correction in specific areas or extensive dodging or burning will be quoted on a per job basis.

<u>REPRO. QUALITY COLOR PRINTS</u>	1 <sup>st</sup>	Ea. Additional
8x10	\$50.00	\$30.00
11x14	\$65.00	\$35.00
16x20	\$95.00	\$50.00

• Three (3) variation prints included. • Includes dodge and burn.

DURATRANS/DURACLEAR

8x10	\$36.00
11x14	\$48.00
16x20	\$80.00
20x24	\$130.00
30x40	\$135.00

CIBACHROME PRINTS

	1 <sup>st</sup>	Ea. Additional
5x7	\$17.00	\$10.50
8x10	\$22.50	\$15.00
11x14	\$35.00	\$20.00

CIBACHROME TRANSPARENCIES

	1 <sup>st</sup>	Ea. Additional
8x10	\$35.00	\$25.00

EKTACHROME TRANSPARENCIES

	1 <sup>st</sup>	Ea. Additional
4x5	\$30.00	\$26.25
8x10	\$50.00	\$35.25

COPY SLIDES

	1 - 14	15+
Color	\$6.25	\$4.00
B/W	\$6.25	\$4.00
Blue Ozalid	\$6.25	\$4.00

• Add \$1.00 each for Glass Mounts. • Must add processing if required.

MOUNTING AND LAMINATION

MOUNTING

	11x14	16x20	20x24	24x30	30x40	40x60
3/16" Foamcore or Illustration Board	\$12.00	\$17.00	\$22.50	\$26.50	\$29.00	\$43.50
3/16" Gator Board or 3mm Sentra	\$18.00	\$24.00	\$30.00	\$35.00	\$51.00	\$90.00
1/2" Gator Board	\$24.00	\$28.00	\$37.00	\$44.00	\$60.00	\$95.00

LAMINATION

	11x14	16x20	20x24	24x30	30x40	40x60
Glossy or Luster	\$15.00	\$20.00	\$24.00	\$30.00	\$41.50	\$65.00
Lexan	\$25.00	\$30.00	\$28.00	\$50.00	\$62.00	\$110.00

• Sizes to 48x96 available • Special prices on other surfaces.

**Terms & Conditions**

DELIVERY SCHEDULE AND RUSH CHARGES

- Regular service is 3 days
- 48 hours, add 25%

- 24 hours, add 50%
- Same day, add 100%

• Prices do not include clean-up work or file manipulation. We will quote after seeing the originals to manipulate.

<b>Labor Rates</b>	<b>Comm'cl Rate</b>	<b>Per Unit</b>	<b>Gover't Rate</b>	<b>Net Government Discount</b>
<b><u>ART WORK</u></b>				
Publication Layout:	\$66.00	Hour	\$56.00	15.15%
Charts, graphs, Illustrations	\$102.00	Hour	\$87.00	14.71%
Word Charts and Tables	\$100.00	Hour	\$85.00	15.00%
Graphic Design:	\$130.00	Hour	\$110.00	15.38%

**Products & Services (includes labor and materials) – not discounted**

<b><u>SCANNING</u></b>	Each	
Black/White	\$17.00	
Grayscale	\$22.00	
Color	\$31.00	

<b><u>VU GRAPHS</u></b>	1 <sup>st</sup>	Ea. Additional
Computer Desktop Quality	\$12.50	\$9.00
Presentation Quality	\$24.00	\$20.50
From print, artwork	\$21.75	\$17.90
From 35mm slide, 4x5	\$19.75	\$15.75
From color negatives	\$22.90	\$18.75

<b><u>LINOTRONIC IMAGESETTING</u></b>	Paper	Film
8.5x11	\$15.00	\$17.50
11x17	\$22.00	\$25.00

<b><u>FILM RECORDING</u></b>	
35mm Slides	\$8.50
8x10 Transparency	\$40.00

• Prices are given for imaging only. • There is an additional charge if we must adjust your files.

<b><u>CANON COLOR LASER COPIES</u></b>	1 <sup>st</sup>	2 - 5	6+
8.5x11	\$9.00	\$3.00	\$1.50
11x17	\$10.00	\$5.00	\$2.75
8.5x11 (2 sided)	\$19.50	\$7.00	\$3.50
11x17 (2 sided)	\$21.50	\$12.00	\$5.75

• Off-glass or digital files. • 24lb white standard stock. • If original is a slide or transparency, add scanning charge.

<b><u>OVERSIZED INK-JET COLOR PRINTING</u></b>	
20x30	\$ 66.00
30x40	\$130.00
36x48	\$192.00

• Other sizes not listed are priced at \$11.00 / square foot. • Prices are for paper or photo base paper. • Add 25% for vinyl or canvas. • Prices do not include clean-up work of file manipulation. • We will quote after seeing the originals to manipulate.

## MOUNTING AND LAMINATION

MOUNTING							
	11x14	16x20	20x24	24x30	30x40	40x60	
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LAMINATION							
	11x14	16x20	20x24	24x30	30x40	40x60	
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Lexan	\$25.00	\$30.00		\$28.00	\$50.00	\$62.00	\$110.00

• Sizes to 48x96 available • Special prices on other surfaces.

## **Terms & Conditions**

### DELIVERY SCHEDULE AND RUSH CHARGES

- Regular service is 3 days
- 48 hours, add 25%
- 24 hours, add 50%
- Same day, add 100%

• Prices do not include clean-up work or file manipulation. We will quote after seeing the originals to manipulate.

• Media: Prices do not include the media in which scans are placed, our equipment can read/write to Zip, writeable CD and DVD.

## **Corporate Profile**

GRAPHIC VISIONS ASSOCIATES (GV) has served the metropolitan Washington region for 20 years. Through that time, the company has been serving clients as a **one-stop media source** for creative and practical solutions. The company is well known for its quality, flexibility, reliability and variety of professional services. We provide clients with a single point of contact for graphics (Contract# GS-23F-0161K), exhibits, photography, printing, and digital media production services.

GV is headquartered in Gaithersburg, MD close to I-270. The firm occupies approximately 15,000 square feet of industrial grade space and employs 35 full time employees and approximately 10 freelance experts who are "on-call" to meet changing workload requirements. GV has successfully executed thousands of projects for corporate clients, and for over a dozen government agencies, including General Services Administration FSS, Small Business Administration, NASA, Federal Highway Administration, Department of Labor, Naval Surface

Warfare Center, Comptroller of the Currency, Defense Intelligence Agency, Department of Justice, Environmental Protection Agency, Food and Drug Administration, Office of Personnel Management, and the Postal Service.

GV is particularly proud of its creativity and flexibility working with clients with unusual and non-standard jobs and deadlines. Client requirements can change frequently and dramatically, often in mid-project. Our specialty is to meet those changing requirements, and guide clients to the most mission- and cost-effective solutions.

Our combination of craft skills and commitment to quality, depth of expertise in technology, experience with Government agency needs, and our breadth of services make GV an ideal partner with the Government for the provision of marketing, media, and public information services.

The company has a complete full-service photo lab and finishing facility on site, which combines the latest in digital imaging capabilities with traditional analog and craft services. Capabilities include:

- Location shooting, including aerial
- Architectural photography
- Cibachrome prints
- Composite prints
- Color transparencies and 35mm slides
- Film processing
- Photo retouching
- Custom color prints
- Custom B&W murals
- B&W line, contone & halftone prints
- Creative photography
- Digital Duratrans, Duraflex, & Duraclear
- Versatec prints
- Digital manipulation and retouching of images
- Scanning and imaging (B&W or color)
- Custom framing

Graphic Visions has provided studio shoots, location shoots, and laboratory photographic services for commercial and government clients for most of its 20 year history. Photographic services have produced advertisements, illustrations, posters, exhibits, displays, and printed materials of all kinds. Services include all forms of chemical-based black & white and color photography and, more recently, digital photography and imaging.

GV maintains a staff of photographers and a full-service photo lab on our premises. Our staff of photographers and lab technicians performs all forms of photographic services including field and studio photo shoots. In addition, the staff has performed other photo services including photo retouching, photo editing, and high-resolution scans and digital imaging. Our technical understanding is demonstrated each day by the services we perform for a wide variety of clients in all aspects of photography.