GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! Is http://www.gsaadvantage.gov

## SCHEDULE TITLE: Federal Supply Schedule 541 -Advertising & Integrated Marketing Solutions (AIMS)

CONTRACT NUMBER: GS-07F-0201U

CONTRACT PERIOD: February 7, 2008 - February 6, 2013

CONTRACTOR: Rings-Leighton Ltd.
1440 N Street NW, Ste A1
Washington, DC 20005
Phone number: 202-319-2951
Fax number: 202-319-2955
Email: gregg@rldesigngroup.com

CONTRACTOR'S ADMINISTRATION SOURCE:
Rings-Leighton Ltd.
1440 N St NW Ste A1
Washington, DC 20005
Phone number: 202-319-2951
Fax number: 202-319-2955
Email: gregg@rldesigngroup.com

BUSINESS SIZE: Small Business

## CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

| SIN | DESCRIPTION |
|---|---|
| 541-1 | Advertising Services |
| 541-2 | Public Relations Services |
| 541-4C | Exhibit Design & Implementation Services |
| 541-1000 | Other Direct Costs (ODC) |

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

1c. HOURLY LABOR RATES: See Price List dated 1/1/06 -12/31/09

2. MAXIMUM ORDER*: $1,000,000 per SIN and per order
If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the offer. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: $100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC.

5. POINT(S) OF PRODUCTION:

Rings-Leighton Ltd.
1440 N St NW Ste A1
Washington, DC 20005
Phone number 202-319-2951
Fax number 202-319-2955
Email: gregg@rldesigngroup.com

6. DISCOUNT FROM LIST PRICES: 10% from the accepted pricelist. For calculation of the GSA Schedule price(pnce paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage) the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNTS): Additional 5% over $20,000, Additional 10% over $40,000.

8. PROMPT PAYMENT TERMS: 2% 10 days Net 30

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on agency order

11b. EXPEDITED DELIVERY: Contact Contractor

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact Contractor

11d. URGENT REQUIRMENTS: Contact Contractor

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Rings-Leighton Ltd.
1440 N St NW Ste A1
Washington, DC 20005
Phone number: 202-319-2951
Fax number: 202-319-2955
Email: gregg@rldesigngroup.com

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found In Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS: Same as contractor.

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: N/A -

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 097777692

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registration valid until 6/11/08

ODC’s offered to the government by Rings Leighton Ltd.

2-color printing on #2 grade paper stock for 10,000 items - $0.023 per page

4-color printing on #2 grade paper stock for 200,000 items - $0.12 each brochure

2-color interior, 4-color cover quality magazine paper stock for 5,700 - $0.51 per page

4-color on #1 grade paper stock for 1,000 items - $0.11 per page

Rings Leighton Design Group

1440 N Street, NW, Suite A-1 • Washington, DC 20005 | **T** 202.319.2951 | **F** 202.319.2955 | www.rldesigngroup.com

## PRICELIST

| LABOR CATEGORY | UNIT | ALL COMMERCIAL CUSTOMERS | GSA PRICE |
|---|---|---|---|
| Project Management (senior) | Hour | $100.00 | $90.00 |
| Project Management | Hour | $75.00 | $67.50 |
| Creative Direction | Hour | $100.00 | $90.00 |
| Graphic Design (senior) | Hour | $90.00 | $81.00 |
| Graphic Design | Hour | $75.00 | $67.50 |
| Illustration | Hour | $90.00 | $81.00 |
| Photography | Hour | $90.00 | $81.00 |
| Photo Editing | Hour | $75.00 | $67.50 |
| Photo Image Manipulation | Hour | $75.00 | $67.50 |
| Media Production | Hour | $90.00 | $81.00 |
| Copywriting / Editing | Hour | $100.00 | $90.00 |

In addition, Rings Leighton Design Group offers the government quantity discounts of 5% off any project of $20,000 or more and 10% off any project greater than $40,000. These quantity discounts are in addition to the 10% discount noted above for the hourly rates.

The labor hours cited above do not include materials, supplies, or other incidental costs. Please ask for any additional detail. Purchases as Other Direct Costs for specific task orders will be priced according to the buying agency's requirements.

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# Commercial Pricelist

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| | |
|---|---|
| **CONTRACTOR** | Rings Leighton Design Group<br>1440 N Street, NW<br>Suite A-1<br>Washington, DC 20005<br>**T** 202.319.2951<br>**F** 202.319.2955<br>**Web site:** *www.rldesigngroup.com*<br>**E-mail:** *gregg@rldesigngroup.com* |
| **POINT OF CONTACT** | Gregg Burrage<br>*Senior Vice President*<br>**E-mail:** *gregg@rldesigngroup.com* |
| **ACCOUNTING CONTACT** | David C. Guyre<br>*Senior Vice President/CFO*<br>**E-mail:** *dave@rldesigngroup.com* |
| **BUSINESS SIZE** | Small Business, Woman-Owned<br>(Certified Small & Local Disadvantaged Business Enterprise in Washington, D.C.) |

Rings Leighton Design Group

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## Terms and Conditions

| | |
|---|---|
| **Prices shown in price list as net, all discounts deducted and valid for all areas worldwide.** | |
| **Maximum order** | $1,000,000.00 |
| **Minimum order** | $100 |
| **Geographic coverage (delivery area)** | Domestic |
| **Point of production** | Rings Leighton Design Group<br>1440 N Street, NW<br>Suite A-1<br>Washington, DC 20005 |
| **Statement of net price** | Prices shown in price list as net and are attached |
| **Quality discounts** | None |
| **Prompt payment terms** | 2% 10 days, net 30 |
| **Government purchase cards** | Accepted above or below the Micro-Purchase Threshold |
| **Commercial credit cards** | Accepted above or below the Micro-Purchase Threshold |
| **Foreign items** | Not applicable |
| **Time of delivery** | Specified on agency's purchase order |
| **Expedited delivery** | Contact contractor for expedited delivery |
| **Overnight and 2nd day delivery** | Contact contractor for rates for overnight and two-day delivery |
| **Urgent requirements** | Contact contractor for faster delivery or rush requirements |
| **F.O.B. point** | Destination |

1440 N Street, NW, Suite A-1 • Washington, DC 20005 | **T** 202.319.2951 | **F** 202.319.2955 | www.rldesigngroup.com

## Terms and Conditions (continued)

| | |
|---|---|
| **Ordering address** | Rings Leighton Design Group<br>1440 N Street, NW<br>Suite A-1<br>Washington, DC 20005<br>**T** 202.319.2951<br>**F** 202.319.2955<br>**Web site:** *www.rldesigngroup.com*<br>**E-mail:** *gregg@rldesigngroup.com* |
| **Payment address** | Rings Leighton Design Group<br>1440 N Street, NW<br>Suite A-1<br>Washington, DC 20005 |
| **Warranty provision** | The contractor warrants and implies that the delivered items fit the purpose described in this contract |
| **Export packing charges** | Not applicable |
| **Terms and conditions of Government purchase card acceptance** | Contact contractor |
| **Terms and conditions of rental, maintenance and repair acceptance** | Not applicable |
| **Terms and conditions of installation** | Not applicable |
| **Terms and conditions of repair parts, etc.** | Not applicable |
| **Terms and conditions of any other services** | Not applicable |
| **List of service and distribution points** | Not applicable |
| **List of participating dealers** | Not applicable |
| **Preventive maintenance** | Not applicable |
| **Special attributes** | Not applicable |
| **Environment attributes** | Not applicable |
| **Data Universal Number System (DUNS) number** | 09-777-7692 |
| **Central Contractor Registration (CCR) database** | Registration valid |

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## Business Approach and Description of Services

The creative process is broken down into two phases, discovery and design/production. Descriptions of these phases follow.

### PHASE 1—DISCOVERY

An initial meeting (or meetings) will be conducted to determine the overall goals for any project and will include a review of previous material and any other available resources such as photography. This meeting is attended by a variety of Rings Leighton staff including the project manager, Gregg Burrage and at least one senior designer. These meetings may also take place via teleconference. We also ask our clients to fill out a Vision Sheet to help guide the process. Following this meeting, we hold an internal brainstorming session where we discuss the project and display previous samples. This meeting is attended by all Rings Leighton staff because we believe that creative inspiration can come from anywhere. Following this meeting, all designers prepare thumbnail sketches of any and all ideas they may have. We then narrow the field down to the three concepts we think have the most merit and develop these into our first presentation. This stage typically takes two weeks but can be compressed if tighter deadlines dictate.

### PHASE 2—DESIGN AND PRODUCTION

Upon completion of the first phase, Rings Leighton will design and layout the complete project based on client feedback from the initial concepts. One round of client modifications and/or edits on the creative direction is included in any project. Please see the quality control section for more information about process within this phase.

### KEY PERSONNEL

- Gregg Burrage, Senior Vice President
  will oversee the entire project, act as primary point of contact and make presentations
- Trish Reifinger, Operations Manager
  will supervise the daily production and scheduling
- Suzanne Benoit, Senior Designer
  will act as primary designer and creative lead
- Lisa K. Willis, Senior Designer
  will act as secondary designer

### THE BACKGROUND

Rings Leighton Design Group utilizes top-end, dual-processor, G4 and G5 Mac computer work stations. While our preference is to design on these computers, we have the ability to convert files to IBM-compatible PC file formats as required. Our computers use gigabit ethernet interconnectivity for ease of file sharing and transfer. We maintain a web presence for our clients to either e-mail or FTP files as needed. We maintain a complete suite of professional software for both platforms including Adobe PhotoShop, Illustrator, InDesign, Type Manager and Quark Xpress among others. Rings Leighton also has extensive image (5,000+) and font (3,500+) libraries to minimize client costs. Rings Leighton Design Group has an internal digital photo studio with professional lighting, cameras and software for custom photo shoots and has custom illustration abilities as well.

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## Business Approach and Description of Services (continued)

### REFERENCES

- Mark Grayson, Pharmaceutical Research and Manufacturers Association
  950 F Street, NW, Washington, DC 20004; 202-835-3465; *mgrayson@phrma.org*
- Elise Swinehart, American Chemical Society
  1155 16th Street, NW, Washington, DC 20036; 202-872-8738; *e_swinehart@acs.org*
- David Martin, Fannie Mae
  4000 Wisconsin Ave, NW, Washington, DC 20216; 202-752-5313; *david_l_martin@fanniemae.com*

### PRICELIST

| LABOR CATEGORY | UNIT | ALL COMMERCIAL CUSTOMERS | GSA PRICE |
|---|---|---|---|
| Project Management (senior) | Hour | $100.00 | $90.00 |
| Project Management | Hour | $75.00 | $67.50 |
| Creative Direction | Hour | $100.00 | $90.00 |
| Graphic Design (senior) | Hour | $90.00 | $81.00 |
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| Media Production | Hour | $90.00 | $81.00 |
| Copywriting / Editing | Hour | $100.00 | $90.00 |

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The labor hours cited above do not include materials, supplies, or other incidental costs. Please ask for any additional detail. Purchases as Other Direct Costs for specific task orders will be priced according to the buying agency's requirements.

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## Quality Control

**RINGS LEIGHTON DESIGN GROUP** maintains extremely stringent quality control standards. Each project is reviewed by a minimum of two staff at each stage of production. Proofs are first reviewed by the designer in charge of the project and then by a manager. The primary quality control contact is Susan Guyre. Gregg Burrage also reviews each and every project completely. Checklists are used to ensure that no details are overlooked. Even though the complete text is often supplied by the client, all publications are read in their entirety and checked for inconsistencies or editorial queries. At the printing stage, Rings Leighton will review all printer's proofs and/or bluelines to check for proper color, registration, correct file output or any other potential hurdles. No stage is considered complete without a manager's signature.

Rings Leighton would not be using subcontractors for this contract.

Rings Leighton uses an effective time management and project tracking software to ensure that all projects proceed in the most efficient manner possible. This tool allows management to monitor the productivity of all staff and control work flow. This tool also permits us to make the best possible use of staff time and re-assign projects if necessary. We are constantly upgrading our equipment and network in order to be able to offer the best prices and fastest service possible. The main design computers are all top-of-the-line Macintosh and PCs what permit the designers to focus on creativity rather than technical issues. Rings Leighton maintains a high-speed network that provides the fastest file transfer times available. This cuts down or eliminates couriers and means that clients can review designs in seconds. When a project reaches the printing or production phase, our many years of experience means that we will find the best and most economical methods of printing or fabricating a client's product. This might mean finding different paper stocks that cost less or finding ways of folding a brochure that are more sensible.

Rings Leighton has six full-time designers and eight management and support staff. We manage over 50 active jobs at any given time. These jobs run the gamut from simple to extremely complex, but our production and time management skills mean that deadlines are never missed. For clients who have a large number of active projects, Rings Leighton will schedule a weekly meeting at the client's location so that we can more efficiently track progress and monitor deadlines.

In the rare instance when problems arise, Rings Leighton will always go above and beyond to ensure complete client satisfaction. In one instance, an annual report was being printed in South Dakota at the client's request, and the advance copies delivered by the printer directly to a client's event were found to be missing some interior pages. Rings Leighton arranged for a special delivery of the corrected reports, met the plane, checked the new contents and re-routed them all before the next business morning. Rings Leighton can also anticipate potential stumbling blocks and will offer solutions to these well in advance of them happening. For example, several recent website design projects were developed so that the clients could implement updates without a large amount of training and without additional cost.

All clients have a point of contact, usually Gregg Burrage or Trish Reifinger, who can be reached at any time.

## EXPERIENCE – Section B

## Advertising SIN 541-1/541-1RC

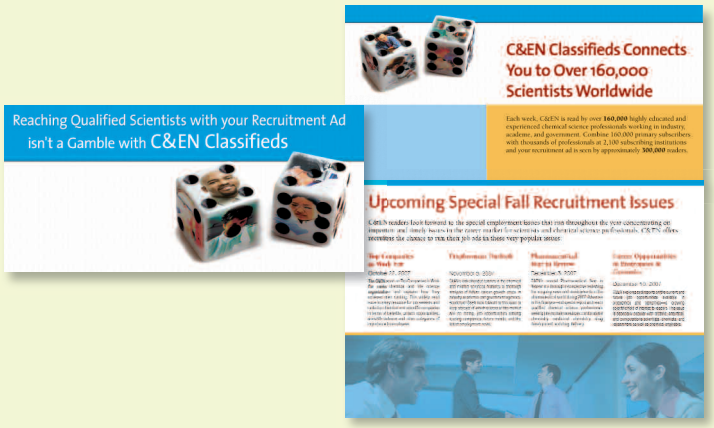
### American Chemical Society BPA Direct Mail Campaign

Quarterly mailings for past 2 years

*Project inception*—August 16, 2007
*Project completion*—September 11, 2007

*Total cost*—$20,000 ($2,500 per mailing)

**Elise Swinehart**
1155 16th Street, NW
Washington, DC 20036
202-872-8738
*e_swinehart@acs.org*




American Chemical Society needs to collect regular data from its members in order to improve on its service and improve the main publication, *Chemical and Engineering News*. Rings Leighton designed and implemented these direct mail surveys using clever messaging and bright graphics to increase response rates. We also suggested and integrated give-away ideas that tied in to the message. Rings Leighton wrote copy, created illustrations, and designed tri-fold mailers for this series. As with every design project, we began with a vision sheet that captured vital data and client preferences. This gave us a creative brief that led to our creation of three very different design options in the initial round. Once the initial concept was approved, we layed out the mailer, paying close attention to proper set-up for mailing.

### Friendship Public Charter Schools

Ad campaign to recruit teachers

*Project inception*—February 16, 2007
*Project completion*—February 30, 2007

*Total cost*—$3,100

**Candice Tolliver**
120 Q Street, NE, Suite 200
Washington, DC 20002
202-281-1758
*candicetolliver@friendshipschools.org*

The goal of this campaign was to create advertisements that would be inserted in the *Washington Post* and other publications, and help attract new teachers to the school system. The ads were designed to maximize the use of limited space and still generate interest in a job fair. The low budget for the campaign meant that Rings Leighton had to craft the ads using inexpensive photography and choices of colors and fonts that were visually interesting and conveyed the intended message quickly and clearly. The ad series was created in a variety of sizes to ensure that last-minute placement opportunities would not be missed.

Rings Leighton Design Group

Revised November 13, 2007

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## Public Relations Services SIN 541-2/541-2RC

### LobbyUSA

Complete identity and promotional campaign

*Project inception*—February 21, 2007
*Project completion*—April 15, 2007

*Total cost*—$30,000

**Toby Collado/Carolyn Tieger**
2465 Cascades Drive
Free Union, VA 22940
1-866-963-7773
*info@lobbyusa.com*

This comprehensive promotional campaign was developed to launch a new business venture for an online informational subscription service for lobbyists. The goal of the promotional material and mailings was to generate interest and subscriptions for the new service. After gathering data from the client via the vision sheet, Rings Leighton designed a new identity package that began with a modernization of the logo. We then applied the new logo to collateral stationery components as well as a new website, direct mail postcards and an animated email advertisement. Rings Leighton also constructed two different animated presentations that function within the website and include voice-over. All of the material was designed to be part of a consistently themed package and used a patriotic color palette.

### Xink Printing and Graphics

Complete identity and promotional campaign

*Project inception*—February 20, 2007
*Project completion*—May 5, 2007

*Total cost*—$20,000

**Dennis Toole**
1440 N Street, NW
Washington, DC 20005
202-319-2951
*dennis@xinkdc.com*

Xink Printing and Graphics was created as a division of Rings Leighton specializing in large format graphics and display production. To launch this new venture, Rings Leighton designed a new identity including the name, a new logo, all related stationery items, a new website and a promotional mailer. Both the website and the promotional material feature large photos in order to better showcase the many capabilities of Xink. The Xink name was created from the literal definition "not ink" and was also intended to capitalize on the trend of using 'X' to represent cutting edge technologies like XM Radio or Microsoft's Xbox. The name also came from Company X since we had trouble agreeing on a name initially.

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## Web-based Marketing SIN 541-3/541-3RC

### Agricultural Retailers Association

New association website

*Project inception*—June 20, 2006
*Project completion*—July 18, 2006

*Total cost*—$6,000

**Stacy Mayuga**
1156 15th Street, NW, Suite 302
Washington, DC 20005
202-457-0825
*stacy@aradc.org*

Rings Leighton Design Group was hired to redesign and implement a new website for the Agricultural Retailers Association, a lobbying and grassroots organization representing suppliers for America's farmers. Rings Leighton's in-house technical capabilities meant we could combine modern navigation techniques and a beautifully animated photo sequence into one cohesive website that focused on images while still promoting the message of the association. ARA was concerned that their members might not have newer computers and wanted a website that would not pose any technological hurdles. Careful coding meant that load times remained fast and that older computers were not adversely affected by the new site design.

### Gelman Rosenberg and Freedman

New website for accounting firm

*Project inception*—November 14, 2006
*Project completion*—December 20, 2006

*Total cost*—$15,000

**Kimberley Miles**
4550 Montgomery Avenue, Suite 650 North
Bethesda, MD 20814
301-951-9090
*kmiles@grfcpa.com*

The 25-year-old accounting firm of Gelman Rosenberg and Freedman needed to have a website that was more in touch with today's business environment and Rings Leighton was contracted to create a new and innovative site that added color and interest to a traditionally conservative market. Again, a subtle animated sequence was developed to make the homepage less static. In this case, the firm's logo was modified and became part of the slide-show style message that played on the homepage. The new website for GRF is still classic, but now has a much more refined and professional look.

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Revised November 13, 2007

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## Exhibit Design and Implementation Services SIN 541-4C/541-4CRC

### Folger Shakespeare Library

Client requested custom display to celebrate Shakespeare's 400th birthday.

*Project inception*—August 22, 2006
*Project completion*—March 7, 2007

*Total cost*—$86,500

**Garland Scott**
201 East Capital Street
Washington DC
202-544-4600
*gscott@folger.edu*

Starting from an artist's model, we designed and fabricated the custom components for this job. We needed to design a structure that could support eight 10'x17' fabric graphics on the front of their building, without attaching at all to the building itself. Additionally, we were tasked with placing four 5'x9' faces of Shakespeare on the roof of the structure, so it would appear as if he was looking down at the people below. Safety and aesthetics were our primary concerns.

### US Department of Defense

Department of Personnel and Readiness exhibit at Pentagon

*Project inception*—February 15, 2005
*Project completion*—April 26, 2005

*Total cost*—$8,000

**Protean Gibril**
The Pentagon
Washington, DC 20301
703-695-4622
*protean.gibril@whs.mil*

Rings Leighton designed a permanent custom display for a prominent location within the Pentagon. The complex collages were created to have three-dimensional graphic elements that broke the one-dimensional plane of the design and added visual interest. This display received great praise from high ranking military officials.

Rings Leighton Design Group

Revised November 13, 2007

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## Conference Events and Tradeshow Planning Services SIN 541-4D/541-4DRC

### American Chemical Society

Design for ACS annual meeting tradeshow booth

*Project inception*—October 25, 2006
*Project completion*—November 14, 2006

*Total cost*—$10,000

**Elise Swinehart**
1155 16th Street, NW
Washington, DC 20036
202-872-8738
*e_swinehart@acs.org*

The main booth for the American Chemical Society needed to integrate different departments into one unified design theme and Rings Leighton used bright colors and chemistry images to bring them together. The unique shapes of the booth structure were used to their full advantage and added to the visual interest of the booth. Rings Leighton was involved in all facets of planning for this large display.

### NAPA

Annual conference marketing brochure for 2007

*Project inception*—June 19, 2006
*Project completion*—September 12, 2006

*Total cost*—$6,000 each campaign

**Nancy Lawler CMP**
5100 Forbes Blvd.
Lanham, MD 20706
(888) 468-6499 or (301) 731-4748
*nlawler@hotmix.org*

Rings Leighton specializes in finding unique design and marketing solutions for all of our clients. One of them, the National Asphalt Pavement Association, has relied on us to create dynamic material for their annual conference for the past 4 years. For the upcoming 2007 event, Rings Leighton came up with the idea of placing steamrollers into a prototypical San Francisco street chase and named the show "The Streets of San Francisco". Our in-house illustration ability was the only practical solution since a photo of real steamrollers was unavailable and also would not have had the same creative impact. The client has been thrilled by our ability to blend their identity and mission into a visually compelling package.

Rings Leighton Design Group

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## Commercial Photography SIN 541-4E/541-4ERC

### National Governors Association

Specialized photography for publications

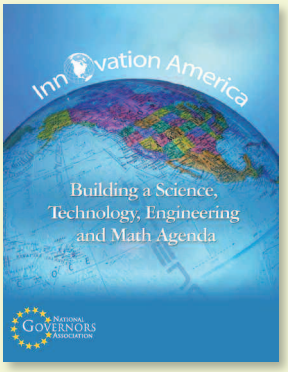
2 Projects

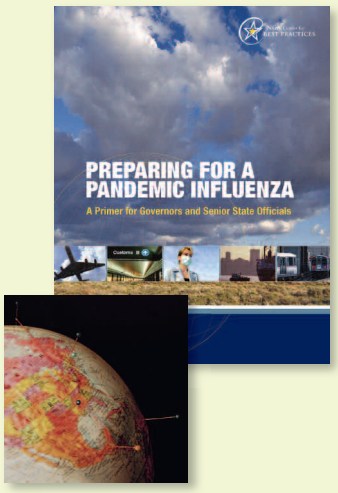
**Project 1** *inception*—November 3, 2006
*completion*—November 18, 2006

**Project 2** *inception*—July 18, 2006
*completion*—August 8, 2006

*Total cost (for photography only)*—$1,000

**Jay Hyde**
444 North Capitol Street, NW, Suite 246
Washington, DC 20005
202-624-5300
*jhyde@nga.org*




Rings Leighton has created several projects for the National Governors Association that required specialized photography that could not be obtained from stock photo agencies. For one, a Governor's Report on Avian Flu, we created a map showing routes and affected areas and created a very stylized photograph of that set-up. For a second project, the Chairman's Initiative, Rings Leighton purchased and photographed a globe in order to show the proper angle and so that we could control color and light. Rings Leighton has top-of-the-line photographic equipment in-house, including lights, backdrops, cameras and other peripheral items so that we can shoot photos at a moment's notice if necessary.

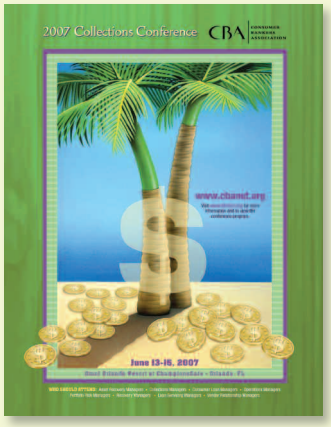
### Consumer Bankers Association

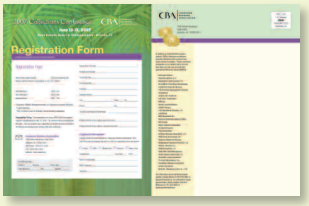
Illustration for a series of targeted conference brochures
8 brochures over a two-year period

*Project inception*—February 26, 2007
*Project completion*—April 20, 2007

*Total cost*—$20,000 (includes layout as well as illustration)

**Gretchen Wilkinson**
1000 Wilson Boulevard, Suite 2580
Arlington, VA 22201
703-276-1750
*gwilkinson@cbanet.org*



Consumer Bankers Association hosts several targeted conferences every year, each one directed toward a specific banking issue. Rings Leighton used custom illustration to creatively blend the theme for each event with its location. Illustration also gave the series an identity without being restrictive. In addition, we were able to use color palettes that were not traditionally associated with banking and this meant that these publications stood out from the competition. Rings Leighton has three illustrators and can illustrate many different styles.

Rings Leighton Design Group

Revised November 13, 2007

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## Commercial Art and Graphic Design SIN 541-4F/541-4FRC

### Fannie Mae Foundation

Annual report and calendar

*Project inception*—September 10, 2005
*Project completion*—October 15, 2005

*Total cost*—$24,493

**David Martin**
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202-752-5313
*david_l_martin@fanniemae.org*

The goal for the last Fannie Mae Foundation annual report was to present the Foundation's core mission and discuss the year's achievements in a format that was also functional. Rings Leighton Design Group came up with the idea of a themed calendar that focused on the houses of people who played key roles in the housing industry. These included Jimmy Carter, Duke Ellington, Rosa Parks and nine others. The layout combined historical photos, bright colors and a modern layout in an eye-catching wall calendar. The final product was extremely popular and received many compliments.

### American Chemical Society

Media Kit

*Project inception*—June 10, 2006
*Project completion*—July 8, 2006

*Total cost*—$8,000

**Elise Swinehart**
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Washington, DC 20036
202-872-8738
*e_swinehart@acs.org*

The American Chemical Society needed a complete media and sales kit for its flagship publication, *Chemical and Engineering News*. Rings Leighton integrated unique die-cuts and a 3-dimensional pocket into a visually exciting presentation folder. Included as part of the overall package were 22 designed inserts and numerous promotional collateral. The salespeople who use this tool to sell advertising in the magazine have said that the new design dramatically strengthens their presentations.

Rings Leighton Design Group

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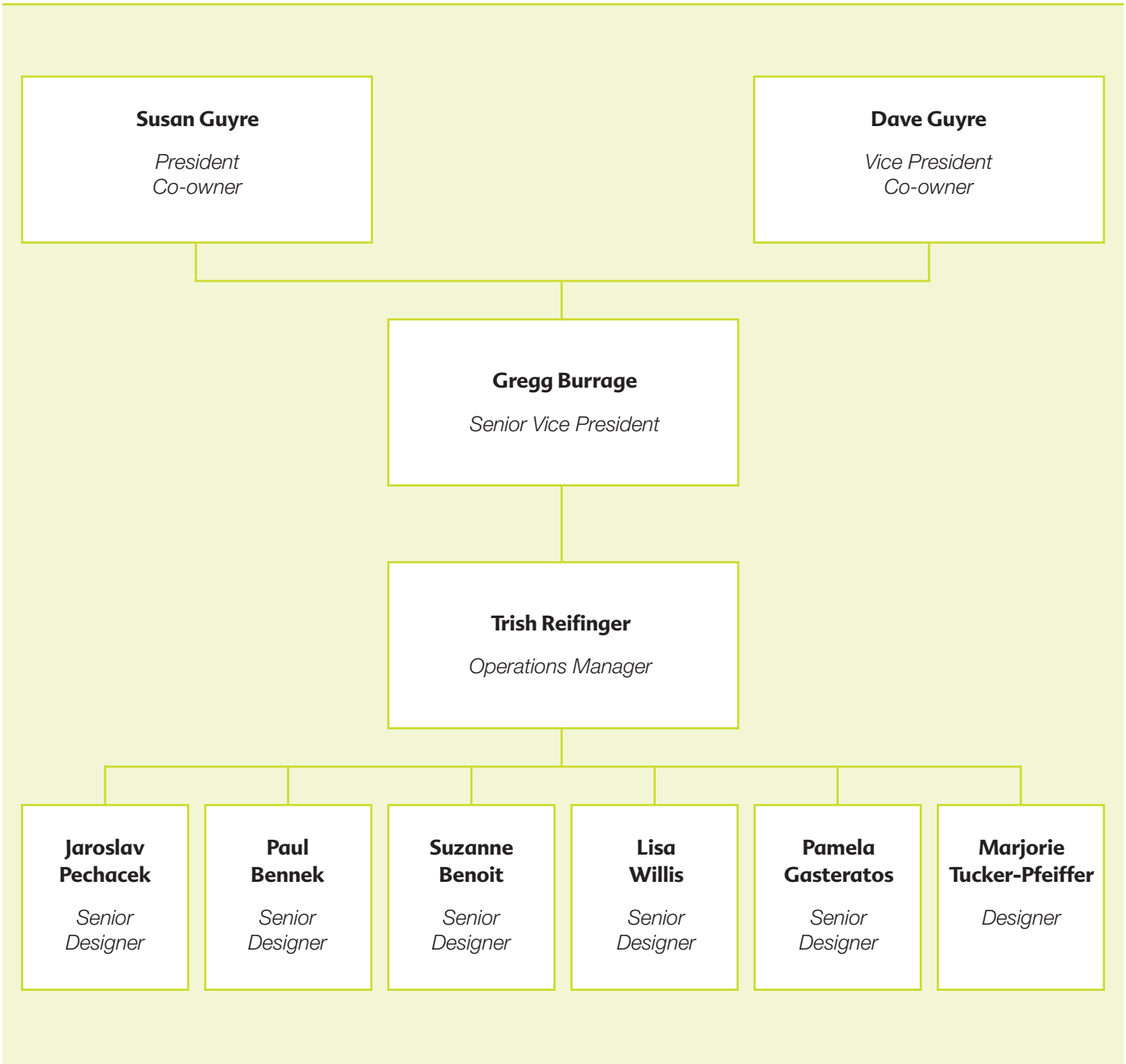
## Organizational Chart