

LeapFrog Solutions, Inc.

General Services Administration

Federal Supply Service  
Authorized Federal Supply Schedule Price List

AIMS Schedule 541  
Contract # GS-23F- 0228M – Full and Open

May 2008





**Federal Supply Service  
Authorized Federal Supply Schedule Price List**

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the opinion to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system. The Internet address for GSA Advantage is: [gsaadvantage.gov](http://gsaadvantage.gov)

**Schedule Title:** Advertising & Integrated Marketing Services (AIMS)

**FCS Group:** 541

**Contract Number:** GS-23F-0228M

For more information on ordering from Federal Supply Schedules click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov)

**Contract Period:** July 1, 2007 - June 30, 2012

**LeapFrog Solutions, Inc.**

**10467 White Granite Drive, Suite 100**

**Oakton, VA 22124**

**Telephone: 703-273-7900**

**Fax: 703-273-7902**

**[www.leapfrogit.com](http://www.leapfrogit.com)**

**Contract Administrator**

Mary Jane Rosenbaum

10467 White Granite Drive, Suite 100

Oakton, VA 22124

**Telephone:** 703-273-7900, ext. 111

**Fax:** 703-273-7902

**Email:** [mjrosenbaum@leapfrogit.com](mailto:mjrosenbaum@leapfrogit.com)

**Business size:** A Certified Woman-Owned Small Business

*Certified by WBENC, the Women's Business Enterprise National Council.*

## Customer Information Page

### 1a. Special Items Awarded:

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-A	Market Research and Analysis Services
SIN 541-4B	Video/Film Production
SIN 541-4C	Exhibit Design and Implementation Services
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs (ODCs)

### 1b. See attachment 1 for pricing of tasks

### 1c. See attachment 1

2. **Maximum order:** \$1,000,000

3. **Minimum order:** \$100.00

4. **Geographic coverage (delivery area):** Domestic

5. **Point(s) of production:** Oakton, Fairfax County, Virginia, USA 22124

6. **Discount from list prices or statement of net price:** N/A

7. **Quantity discounts:** NONE

8. **Prompt payment terms:** NONE

9a. **Notification that Government Purchase Cards are accepted at or below the micro-purchase threshold:** Government Purchase Cards are accepted for orders under \$2,500.

9b. **Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold:** Government Purchase Cards are accepted ABOVE the micro-purchase threshold.

**Foreign items:** Not Applicable

11a. **Time of delivery:** To be negotiated at the task order level.

11b. **Expedited delivery:** Contact the contractor for expedited delivery.

11c. **Overnight and 2-day delivery:** Overnight delivery is available.

11d. **Urgent requirements:** Contact the contractor for faster delivery or rush requirements.

**12. F.O.B. point(s):** Destination

**13a. Ordering address(es):**

LeapFrog Solutions, Inc.

10467 Granite Drive, Suite 100

Oakton, VA 22124

Tel. 703-273-7900

Fax. 703-273-7902

**13b. Ordering procedures:** For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules)).

**Payment address(es):**

LeapFrog Solutions, Inc.

10467 White Granite Drive, Suite 100

Oakton, VA 22124

**15. Warranty provisions:** Not applicable

**16. Export packing charges:** Not applicable

**17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the minimum purchase level):** Not applicable

**18-24.** Not Applicable

**25. Data Universal Number System (DUNS) number:** #940011232

**26. LeapFrog Solutions, Inc. is registered in the Central Contractor Registration (CCR) database.**



## GSA Price List

### GS-23F-0228M (Full and Open)

#### SIN 541-1 Advertising Services

Labor Category	Hourly Rate	
	1/1/08 to 12/31/08	1/1/09 to 12/31/09
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Art Director	\$119.35	\$122.93
Communications Director	\$167.09	\$172.10
Copywriter	\$119.35	\$122.93
Database Coordinator	\$119.35	\$122.93
Market Research Analyst	\$119.35	\$122.93
Programmer I	\$167.09	\$172.10
Project Manager	\$119.35	\$122.93
Senior Account Executive	\$143.22	\$147.52
Senior Marketing Consultant	\$167.09	\$172.10
Senior Project Manager	\$143.22	\$147.52
Traffic Manager	\$95.48	\$98.35

#### SIN 541-2 Public Relations Services

Labor Category	Hourly Rate	
	1/1/08 to 12/31/08	1/1/09 to 12/31/09
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Contract Administrator	\$76.92	\$79.22
Creative Director	\$167.09	\$172.10
Marketing Strategist	\$119.35	\$122.93
Public Relations Manager	\$143.22	\$147.52
Public Relations Specialist	\$143.22	\$147.52
Senior Account Executive	\$143.22	\$147.52
Senior Project Manager	\$143.22	\$147.52
Traffic Manager	\$95.48	\$98.35

**GS-23F-0228M (Full and Open)  
 Price List**

**SIN 541-4A Market Research and Analysis Services**

**Hourly Rate**

<b>Labor Category</b>	<b>1/1/08 to 12/31/08</b>	<b>1/1/09 to 12/31/09</b>
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Communications Director	\$167.09	\$172.10
Market Research Analyst	\$119.35	\$122.93
Marketing Assistant	\$95.48	\$98.35
Marketing Strategist	\$119.35	\$122.93
Media Planner/Media Buyer	\$143.22	\$147.52
Public Relations Specialist	\$143.22	\$147.52
Senior Account Executive	\$143.22	\$147.52
Senior Marketing Consultant	\$167.09	\$172.10
Senior Project Manager	\$143.22	\$147.52
Traffic Manager	\$95.48	\$98.35

**SIN 541-4B Video/Film Production**

**Hourly Rate**

<b>Labor Category</b>	<b>1/1/08 to 12/31/08</b>	<b>1/1/09 to 12/31/09</b>
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Art Director	\$119.35	\$122.93
Communications Director	\$143.22	\$147.52
Copywriter	\$119.35	\$122.93
Engineer, video/digital	\$52.51	\$54.09
Executive Producer	\$143.22	\$147.52
Film Editor	\$119.35	\$122.93
Film Production Specialist	\$143.22	\$147.52
Graphic Designer	\$119.35	\$122.93
Post-production Specialist	\$143.22	\$147.52
Producer-Writer-Director	\$143.22	\$147.52
Researcher	\$76.92	\$79.22
Scriptwriter	\$63.12	\$65.02
Senior Account Executive	\$143.22	\$147.52
Senior Marketing Consultant	\$167.09	\$172.10
Senior Photographer	\$94.95	\$97.80
Senior Project Manager	\$143.22	\$147.52
Technical Writer	\$76.92	\$79.22
Traffic Manager	\$95.48	\$98.35
Translation Services/Translator	\$159.14	\$163.91
Video-Film Director	\$119.35	\$122.93
Videographer/Animator	\$143.22	\$147.52
Voiceover/Voice Talent	\$100.79	\$103.81

## GS-23F-0228M (Full and Open)

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

#### Hourly Rate

Labor Category	1/1/08 to 12/31/08	1/1/09 to 12/31/09
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Art Director	\$119.35	\$122.93
Event/Show Service Coordinator	\$76.92	\$79.22
Graphic Designer	\$119.35	\$122.93
Senior Account Executive	\$143.22	\$147.52
Senior Project Manager	\$143.22	\$147.52
Tradeshow Coordinator	\$50.92	\$52.45
Traffic Manager	\$95.48	\$98.35
Warehouse Laborer	\$58.88	\$60.65

### SIN 541-5 Integrated Marketing Services

#### Hourly Rate

Labor Category	1/1/08 to 12/31/08	1/1/09 to 12/31/09
Account Executive	\$119.35	\$122.93
Administrative Assistant	\$52.51	\$54.09
Art Director	\$119.35	\$122.93
Communications Director	\$143.22	\$147.52
Copywriter	\$119.35	\$122.93
Market Research Analyst	\$119.35	\$122.93
Marketing Manager	\$119.35	\$122.93
Media Planner/ Buyer	\$119.35	\$122.93
Marketing Strategist	\$119.35	\$122.93
Producer/Writer/Director	\$143.22	\$147.52
Public Relations Specialist	\$143.22	\$147.52
Senior Account Executive	\$143.22	\$147.52
Senior Marketing Consultant	\$167.09	\$172.10
Senior Project Manager	\$143.22	\$147.52
Traffic Manager	\$95.48	\$98.35

## GS-23F-0228M (Full and Open)

### SIN 541-1000 Other Direct Costs (ODCs)

Items	Price	Unit
Advertising/promotional specialties	\$45,228.00	Package
CD Duplication	\$828.75	Package
CD-ROM (multimedia development and production)	\$11,343.58	Month
Courier	\$92.53	Delivery
DVD (printing/duplication)	\$1,400.00	Each
Exhibit/Conference Services	\$11,618.00	Package
International/Translation Services	\$950.00	Package
Mail/Desktop Services	\$9,930.00	Package
Media Buy	\$73,066.00	Package
Photography Services	\$4,920.13	Package
Shipping/Freight	\$717.00	Package
Supplies, software purchases	\$1,299.26	Package
Video Production	\$19,457.25	Package
Web site hosting	\$925.00	Package
Printing of Public Relations Brochure	\$4,824.00	6,000
Printing of Direct Mail Piece	\$2,442.00	5,000
Corporate Portfolio	\$10,858.99	5,000

## Labor Category Descriptions

**Account Executive** – Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting. Position carries a minimum of 2 years agency or relevant experience.

**Administrative Assistant** – Provides administrative and clerical support for clients and staff. Also works account teams to coordinate production of large projects for a variety of tasks. Duties include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. Knowledge of advanced office software applications. Position carries a minimum of 3 years office/agency experience.

**Art Director** – Specializes in development and concept of client's project. Is proficient in and familiar with all multi-media applications and materials. Carries regular and/or advanced degrees in graphic design.

**Assistant Photographer** – Assists the Senior Photographer with research, preparation, photography assignments, and day-of-shoot activities.

**Communications Director** – Specializes in developing communications materials to build brand and product awareness through targeted media campaigns. Experience with advertising planning and placement for all media, both offline and online. Position carries over 10 years' experience with communications, strategic development and management.

**Communications Specialist** – Monitors progress of already written and approved five-year strategic outreach plan and makes recommendations for adjustments as needed.

**Conference Planner** – Provides planning and implementation expertise for trade shows and events. Oversees the coordination of all aspects of the event including print materials, event scheduling, marketing/advertising, and pre-conference services.

**Contract Administrator** – Responsible for contract scope of work and budget compliance with client, government personnel and/or other contract administrators.

**Copywriter** – Provides effective text for promotional and campaign messages across all media. Works with project team members and client. Position carries minimum of 1 year agency and related experience.

**Creative Director** – Extensive experience in print and multimedia design, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages. Carries regular and advanced degrees in graphic design.

**Data Entry I** – Performs data entry via on-line data terminal, key-to-tape, key-to-disk, or similar device. Verifies data entered, where applicable. Supports Data Entry II in all database management functions.

**Data Entry II** – Provides highly technical expertise in the use of database management systems. Evaluates and recommends available database system products to support validated EERE requirements. Defines file organization, indexing methods, and security procedures for specific user applications.

**Database Coordinator** – Serves as lead database coordinator for projects. Interacts with client, data entry personnel, and project managers. Requires knowledge of standard and advanced database applications.

**Director of Interactive Services** – Directs interactive strategies. Solid base knowledge of interactive technology along with strong presentation and communication skills. BA/BS degree. Minimum 7 years agency experience; excellent written and oral communication skills.

**Engineer, Video/Digital** – Provides video engineering skills and expertise to the film production process. Carries experience and knowledge of advanced engineering methods.

**Event/Show Service Coordinator** – Provides planning and implementation expertise for trade shows and events. Oversees the coordination of show services to clients, all aspects including print and design materials, setup and delivery, day-of-show activities. Works with outside vendors, client, and project team.

**Executive Producer** – Extensive experience in integrating traditional video and emerging computer-based technologies. Specializes in broadcast production and multimedia development as well as interactive product development. Position carries minimum of 5 years experience in professional video, broadcast and multimedia production.

**Film Editor** – Responsible for the final film or video product. Works with project team members and client. Position carries extensive media experience and technical knowledge.

**Film Production Specialist** – Extensive and professional experience in the film industry covering all aspects of production. Expertise includes editing, technical background, and creative development. Works with the project and video team members to assure a quality finished product.

**Graphic Designer I** – Assists Graphic Designer II in design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports and other outreach materials. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces. Requires B.A./B.F.A. in Design

**Graphic Designer II** – Defines and determines style, technique and medium best suited to produce desired effects of client. Designs appropriate graphics to be used in material to promote technologies or programs. Serves as primary director of development of creative templates, printed materials, interactive materials such as DVDs, CD-ROMS, video and audio. Requires B.A./B.F.A. in Design.

**Graphic Designer III** - Creates and produces graphic designs for Web pages, multimedia, 3-D modeling, animation, database management, and other applications using the most advanced technology. Skilled expert in all software programs related to graphic design. Requires B.A./B.F.A. in Design and knowledge of advanced design software.

**Illustrator** – Creates, designs, and illustrates across all mediums, including original drawings. Works with clients and project team members. Position carries specialized and advanced drawing and media skills. Requires B.A. in Fine Arts or Design

**Internet/Web Services Director** – Assumes a leadership role in the development and implementation of complex Web applications. Manages all web developers to ensure successful agency-client relationships. Serves as liaison for the creative content team and the IT technical team. BA or MA degree. Minimum of 5 years experience. Knowledge of concepts, practices, and field procedures.

**Market Research Analyst** – Experience in the fields of marketing, research expertise, design and implementation of survey systems. Specializes in the structure of strategic planning processes and marketing plans. Integrates information about markets, customers and competitors into comprehensive plans that translate research data into specific actions.

**Marketing Assistant** – Assists the marketing manager and team members in support of day-to-day project activities. Minimum of one year agency experience.

**Marketing Manager** – Supervises day-to-day project marketing activities and team members. Responsible for keeping tasks on schedule and within budget. Organizes efforts with client, team members, and others. Minimum of 2 years marketing experience.

**Marketing Strategist** – Responsible for the strategic and creative direction of client project. Specializes in marketing strategy across all industry sectors. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of marketing programs.

**Media Planner, Media Buyer** – Experience in marketing communications, promotion, program participation, planning and placement of advertising for all media. Works directly with the client to build public education, awareness and image campaigns. Includes press relations, special events planning, writing and editorial experience and services

**Multimedia Designer** – Designs the creative content, technical specifications and site architecture of projects using new and traditional techniques and a wide variety of computer applications across all media. BA or Art School program certification. Minimum of 5 years experience or an equivalent of education and experience.

**Multimedia Specialist/Web Designer** – Develops and implements the interface, front pages, and tools to navigate a Web site. Manages project from beginning through launch. Provide ongoing update of Web site. BA degree. MAC/PC literacy. Minimum of 3 years designer experience, other multimedia and agency experience.

**Post-Production Specialist** – Specializes in post-production film/video editing to assure a quality final product. Works with the producer/director and team. Experience includes extensive experience in the film industry.

**Producer/Writer/Director** – Responsible for all aspects of video/film/media production. Also directs creative strategy, writes scripts, arranges talent, and oversees budget and quality details. Coordinates efforts with project members and client. Experience in fulfilling video/film requirements for marketing, advertising, public relations, corporate/government communications and training programs. Position carries minimum of 5 years professional production and multimedia experience.

**Programmer I** – Professional and extensive experience programming in all database environments, including system integration and low-level driver development. Works with project team to ensure successful implementation of complex Web applications.

**Programmer II** – Programming experience in all database applications.

**Programmer III** – Performs highly complex analysis, design, development, testing and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (e.g., computer) service lines of business. Requires an advanced technical degree (MSEE, MSCS) and a minimum of 8 years of experience.

**Programmer IV** – Professional and extensive experience programming in all database environments, including system integration and low-level driver development. Works with project team to ensure successful implementation of complex Web applications. Requires an advanced technical degree (MSEE, MSCS), a PhD is preferred. 13-15 years experience.

**Project Manager** – Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day-to-day activities of the project. Minimum 1 year agency experience.

**Public Relations Manager** – Manages all aspects of client account, including media relations, budget and creative production.

**Public Relations Specialist** – Responsible for the strategic direction and development of a comprehensive PR campaign. Works with client and project team members. Position carries at least 5 years of PR experience and skills.

**Research Specialist** – Experience in researching locations and details for photography sessions. Working knowledge of photographic technical and logistical requirements.

**Researcher** – Provides the production team members with information required for the project. Experience includes knowledge of film/video technical sources, library, Web and research tools, databases, etc.

**Scriptwriter** – Extensive and proven experience in creative writing for film and video productions. Works with the client and project team to achieve an effective message and copy.

**Senior Account Executive** – Responsible for the successful development, implementation, and day to day management of the marketing programs for up to 3 accounts. Liaison between client, management, and account staff. Develops strategic plans and manages other staff members. BA degree. Minimum of 4-6 years agency experience.

**Senior Marketing Consultant** – Specializes in developing strategic marketing campaigns. Extensive experience in the effective use of traditional and multimedia programs. Works with client to assess their marketing needs. Position carries over 15 years of professional marketing experience.

**Senior Photographer/Director of Photography** – Responsible for photography content and shoots. Works with client and project manager to coordinate efforts. Position carries minimum of 5 years professional and advanced photography background and skill level. Experience in fulfilling video/film and photography requirements for marketing, advertising, public relations, corporate/government communications and training programs.

**Senior Project Manager** – Responsible for project management and organization, team and client communication, and for the overall success of each account. Supervises the day-to-day activity and quality control of all facets of design and implementation. Position has a minimum of 5 years client account management experience

**Traffic Manager** – Manages daily activities including budgets, status reports, and creative and media processes. BA degree. Minimum of 2 years agency or relevant experience.

**Translation Services/Translator** – Responsible for translating written material to a different language. Carries extensive knowledge of and proficiency in languages

**Video/Film Director** – Responsible for the overall direction and creative development of video productions. Oversees technical and logistical operations. Works with project team, client and outside vendors. Position carries extensive experience in the film industry and technical skills.

**Videographer/Animator** – Creates and produces video and animation across all media using the most advanced technology. Works with client and project team members. Position carries specialized skills and knowledge of advanced technology and applications.

**Voiceover/Voice Talent** – Provides the narration for film and video productions. Carries professional experience and voice training.

**Warehouse Laborer** – Provides labor services for trade show/conference/exhibit set up, delivery, and maintenance.

**Web Designer** – Assists in the design, creation, and maintenance of internet or intranet products and activities. B.S./B.A. degree in Computer Science or Fine Arts. Minimum of 2 years experience of network analysis, network administration, or internet-related experience.

**Web Programmer/Developer** – Responsible for successful development, implementation, and day-to-day management of all the web services programs for accounts. Uses advanced technologies such as: Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular and reusable code. BA degree. Minimum of 3-5 years or an equivalent combination of education and experience.

**Webmaster** – Supports all activities related to electronic marketing services. Maintains programming and development for Web sites, applications and usability testing. Works with team leads and graphic designers to construct layout and Web solutions. Upgrades hardware and software, administering services, troubleshooting, maintains equipment and logs, and ongoing monitoring of Web site for performance. BS or BA degree. Minimum of 5-7 years experience or an equivalent of education and experience.

**Writer/Editor** – Provides all writing, editing, proofreading and creative conception as requested, for any of the following materials: reports, news releases, fact sheets, Web site text, and public speaking scripts. Requires B.A in Journalism, Communication, English or related field and 3-5 years of experience.

## About LeapFrog Solutions

Established in 1996, LeapFrog Solutions is a Certified, Woman-Owned small business, strategic marketing company whose core business is to **Make Your Message Matter**™ Our skilled, multidisciplinary team provides a full suite of marketing communications services to government and commercial clients. We work with you to translate your vision and objectives into effective applications.

### Our services:

- Strategic marketing communications
- Awareness, education and outreach programs
- Graphic design and marketing collateral
- Web site design, development, maintenance and hosting
- Copywriting and copy editing (print and Web/Internet)
- Public relations, media planning and placement
- Event planning, management and implementation
- Research, focus groups, and evaluation audit tools
- Internet and e-mail marketing
- Video production, editing and streaming

**Our process:**

- Our L.E.A.P. methodology – Learn, Execute, Analyze, Perfect – is a proven project process to take you from start to exceptional finish.

**Value added expertise:**

- Skilled, responsive project managers and award-winning designers who deliver the highest quality results from concept to completion
- Extensive government contract experience with both external and internal awareness programs
- Solutions that strive to exceed your needs and expectations

**LFS Awards**

- **2007 Davey Award** for design excellence for our client Eagle Ray, Inc
- **2007** Maryland's Top 100 Minority Business Enterprise Award
- **2007** Women Presidents' Educational Organization (WPEO) WBE Partnership Award celebrating the Woman Business Executive (WBE) that collaborated most with other WBENC-certified WBEs nationwide
- **2007** – Top US Agency Brands based on advertising revenue by *Advertising Age*
- **2006** – Top 25 Graphic Design Firms in the Washington DC metropolitan area, Washington Business Journal
- **2006 Davey Award** for design excellence, corporate collateral for our client AVIEL
- **2006 MarComm Creative Award** for corporate collateral and Web design for our client Energy Dynamics
- **2006 American Graphic Design Awards**, USDA Forest Service, Junior Forest Rangers collateral packet
- **2005 Davey Award** for our client Panacea, Inc.
- **2005 Davey Award** for our client Volunteer Fairfax, Inc.

**Certifications:**

- WBENC Certified (Women's Business Enterprise National Council)
- Maryland Dept. of Transportation, MBE
- Virginia Dept. of Minority Enterprise, SWaM

**Dun and Bradstreet Recommendation:** LeapFrog Solutions' Past Performance rating exceeds expectations for performance, personnel and quality. DUNS # 940011232