



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule 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 are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! Is: GSAAdvantage.gov.

Multiple Award Schedule

FSC Groups: Information Technology; Professional Services

Contract number: 47QTCA21D0049

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract period: January 25, 2021 through January 24, 2026

Price List current as of Modification # PA-0003, effective August 2, 2022.



New City Media, Inc. (d.b.a. NewCity)

301 South Main Street Suite 207

Blacksburg, VA 24060

DUNS: 046402868

Contact for Contract Administration:

Nora Scherer

Email: nora@insidencity.com

Office: (540) 552-1320

Mobile: (540) 242-0686

Contractor's internet address/web site where Schedule information can be found:

www.insidencity.com

Business Size: Small Business

Advantages of Using a GSA Schedule Contract

Do you need a quick, convenient, and cost-effective way to order services from NewCity? Our GSA Schedule contract provides an excellent solution.

- **Dramatic time savings.** You can typically complete the Task Order initiation process (as specified in FAR 8.405) very quickly.
- **Minimal administrative burden.** When you place an order, it will be considered to have been placed using “full and open competition.”
 - You are not required to synopsise the requirement ahead of time.
 - GSA has already determined that prices offered by GSA contractors are “fair and reasonable.”
 - All federal procurement laws and regulations have already been applied.
- **Small Business credit.** You will receive SB credit for all Task Orders issued to NewCity.
- **No dollar limits** on Task Orders.
- **Flexibility.** For example, you can set up a “Blanket Purchase Agreement” (BPA) with NewCity if you do not know the precise amount or types of services that you would like to purchase. You can use the BPA as an ordering device in which all your offices can participate, allowing them to place orders directly.
- **Direct relationship** with NewCity.
 - It is easy to select your GSA contractor. GSA will not get involved in your selection process.
 - Your agency will not have to transfer funds to GSA and will not have to set up an interagency agreement.
 - NewCity will deliver services and submit invoices directly to your agency. Your agency will remit payment directly to NewCity. GSA does not inject itself into the client/contractor relationship.

Customer Information

- 1a.** Table of awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s).

Awarded Special Item Numbers (SINs)

SIN 54151S, Information Technology Professional Services

SIN 54151I, Web-Based Marketing Services

SIN 541910, Marketing Research and Analysis

SIN OLM, Order-Level Materials (OLMs)

For SIN descriptions, see the section of this document titled "Scope of Contract."

- 1b.** Prices

See the section of this document titled "Pricing."

- 1c.** Labor Category Descriptions

See the section of this document titled "Position Descriptions."

- 2.** Maximum order.

SIN 54151S: \$500,000. SINs 54151I and 541910: \$1 million. SIN OLM: \$250,000. These are not limits on the sizes of Task Orders that can be issued under the GSA contract. It means that if the best value selection places your order over the indicated amounts for a Task Order, NewCity may honor such orders in accordance with Clause 52.216-19.

- 3.** Minimum order. \$100.00

- 4.** Geographic coverage (delivery area). 50 states, Puerto Rico, Washington, DC, and U.S. Territories.

- 5.** Point(s) of production (city, county, and State or foreign country).

Blacksburg, VA (Montgomery County)

- 6.** Discount from list prices or statement of net price. Government net prices (discounts already deducted).

- 7.** Quantity discounts. Yes. See "Pricing" section.

- 8.** Prompt payment terms. 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 (list items by country of origin). None.

- 10a.** Time of delivery. As agreed between contractor and ordering agency.

- 10b.** Expedited Delivery. As agreed between contractor and ordering agency.

- 10c.** Overnight and 2-day delivery. Contact the Contractor.
- 11d.** Urgent Requirements. Contact the Contractor.
- 11.** F.O.B. point(s). Destination.
- 12a.** Ordering address.
301 South Main Street Suite 207
Blacksburg, VA 24060
- 12b.** Ordering procedures: For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 13.** Payment address.
301 South Main Street Suite 207
Blacksburg, VA 24060
- 14.** Warranty provision. None.
- 15.** Export packing charges, if applicable. Not Applicable
- 16.** Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable
- 17.** Terms and conditions of installation (if applicable). Not Applicable
- 18a.** Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices(if applicable). Not Applicable
- 18b.** Terms and conditions for any other services (if applicable). Not Applicable
- 19.** List of service and distribution points (if applicable). Not Applicable
- 20.** List of participating dealers (if applicable). Not Applicable
- 21.** Preventive maintenance (if applicable). Not Applicable
- 22a.** Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). 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 <https://www.insidencity.com/accessibility-section-508>
- 23.** Unique Entity Identifier. HGGYEVVJ29M3
- 24.** Contractor is registered in the SAM database. Yes

Our GSA Contract's Scope of Services

Special Item Number (SIN) 54151S, Information Technology (IT) Professional Services

IT Professional Services and/or labor categories for database planning and design; systems analysis, integration, and design; programming, conversion and implementation support; network services, data/records management, and testing.

NOTE: Subject to Cooperative Purchasing.

SIN 54151I, Web-Based Marketing Services

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

SIN 541910, Marketing Research and Analysis

Services include customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers (in relation to services provided under this schedule).

SIN OLM, Order-Level Materials

OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs. OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

OLM SIN-Level Requirements/Ordering Instructions:

OLMs are:

- Purchased under the authority of the FSS Program.
- Unknown until an order is placed.
- Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering.

Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs.)

- Only authorized for use in direct support of another awarded SIN.
- Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN).
- Subject to a Not to Exceed (NTE) ceiling price.

OLMs are not:

- "Open Market Items."
- Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level).

Position Descriptions Information

Project Manager

Functional Responsibilities: Leads a multidisciplinary team through large IT systems development, website marketing, and market research projects involving complex services and deliverables. Clarifies client goals and ensures the project team remains focused on these goals. Serves as the primary point of contact for all project communication, ensuring that clients and internal team members have the awareness and visibility needed to make good decisions and perform quality work on schedule. Prepares timelines, roadmaps, status reports, and briefs for project stakeholders and team members. Plans and manages Agile sprints, standups and retros for software projects. Oversees the work of subcontractors, vendors and partners. Coordinates with other project managers to schedule team members across projects. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree

Training or Certification Requirement: Significant college-level or post-graduate coursework in project management for IT and marketing projects or at least 3 years of on-the-job training in managing systems development, web development, or market research projects.

Minimum Years of Experience Requirement: 5

User Experience Architect

Functional Responsibilities: Plans, conducts and analyzes qualitative and quantitative research to inform strategy and user interface design for websites, web applications, and marketing. Plans information and interaction architecture for websites and web applications. Facilitates participatory system and web design processes with stakeholders and internal team members. Conducts user testing to validate and refine websites and web applications. Presents research, strategy and concepts to stakeholders. Develops wireframes, HTML/CSS prototypes, user interfaces and interactions. Plans databases with Developers. Analyzes systems for process and workflow improvements. Works with a multidisciplinary team throughout a website, web application or marketing project to ensure implementation is serving organizational goals and user needs well. Teaches human centered design principles. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree in Human-Computer Interaction, Industrial Design or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in user research, human-centered design and information system architecture or at least 3 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 5

Site Strategist

Functional Responsibilities: Oversees discovery, research, and strategy development for software applications, websites and marketing projects. Presents research, strategy and concepts to stakeholders. Works with a multidisciplinary team throughout a project to ensure solutions align with organizational mission and goals. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree

Training or Certification Requirement: Significant college-level or post-graduate coursework in human-centered design, digital strategy and facilitation or at least 5 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 8

Content Strategist

Functional Responsibilities: Leads analysis of market research and development of content strategy for website and other marketing projects through a participatory process with stakeholders and team members. Creates strategy deliverables such as message architecture, writing guides, content work plans and content models. Writes and edits content in consultation with subject matter experts. Works with developers to provide documentation and training for content management systems (typically, the CMS for a website). Trains and consults with content contributors and develops editorial content. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree

Training or Certification Requirement: Significant college-level or post-graduate coursework in writing, technical writing and content strategy or at least 3 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 5

Content Production Specialist

Functional Responsibilities: Implements content strategy for website and other marketing projects. Writes and edits content working in consultation with subject matter experts. Prepares photography and video content for publication. Places and

formats content in content management systems. Conducts quality assurance testing on content.

Minimum Education Requirement: Bachelor's Degree

Minimum Years of Experience Requirement: 3

Designer

Functional Responsibilities: Creates the overall visual look and feel for websites, software applications and marketing materials. Facilitates workshops with stakeholders to explore design direction. Designs interactive experiences and application user interfaces. Works with a multidisciplinary team to develop design systems and pattern libraries for websites and software applications. Prepares design assets for developers. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree in Graphic Design, Visual Communications or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in visual design, digital media and user interface design or at least 2 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 3

Senior Developer

Functional Responsibilities: Leads technical discovery with clients to assess requirements and solutions. Plans technical architecture in collaboration with a multidisciplinary team. Plans and implements hosting and server infrastructure, working with a cloud hosting provider or with a client to configure systems. Designs and manages databases. Develops custom web applications with various software frameworks. Develops code for browser-side rendering of websites and server-side management of content and user interactions. Builds pattern libraries in HTML/CSS/JS. Integrates and customizes content management systems. Optimizes web performance. Manages CI/CD pipeline. Assesses and manages security practices. Configures automated tests for quality assurance. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree in Computer Science, Business Information Technology or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in computer programming and information technology systems or at least 4 years of on-the-job training in web or systems development projects.

Minimum Years of Experience Requirement: 8

Developer

Functional Responsibilities: Develops code for browser-side rendering of websites and server-side management of content and user interactions. Builds pattern libraries in HTML/CSS/JS. Integrates and customizes content management systems. Develops custom web applications with various software frameworks. Configures automated tests for quality assurance.

Minimum Education Requirement: Bachelor's Degree in Computer Science, Business Information Technology or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in computer programming and information technology systems or at least 2 years of on-the-job training in web or systems development projects.

Minimum Years of Experience Requirement: 3

Analytics Specialist

Functional Responsibilities: Plans and implements various methods for tracking and reporting on user behavior for websites and applications. Works with stakeholders to identify key performance indicators and measurable marketing objectives that can be tracked in analytics platforms. Programs client-side and server-side tracking methodologies for websites and web applications. Implements HTML/CSS code required for search engine optimization. Applies advanced knowledge of Google Analytics, Google Data Studio, and Google Tag Manager. Performs complex analysis on data sets to answer business questions and inform strategy for target markets and search engine optimization. Ensures data is tracked consistently and accurately. Creates reports for stakeholders that relate user behavior on websites and web applications to organizational goals. Supports the Business Development team on proposals and presentations for new business.

Minimum Education Requirement: Bachelor's Degree

Training or Certification Requirement: Significant college level or post-graduate coursework in data analysis and statistics or at least 2 years of on the job training in these areas; Google Analytics or Business Analytics Certification

Minimum Years of Experience Requirement: 3

Digital Marketing Specialist

Functional Responsibilities: Works closely with clients and internal teams to identify opportunities and activate web-based marketing strategies and other digital strategies. Leads and manages the day-to-day execution, optimization and reporting of online marketing campaigns to include SEO/SEM, marketing databases, email marketing, and display, video, and social advertising campaigns. Plans, executes, and

measures experiments and conversion tests. Optimizes landing pages and advertising spend based on analyzing campaign insights and performance.

Minimum Education Requirement: Bachelor's Degree in Marketing, Communications or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in marketing, digital marketing and data analysis or at least 2 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 2

Digital Marketing Strategist

Functional Responsibilities: Leads research to identify target markets and develops strategies to pursue marketing and communication objectives using a holistic view of digital and traditional marketing. Champions and promotes digital strategies and tactics, marketing ideas, concepts, and solutions for buy-in and approval. Translates industry data and research into actionable recommendations. Devises data-driven campaigns that engage, inform, and motivate target audiences to respond. Works with internal user experience and creative teams to ensure all strategy and messaging align with integrated digital marketing campaigns.

Minimum Education Requirement: Bachelor's Degree in Marketing, Communications or other relevant field

Training or Certification Requirement: Significant college-level or post-graduate coursework in marketing, digital marketing and data analysis or at least 4 years of on-the-job training in these areas.

Minimum Years of Experience Requirement: 5

Substitution Factors for all Labor Categories:

A Master's Degree can substitute for 2 years of experience.

A Ph.D. can substitute for 4 years of experience.

An Associate Degree and 2 additional years of relevant experience with demonstrated competency can substitute for a Bachelor's Degree.

A High School Degree and 4 additional years of relevant experience with demonstrated competency can substitute for a Bachelor's Degree.

Pricing

GSA Hourly Rates

The following prices are “net” (prices shown include all applicable discounts and are inclusive of the 0.75% Industrial Funding Fee).

Labor Category	SINs	Year 1	Year 2	Year 3	Year 4	Year 5
		Jan. 25, 2021 to Jan. 24, 2022	Jan. 25, 2022 to Jan. 24, 2023	Jan. 25, 2023 to Jan. 24, 2024	Jan. 25, 2024 to Jan. 24, 2025	Jan. 25, 2025 to Jan. 24, 2026
Project Manager	54151S; 54151I; 541910	\$167.86	\$172.73	\$177.74	\$182.89	\$188.19
User Experience Architect	54151S; 54151I; 541910	\$167.86	\$172.73	\$177.74	\$182.89	\$188.19
Site Strategist	54151S; 54151I; 541910	\$177.73	\$182.89	\$188.19	\$193.65	\$199.26
Content Strategist	54151I, 541910	\$148.11	\$152.41	\$156.83	\$161.37	\$166.05
Content Production Specialist	54151I	\$123.43	\$127.01	\$130.69	\$134.48	\$138.38
Designer	54151S; 54151I; 541910	\$148.11	\$152.41	\$156.83	\$161.37	\$166.05
Senior Developer	54151S; 54151I	\$177.73	\$182.89	\$188.19	\$193.65	\$199.26
Developer	54151S; 54151I	\$148.11	\$152.41	\$156.83	\$161.37	\$166.05
Analytics Specialist	54151S; 54151I; 541910	\$148.11	\$152.41	\$156.83	\$161.37	\$166.05
Digital Marketing Specialist	54151I; 541910	\$123.43	\$127.01	\$130.69	\$134.48	\$138.38
Digital Marketing Strategist	54151I; 541910	\$157.98	\$162.57	\$167.28	\$172.13	\$177.12

Quantity Discount

1% discount to the hourly rates shown above for any individual GSA Task Order with a value that exceeds \$100,000.

Service Contract Labor Standards

The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories/services have been identified as being subject to SCLS 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/employees to the contract through the modification process, NewCity will inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number.

Contact Us

How can we be of service? Please give us a call or drop us a line:

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