

AMENDMENT #1
to
MSA# 2024-002
Audience Engagement and Marketing Strategy Consulting Services

This AMENDMENT (“Amendment”) to the Services **Agreement #2024-002** (“Original Contract”) is made and entered into effective the date of last signature below by and between the NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS, a Texas political subdivision and non-profit corporation, hereinafter referred to as “NCTCOG”, and

Eddy Communications dba Eddy Alexander (“Contractor”)
611 S. Jefferson Street
Suite G
Roanoke, VA 24011
Attn: Jennifer Eddy
(540) 404-8152
j.eddy@eddvalexander.com

hereinafter referred to as “Service Provider”, (collectively, “the Parties”).

WHEREAS, the Parties entered into the Original Contract on **January 29, 2024**; and

WHEREAS, Section 9.14 of the Original Contract allows for amendments; and

WHEREAS, the Parties agree to amend the Original Contract in accordance with the terms of the Original Contract, as well as the terms provided herein.

NOW, THEREFORE, in consideration of the mutual covenants expressed herein, NCTCOG and the Service Provider mutually covenant and agree to:


- **Amend the Original Contract pricing by removing pages 22 & 23 and replace with the attached Standard Rate Card.**
- **extend the Original Contract through January 31, 2029.**
- **amend the Original Contract to include the language on Attachment I incorporated herein.**

This Amendment binds and benefits both Parties and any successors or assigns. This document, including the Original Contract, is the entire agreement between the Parties.

All other terms of the Original Contract remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the authorized representatives of the Parties hereby execute this Amendment.

Eddy Communications dba Eddy Alexander



Signature

1/31/25

Date

Sean Eddy

Printed Name

Chief Operations

Title

North Central Texas Council of Governments

Signature

Date

R. Michael Eastland
Executive Director

NCTCOG FEDERAL AND STATE OF TEXAS REQUIRED PROCUREMENT PROVISIONS

The following provisions are mandated by Federal and/or State of Texas law. Failure to certify to the following will result in disqualification of consideration for contract. Entities or agencies that are not able to comply with the following will be ineligible for consideration of contract award.

REQUIRED 2 CFR 200 CLAUSES

Uniform Administrative Requirements, Cost Principles & Audit Requirements for Federal Awards (Contractor)

1. **Equal Employment Opportunity.** PROVIDER shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, gender identity, or national origin. PROVIDER shall take affirmative actions to ensure that applicants are employed, and that employees are treated, during their employment, without regard to their race, religion, color, sex, sexual orientation, gender identity, or national origin. Such actions shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
2. **Davis-Bacon Act.** PROVIDER agrees to comply with all applicable provisions of 40 USC § 3141 – 3148.
3. **Contract Work Hours and Safety Standards.** PROVIDER agrees to comply with all applicable provisions of 40 USC § 3701 – 3708 to the extent this agreement indicates any employment of mechanics or laborers.
4. **Rights to Invention Made Under Contract or Agreement.** PROVIDER agrees to comply with all applicable provisions of 37 CFR Part 401.
5. **Clean Air Act, Federal Water Pollution Control Act, and Energy Policy Conservation Act.** PROVIDER agrees to comply with all applicable provisions of the Clean Air Act under 42 USC § 7401 – 7671, the Energy Federal Water Pollution Control Act 33 USC § 1251 – 1387, and the Energy Policy Conservation Act under 42 USC § 6201.
6. **Debarment/Suspension.** PROVIDER is prohibited from making any award or permitting any award at any tier to any party which is debarred or suspended or otherwise excluded from or ineligible for participation in federal assistance programs under Executive Order 12549, Debarment and Suspension. PROVIDER and its subcontractors shall comply with the special provision “Certification Requirements for Recipients of Grants and Cooperative Agreements Regarding Debarments and Suspensions”.
7. **Restrictions on Lobbying.** PROVIDER of these funds is prohibited from using monies for lobbying purposes; PROVIDER shall comply with the special provision “Restrictions on Lobbying”. PROVIDER shall include a statement of compliance with the Lobbying Certification and Disclosure of Lobbying Activities in applicable procurement solicitations. Lobbying Certification and Disclosure of Lobbying Activities shall be completed by subcontractors and included in subcontractor contracts, as applicable.
8. **Procurement of Recovered Materials.** PROVIDER agrees to comply with all applicable provisions of 2 CFR §200.322.
9. **Anti-Israeli Boycott.** By accepting this work order, PROVIDER hereby certifies the following:
 1. PROVIDER’s Company does not boycott Israel; and
 2. PROVIDER’s Company will not boycott Israel during the term of the contract.The following definitions apply to this statute:
 - (1) "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli- controlled territory, but does not include an action made for ordinary business purposes; and
 - (2) "Company" means an organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or limited liability company, including wholly owned subsidiary, majority-owned subsidiary, parent company, or affiliate of those entities or business associations that exists to make a profit.

10. Domestic Preference for Procurements

As appropriate and to the extent consistent with law, the PROVIDER should, to the greatest extent practicable, provide a preference for the purchase, acquisition, or use of goods, products, or materials produced in the United States (including but not limited to iron, aluminum, steel, cement, and other manufactured products). Consistent with §200.322, the following items shall be defined as: "Produced in the United States" means, for iron and steel products, that all manufacturing processes, from the initial melting stage through the application of coatings, occurred in the United States. "Manufactured products" means items and construction materials composed in whole or in part of non-ferrous metals such as aluminum; plastics and polymer-based products such as polyvinyl chloride pipe; aggregates such as concrete; glass, including optical fiber; and lumber.


11. Termination for Convenience

The Contractor may terminate the agreement for its convenience in whole or in part at any time without cause, upon 30 days written notice. Upon termination for convenience, the vendor will be entitled to payment for goods or services satisfactorily performed or delivered.

12. Trafficking in Persons

Proposer agrees to comply with all applicable provisions of 2 CFR §175.15. NCTCOG, the Contractor, and its subcontractors are prohibited from (i) engaging in severe forms of trafficking in persons during the period of time that the award is in effect; (ii) procure a commercial sex act during the period of time that the award is in effect; (iii) used force labor in the performance of the award or subawards under the award. The Federal award agency may unilaterally terminate the award, without penalty, if the Contractor (i) is determined to have violated an applicable prohibition; (ii) has an employee who is determined by the agency officially authorized to terminate the award to have violated an applicable prohibition of this award term. NCTCOG must notify the Federal award agency immediately if any information received from the Contractor indicates a violation of the applicable prohibitions.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of 2 CFR 200 as stipulated above and required by the NCTCOG.



Signature of Authorized Person

Jennifer Eddy

Name of Authorized Person

Eddy Alexander

Name of Company

1/24/25

Date

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of 2 CFR 200 as stipulated above and required by the NCTCOG.

Signature of Authorized Person

Name of Authorized Person

Name of Company

Date

EA Standard Rate Card – See chart to follow.

Labor Category	01/01/2025 – 12/31/2025	Labor Category Description	Years of Experience
Account Director	\$300.00	Account Director: Oversees client relationships and ensures project delivery. Guides high-level strategy and maintains project oversight.	10+ years
Account Manager 1	\$135.00	Account Manager 1: The junior account manager typically coordinates project workflows and ensures deadlines are met and resources are allocated effectively. They bring basic project management skills, and a growing understanding of workflow tools. They gain experience in a team support role.	1-3 years
Account Manager 2	\$175.00	Account Manager 2: responsible for managing client accounts independently, including some more complex public sector clients. They typically have experience overseeing project deliverables, handling budgets, and maintaining client satisfaction. They may have proven experience with federal contracts and/or a working knowledge of government processes.	3-5 Years
Account Manager 3	\$200.00	Account Manager 3: A senior account manager is typically responsible for larger accounts, leading account teams, and overseeing multiple projects. They are often the strategic lead for federal clients and must have in-depth knowledge of the agency's offerings and experience managing complex contracts. They are highly skilled in client relationship management, strategic planning, and understanding complex contract requirements.	5-7+ years
Analytics Manager 1	\$215.00	Analytics Manager Manages analytics efforts, tracking performance and providing actionable insights to enhance strategy and execution.	2-5 Years
Art Director	\$215.00	Art Director: Directs creative design efforts, ensuring consistency in visual branding across multiple media formats.	7+ years
Artisan 1	\$110.00	Artisan 1: Responsible for the development of routine, template-based design work or artwork for commercial use.	1+ years or associates degree in related field
Artisan 2	\$125.00	Artisan 2: Responsible for routine, non-template-based design work or artwork for commercial use.	2+ years or associates degree in related field
Artisan 3	\$150.00	Artisan 3: Relied upon for custom projects requiring specific technical mastery in niche artistic forms or the proficient cross application of multiple cross-functional artisan skills.	2+ years, associates degree, or associated training in related field
Artisan 4	\$175.00	Artisan 4: Responsible for custom projects requiring specific technical mastery in one or more niche artistic forms.	3+ years or equivalent associated training in related field
Brand Strategist	\$300.00	Brand Strategist Develops strategies to enhance brand identity and market presence, adapting strategies for evolving business goals.	10+ years
Business Analyst (Level 1)	\$125.00	Business Analyst (Level 1) Supports data analysis and assists with improving business processes and reporting.	1-3 years
Business Analyst (Level 2)	\$175.00	Business Analyst (Level 2) Conducts advanced analysis of business data to inform process improvements and performance.	4-6 years
Business Analyst (Level 3)	\$215.00	Business Analyst (Level 3) Leads business process optimization and provides insights through detailed data analysis.	7-9 years
Business Analyst (Level 4)	\$300.00	Business Analyst (Level 4) Leads senior-level strategic analysis to inform business decisions and long-term planning.	10+ years
Business Analyst (Level 5)	\$375.00	Business Analyst (Level 5) Provides executive-level insights to drive business strategy and decision-making.	15+ years
Conceptual Artist (Conceptual Mastery)	\$200.00	Works on complex, high-concept projects requiring deep artistic insight and thematic exploration.	2+ years
Content Strategist	\$215.00	Content Strategist Oversees content development strategies to align messaging with brand goals and optimize audience engagement.	7+ years
Copywriter (Level 1)	\$125.00	Copywriter (Level 1) Creates written content for various media, aligning with brand messaging and project goals.	1-3 years
Copywriter (Level 2)	\$175.00	Copywriter (Level 2) Develops content strategies and writes engaging copy across multiple platforms.	4-6 years
Copywriter (Level 3)	\$215.00	Copywriter (Level 3) Leads high-level content creation efforts, providing strategic insights and thought leadership.	7-9 years
Creative Director	\$300.00	Creative Director: Sets the creative vision and manages creative teams to ensure consistency and innovation in brand storytelling.	10+ years
Creative Director (High Creativity)	\$210.00	Oversees innovative projects involving original content creation, creative campaigns, or artistic installations.	5+ years

Labor Category	01/01/2025 – 12/31/2025	Labor Category Description	Years of Experience
Data Engineer	\$250.00	Data Engineer: responsible for designing, building, and maintaining the data architecture and infrastructure that supports data science and analytics.	5-7+ Years
Data Scientist	\$250.00	Data Scientist: responsible for analyzing complex datasets to extract actionable insights that inform business decisions. They apply statistical, machine learning, and data mining techniques to large data sets and present their findings to stakeholders. Data scientists typically work closely with data engineers to access, prepare, and clean the data. They are often involved in building predictive models, developing algorithms, and using advanced analytics tools. Data Scientists are often considered more senior than Data Engineers because they directly influence business strategy by interpreting data and applying complex algorithms. Their role requires a combination of technical skills and business understanding.	7+ Years
Designer (Level 1)	\$125.00	Designer (Level 1): Executes basic design tasks and supports senior staff in creating visual assets.	1-3 years
Designer (Level 2)	\$175.00	Designer (Level 2): Develops design elements and branding materials, contributing to more advanced projects.	4-6 years
Designer (Level 3)	\$215.00	Designer (Level 3): Leads design projects, contributing to complex branding and UX/UI efforts.	7-9 years
Designer (Level 4)	\$300.00	Designer (Level 4): Manages senior-level design initiatives, driving innovation and ensuring cohesive visual identity.	10+ years
Designer (Level 5)	\$425.00	Designer (Level 5): Oversees executive-level design strategy, ensuring creative leadership across all projects.	15+ years
Digital Analyst (Level 1)	\$125.00	Digital Analyst (Level 1) Tracks digital performance metrics and provides data-driven recommendations.	1-3 years
Digital Marketing Manager	\$215.00	Digital Marketing Manager Leads the development of digital marketing strategies and oversees multi-channel campaign execution.	7+ years
Digital Media Buyer	\$175.00	Digital Media Buyer Purchases digital ad placements and manages media buying strategies for optimal performance.	4-6 years
Digital Media Specialist (Level 1)	\$125.00	Digital Media Specialist (Level 1) Executes social media and digital ad campaigns, supporting larger strategy execution.	1-3 years
Digital Media Specialist (Level 2)	\$175.00	Digital Media Specialist (Level 2) Develops digital marketing strategies and manages optimization efforts.	4-6 years
Digital Media Specialist (Level 3)	\$215.00	Digital Media Specialist (Level 3) Leads advanced digital marketing efforts, optimizing campaigns across platforms.	7-9 years
Digital Media Specialist (Level 4)	\$300.00	Digital Media Specialist (Level 4) Drives senior-level digital strategy efforts, overseeing high-performing digital marketing initiatives.	10+ years
Digital Media Specialist (Level 5)	\$375.00	Digital Media Specialist (Level 5) Leads executive-level digital marketing strategies, ensuring successful cross-platform integration.	15+ years
Email Marketing Specialist (Level 1)	\$150.00	Email Marketing Specialist (Level 1) Executes email marketing campaigns and supports marketing automation efforts.	1-3 Years
Email Marketing Specialist (Level 2)	\$175.00	Email Marketing Specialist (Level 2) Develops email strategies and oversees automation to enhance engagement.	4-6 years
Email Marketing Specialist (Level 3)	\$200.00	Email Marketing Specialist (Level 3) Leads advanced email marketing efforts, focusing on segmentation and optimization.	7-9 years
Growth Strategist (Level 1)	\$250.00	Growth Strategist (Level 1) Supports growth initiatives through customer acquisition strategies and data analysis.	8+ years
Growth Strategist (Level 2)	\$300.00	Growth Strategist (Level 2) Leads growth strategies, focusing on scaling business operations and customer acquisition.	10+ years
Growth Strategist (Level 3)	\$350.00	Growth Strategist (Level 3) Oversees long-term growth strategies, driving business expansion and customer retention efforts.	15+ years
Jr. Partner/Principal Consultant	\$300.00	Jr. Partner/Principal Consultant Supports senior consultants in business development and strategy, contributing to client success.	12+ years
Market Researcher (Level 1)	\$125.00	Market Researcher (Level 1) Supports data collection and provides initial insights for market research projects.	1-3 years
Market Researcher (Level 2)	\$175.00	Market Researcher (Level 2) Performs data analysis and provides strategic market insights to guide business decisions.	4-6 years
Market Researcher (Level 3)	\$215.00	Market Researcher (Level 3) Leads market research initiatives, providing insights based on in-depth data analysis.	7-9 years
Market Researcher (Level 4)	\$325.00	Market Researcher (Level 4) Drives senior-level market research projects, providing high-level insights to inform strategy.	10+ years
Market Researcher (Level 5)	\$375.00	Market Researcher (Level 5) Leads executive-level market research, providing long-term strategic insights to guide business growth.	15+ years
Marketing Practitioner (Level 1)	\$125.00	Marketing Practitioner (Level 1) Executes basic marketing tasks and supports larger campaign efforts, including content creation.	1-3 years
Marketing Practitioner (Level 2)	\$175.00	Marketing Practitioner (Level 2) Develops digital marketing strategies and implements content to improve audience engagement.	4-6 years
Marketing Practitioner (Level 3)	\$215.00	Marketing Practitioner (Level 3) Leads multi-channel marketing campaigns and provides cross-platform strategy insights.	7-9 years
Marketing Practitioner (Level 4)	\$300.00	Marketing Practitioner (Level 4) Drives advanced marketing initiatives, contributing to thought leadership and strategy development.	10+ years
Marketing Practitioner (Level 5)	\$375.00	Marketing Practitioner (Level 5) Leads executive-level marketing strategy, focusing on driving brand growth and visibility.	15+ years

Labor Category	01/01/2025 – 12/31/2025	Labor Category Description	Years of Experience
Marketing Strategist (Level 1)	\$125.00	Marketing Strategist (Level 1) Supports the execution of content marketing and campaign strategy efforts.	1-3 years
Marketing Strategist (Level 2)	\$175.00	Marketing Strategist (Level 2) Leads campaign strategy development and brand positioning efforts.	4-6 years
Marketing Strategist (Level 3)	\$215.00	Marketing Strategist (Level 3) Leads strategic initiatives to drive integrated marketing efforts across channels.	7-9 years
Marketing Strategist (Level 4)	\$300.00	Marketing Strategist (Level 4) Oversees senior-level integrated marketing strategies, focusing on long-term brand growth.	10+ years
Marketing Strategist (Level 5)	\$375.00	Marketing Strategist (Level 5) Leads executive-level marketing strategies, ensuring cohesive brand messaging and success across channels.	15+ years
Marketing Technologist (Level 1)	\$125.00	Marketing Technologist (Level 1) Supports the implementation of marketing technology platforms and provides basic data analytics.	1-3 years
Marketing Technologist (Level 2)	\$175.00	Marketing Technologist (Level 2) Leads the integration of martech platforms, focusing on optimizing CRM and automation tools.	4-6 years
Marketing Technologist (Level 3)	\$215.00	Marketing Technologist (Level 3) Oversees martech strategy, providing insights to optimize data and platform integration.	7-9 years
Marketing Technologist (Level 4)	\$300.00	Marketing Technologist (Level 4) Leads senior-level martech strategies, ensuring effective use of technology to drive marketing results.	10+ years
Marketing Technologist (Level 5)	\$375.00	Marketing Technologist (Level 5) Leads executive-level martech initiatives, ensuring innovative use of technology for marketing success.	15+ years
Multimedia Artist (Emerging Technology Expert)	\$390.00	Creates cutting-edge art using emerging technology, often for immersive experiences or digital installations.	3+ years
Partner/Principal Consultant	\$350.00	Partner/Principal Consultant Manages business development and high-level strategy, ensuring long-term client success.	15+ years
PPC Specialist	\$175.00	PPC Specialist Manages paid search campaigns and optimizes them to improve ad performance and budget utilization.	4-6 years
PR Manager	\$250.00	PR Manager Leads public relations efforts, managing client relationships and developing media strategies.	10+ years
PR Practitioner (Level 1)	\$125.00	PR Practitioner (Level 1) Supports media outreach efforts and social media engagement strategies for PR campaigns.	1-3 years
PR Practitioner (Level 2)	\$175.00	PR Practitioner (Level 2) Leads media relations efforts, focusing on content creation and brand visibility.	5-7 years
PR Practitioner (Level 3)	\$215.00	PR Practitioner (Level 3) Leads PR strategy, managing client communications and media outreach efforts.	8-10 years
PR Practitioner (Level 5)	\$300.00	PR Practitioner (Level 5) Leads executive-level PR efforts, driving media relations and crisis communications strategies.	15+ years
PR Strategist (Level 1)	\$200.00	PR Strategist (Level 1) Develops public relations strategies and supports media outreach and crisis communication efforts.	10+ years
PR Strategist (Level 2)	\$250.00	PR Strategist (Level 2) Leads PR strategy development, managing strategic media relations and crisis management.	7+ years
PR Strategist (Level 3)	\$300.00	PR Strategist (Level 3) Oversees high-level PR strategies, ensuring cohesive media and crisis communication efforts.	10+ years
Producer (Level 1)	\$125.00	Producer (Level 1) Coordinates video production tasks and supports project delivery efforts.	1-3 years
Producer (Level 2)	\$175.00	Producer (Level 2) Manages video production budgets and timelines, ensuring successful project execution.	4-6 years
Producer (Level 3)	\$215.00	Producer (Level 3) Leads video production efforts, overseeing complex multimedia projects and teams.	7-9 years
Producer (Level 4)	\$300.00	Producer (Level 4) Oversees senior-level video production projects, managing all aspects from planning to delivery.	10+ years
Producer (Level 5)	\$375.00	Producer (Level 5) Leads executive-level video production strategies, ensuring the success of large-scale video projects.	15+ years
Production Artist (Execution-Focused):	\$175.00	Production Artist Handles technical tasks such as layout, resizing, and adjusting designs for production, with little conceptual input.	1+ years or associated training in related field
Production Specialist (Level 1)	\$125.00	Production Specialist (Level 1) Executes media production tasks such as video editing and post-production work.	1-3 years
Production Specialist (Level 2)	\$175.00	Production Specialist (Level 2) Leads advanced media production and post-production initiatives, contributing to high-quality output.	4-6 years
Production Specialist (Level 3)	\$215.00	Production Specialist (Level 3) Leads production planning and team management, overseeing post-production workflows.	7-9 years
Production Specialist (Level 4)	\$300.00	Production Specialist (Level 4) Drives production innovation at a senior level, overseeing large-scale projects and teams.	10+ years
Production Specialist (Level 5)	\$375.00	Production Specialist (Level 5) Leads industry-leading production initiatives, driving innovation and ensuring project success.	15+ years

Labor Category	01/01/2025 – 12/31/2025	Labor Category Description	Years of Experience
Program/Account Manager (Level 1)	\$150.00	Program/Account Manager (Level 1) Supports client communication and project coordination, ensuring tasks are delivered on time.	1-3 years
Program/Account Manager (Level 2)	\$215.00	Program/Account Manager (Level 2) Manages client accounts and oversees project planning, ensuring alignment with client goals.	4-6 years
Program/Account Manager (Level 3)	\$250.00	Program/Account Manager (Level 3) Leads client strategy and oversees project execution, ensuring client satisfaction and on-time delivery.	7-9 years
Program/Account Manager (Level 4)	\$300.00	Program/Account Manager (Level 4) Manages senior-level client relationships, driving strategic planning and cross-functional project coordination.	10+ years
Program/Account Manager (Level 5)	\$375.00	Program/Account Manager (Level 5) Leads executive-level client relationships, ensuring long-term success and business growth through strategic initiatives.	15+ years
Senior Marketing Strategist	\$300.00	Senior Marketing Strategist Leads high-level marketing strategies and manages multi-channel campaign execution to drive growth.	10+ years
SEO Specialist	\$190.00	SEO Specialist Develops and implements SEO strategies to improve search engine visibility and organic traffic.	4-6 years
Social Media Advertising Specialist	\$175.00	Social Media Advertising Specialist Manages and optimizes paid social media advertising campaigns to maximize engagement and conversions.	4-6 years
Social Media Manager	\$150.00	Social Media Manager Leads social media strategy and content creation to build brand presence and drive audience engagement.	4+ years
Sr. Partner/ Principal Consultant	\$400.00	Sr. Partner/Principal Consultant Leads high-level consulting initiatives, overseeing business development and client strategy.	16+ years
Traffic Manager 1	\$120.00	Traffic Manager 1 Plans, prioritizes, and assigns tasks, manage deadlines, and ensures projects are moving through the pipeline efficiently. Provides clear communication to coordinate with different teams (creative, media, client services) and ensures project needs are understood. Must have strong skills in prioritizing tasks and juggling multiple deadlines to keep projects on track and demonstrate an ability to track all deliverables, timelines, and revisions, ensuring no part of the project are overlooked. Familiarity with project management tools (e.g., Asana, Trello, Monday.com) is helpful to track and manage tasks effectively	1-3 years
Traffic Manager 2	\$150.00	Traffic Manager 2 responsible for optimizing workflow across teams, managing deadlines, and ensuring resources are allocated efficiently. They have experience with project management software, team coordination, and resource allocation. Must demonstrate proficiency in proactive resource management and bring experience managing and assigning team resources effectively based on project needs and team capacity, have the ability to troubleshoot bottlenecks and proactively solve workflow issues to keep projects on schedule, demonstrate applied client understanding and contextual awareness in order to effectively navigate the unique workflow demands and timelines of new and existing contracts, demonstrate strong technology proficiency and manage cross-departmental communication and stakeholders coordination and timeline management.	3-5 Years
Traffic Manager 3	\$180.00	Traffic Manager 3 typically leads workflow processes across multiple teams or large projects, including federal contracts. They have extensive experience in managing high-volume workflows, allocating resources, and troubleshooting project delays. Familiarity with contract compliance and reporting processes is important for success in this role. Provides expertise in managing large teams, coordinating complex projects, and strategically assigning resources to maximize efficiency and quality. They develop and implement workflows that streamline processes across multiple teams, improve overall project delivery and provide cross-functional communication and collaboration and leadership to ensure alignment between departments on project goals. They provide advanced level understanding of client environment, project timelines and regulations, and ensure traffic management adheres to strict contract requirements. They continuously work to improving internal workflows and processes to adapt to new challenges or client needs, including implementing new tools or software and provide mentorship and guidance to junior traffic managers to help the agency work effectively toward project goals.	5-7+ years
Video Producer (Level 1)	\$125.00	Video Producer (Level 1) Supports video production and editing tasks, coordinating project elements for timely delivery.	1-3 years
Video Producer (Level 2)	\$175.00	Video Producer (Level 2) Manages production budgets and timelines, ensuring seamless execution of video projects.	4-6 years
Video Producer (Level 3)	\$215.00	Video Producer (Level 3) Leads video production efforts, managing project scope and overseeing multimedia teams.	7-9 years
Video Producer (Level 4)	\$300.00	Video Producer (Level 4) Oversees senior-level video production, ensuring smooth operations from planning to delivery.	10+ years
Video Producer (Level 5)	\$375.00	Video Producer (Level 5) Leads executive-level video production strategies, managing large-scale projects and ensuring delivery excellence.	15+ years
Web Developer (Level 1)	\$125.00	Web Developer (Level 1) Develops front-end websites and supports basic coding tasks for various web projects.	1-3 years
Web Developer (Level 2)	\$175.00	Web Developer (Level 2) Handles full-stack development, integrating CMS systems and ensuring web functionality.	4-6 years
Web Developer (Level 3)	\$215.00	Web Developer (Level 3) Leads advanced web development projects, including database integration and complex coding.	7-9 years
Web Developer (Level 4)	\$300.00	Web Developer (Level 4) Oversees senior-level development projects, managing full-stack development and ensuring scalability and performance.	10+ years

Labor Category	01/01/2025 – 12/31/2025	Labor Category Description	Years of Experience
Subject Matter Expert 1	\$200.00	<p>Subject Matter Expert 1: Provide technical, managerial, and administrative direction for problem definition, analysis, requirements development, and implementation for complex to systems, processes, strategies, and organizational design in the subject matter area. Make recommendations and advise on organization-wide system improvements, optimization, or maintenance efforts in the following specialties: marketing, strategy, information systems architecture; networking; telecommunications; automation; communications protocols; risk management/electronic analysis; software; lifecycle management; software development methodologies; marketing analytics, public relations, brand, and analytical modeling and simulation. Commensurate experience in, Marketing, IT, and in new and related older technology, process, or organizational improvements that directly relates to the required area of expertise. Experience in senior leadership and technology strategy / implementation as part of a large scale, multi-channel initiative. Provides thought leadership in the area of expertise. Additional responsibilities may include:</p> <ul style="list-style-type: none"> • Setting overall policy direction for client engagements • Communicating with client executive management to ensure critical issues are addressed • Providing expert guidance to projects in industry and functional areas • Acting as senior client liaison • Providing oversight to all resources, as needed 	8+
Subject Matter Expert 2	\$250.00	<p>Subject Matter Expert 2: Provide technical, managerial, and administrative direction for problem definition, analysis, requirements development, and implementation for complex to complex systems, processes, strategies, and organizational design in the subject matter area. Make recommendations and advise on organization-wide system improvements, optimization, or maintenance efforts in the following specialties: marketing, strategy, information systems architecture; networking; telecommunications; automation; communications protocols; risk management/electronic analysis; software; lifecycle management; software development methodologies; marketing analytics, public relations, brand, and analytical modeling and simulation. Commensurate experience in, Marketing, IT, and in new and related older technology, process, or organizational improvements that directly relates to the required area of expertise. Experience in senior leadership and technology strategy / implementation as part of a large scale, multi-channel initiative. Provides thought leadership in the area of expertise. Additional responsibilities may include:</p> <ul style="list-style-type: none"> • Setting overall policy direction for client engagements • Communicating with client executive management to ensure critical issues are addressed • Providing expert guidance to projects in industry and functional areas • Acting as senior client liaison • Providing oversight to all resources, as needed 	11+
Subject Matter Expert III	\$300.00	<p>Subject Matter Expert 3: Provide technical, managerial, and administrative direction for problem definition, analysis, requirements development, and implementation for complex to extremely complex systems, processes, strategies, and organizational design in the subject matter area. Make recommendations and advise on organization-wide system improvements, optimization, or maintenance efforts in the following specialties: marketing, strategy, information systems architecture; networking; telecommunications; automation; communications protocols; risk management/electronic analysis; software; lifecycle management; software development methodologies; marketing analytics, public relations, brand, and analytical modeling and simulation. Commensurate experience in, Marketing, IT, and in new and related older technology, process, or organizational improvements that directly relates to the required area of expertise. Experience in senior leadership and technology strategy / implementation as part of a large scale, multi-channel initiative. Provides thought leadership in the area of expertise. Additional responsibilities may include:</p> <ul style="list-style-type: none"> • Setting overall policy direction for client engagements • Communicating with client executive management to ensure critical issues are addressed • Providing expert guidance to projects in industry and functional areas • Acting as senior client liaison • Providing oversight to all resources, as needed 	15+

*Pass through fees are subject to 15% administrative markup.
EA hourly card is subject to an automatic 5% annual increase.
EA travel fees are charged according to federal per diem rates as approved each year.
Credit card payments are subject to corresponding processing fees.
All paid media must be paid for prior to insertion order signatures, late payments will cause campaigns delays.
Ala carte services default to Net-30 terms.
Late fees of 3% per thirty day period will be assessed.*