

**LeapFrog Solutions, Inc.**

**General Services Administration**

**Federal Supply Service  
Authorized Federal Supply Schedule Price List  
Effective July 1, 2013 – June 30, 2014**

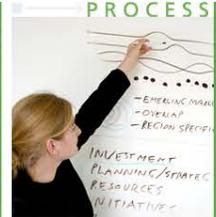
**AIMS Schedule 541  
Contract # GS-23F-0228M**

**Contract Period: July 1, 2012 – June 30, 2017**

RESPONSIVE



PROCESS



STRATEGIC

Make Your Message Matter®



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

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu-driven database system. The Internet address 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, 2012 – June 30, 2017

**LeapFrog Solutions, Inc.**

**Three Flint Hill**

**3201 Jermantown Road, Suite 350**

**Fairfax, VA 22030**

**Telephone: 703-273-7900**

**Fax: 703-273-7902**

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

**Contract Administrator**

Dianna Lopez

Telephone: 703-273-7900 x 100

Email: [Dlopez@leapfrogit.com](mailto:Dlopez@leapfrogit.com)

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

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

## ii. Customer Information

### 1a. Special Items Awarded:

- SIN 541-1 Advertising Services
- SIN 541-2 Public Relations Services
- SIN 541-3 Web Based Marketing
- SIN 541-4A Market Research and Analysis Services
- SIN 541-4B Video/Film Production
- SIN 541-4C Exhibit Design and Implementation Services
- SIN 541-4D Conference, Events and Tradeshow Planning Services
- SIN 541-4E Commercial Photography Services
- SIN 541-4F Commercial Art and Graphic Design Services
- SIN 541-5 Integrated Marketing Services
- SIN 541-1000 Other Direct Costs (ODCs)

### 1b. See Price List

### 1c. See Price List

2. **Maximum order:** \$1,000,000
3. **Minimum order:** \$100.00
4. **Geographic coverage (delivery area):** Domestic
5. **Point(s) of production:** Fairfax, Fairfax County, Virginia, USA 22030
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.

Three Flint Hill

3201 Jermantown Road, Suite 350

Fairfax, VA 22030

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.

Three Flint Hill

3201 Jermantown Road, Suite 350

Fairfax, VA 22030

**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 System for Award Management (SAM) database.**



**2013 GSA Price List**

**Contract # GS-23F-0228M, Unrestricted**

All Labor Categories and Hourly Rates (includes IFF)

- SIN 541-1 Advertising Services
- SIN 541-2 Public Relations Services
- SIN 541-3 Web Marketing Services
- SIN 541-4A Market Research and Analysis Services
- SIN 541-4B Video/Film Production
- SIN 541-4C Exhibit Design and Implementation Services
- SIN 541-4D Conference Events and Tradeshow Planning Services
- SIN 541-4E Commercial Photography Services
- SIN 541-4F Commercial Art and Graphic Design
- SIN 541-5 Integrated Marketing Services

SINs	Labor Category	GSA Rate - Effective 7/1/13-6/30/14
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Account Executive	\$128.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, , 541-5	Administrative Assistant I	\$57.38
541-1, 541-2, 541-3, 541-4F, 541-5	Administrative Assistant II	\$73.88
541-1, 541-2, 541-3, 541-4D, 541-4F, 541-5	Administrative Assistant III	\$94.20
541-1, 541-3, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Art Director	\$130.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Assistant Project Manager	\$92.36
541-1, 541-4A, , 541-4F, 541-5	Communications Director I	\$182.58
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Communications Director II	\$207.80
541-3, 541-4B	Communications Specialist	\$91.67
541-4D	Conference Planner I	\$130.42
541-4C, 541-4D, 541-5	Conference Planner II	\$145.00
541-2, 541-3, 541-4D	Contract Administrator I	\$82.40
541-4C, 541-4D, 541-5	Contract Administrator II	\$94.20

SIN	Labor Category	GSA Rate – 7/1/13- 6/30/14
541-1, 541-3, 541-4B, 541-4D, 541-4F, 541-5	Copywriter	\$130.42
541-2, 541-3, 541-4E, 541-4F	Creative Director	\$182.58
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-5	Creative Director II	\$203.19
541-3, 541-4D, 541-4F	Data Entry II	\$86.94
541-3, 541-4D, 541-4F	Data Entry I	\$75.35
541-1	Database Coordinator	\$130.42
541-3	Director of Interactive Services	\$172.01
541-4C, 541-4D	Event/Show Coordinator	\$82.40
541-4C, 541-4D, 541-5	Event/Show Coordinator II	\$94.20
541-4B, 541-4D, 541-4E	Executive Producer	\$145.00
541-4B	Film Editor	\$130.42
541-4B	Film Production Specialist	\$155.79
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer I	\$91.67
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F	Graphic Designer II	\$104.34
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer III	\$120.07
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer IV	\$128.24
541-3	Illustrator	\$128.39
541-3	Internet/Web Services Director	\$172.27
541-1, 541-4A, 541-5	Market Research Analyst	\$128.34
541-4A	Marketing Assistant	\$104.34
541-5	Marketing Manager	\$130.42
541-2, 541-3, 541-4A, 541-5	Marketing Strategist I	\$128.34
541-1, 541-2, 541-3, 541-4A, 541-5	Marketing Strategist II	\$173.63
541-4A, 541-5	Media Planner/Media Buyer	\$137.51
541-3	Multimedia Designer	\$156.51
541-3	Multimedia Specialist/Web Designer	\$156.51
541-4B	Post-Production Specialist	\$143.69
541-4B, 541-4F, 541-5	Producer-Writer-Director	\$156.51
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Program Manager	\$173.63
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F, 541-5	Programmer I	\$110.13
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer II	\$130.41
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer III	\$156.51

SIN	Labor Category	GSA Rate 7/1/13- 6/30/14
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F, 541-5	Programmer IV	\$182.58
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer V	\$207.80
541-1, 541-3	Project Manager	\$128.39
541-2	Public Relations Manager	\$156.51
541-2, 541-4A, 541-5	Public Relations Specialist	\$156.51
541-1, 541-2, 541-4D, 541-5	Public Relations Specialist II	\$184.72
541-4E	Research Specialist	\$64.34
541-4B	Researcher	\$84.05
541-4B	Scriptwriter	\$68.98
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Account Executive	\$155.79
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Art Director	\$145.00
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4D, 541-4F, 541-5	Senior Copywriter	\$145.00
541-1, 541-3, 541-4A, 541-4B, 541-4D, 541-4F, 541-5	Senior Marketing Consultant I	\$182.58
541-1, 541-2, 541-3, 541-4A, 541-4D, 541-5	Senior Marketing Consultant II	\$207.80
541-3, 541-4B, 541-4E	Senior Photographer	\$103.75
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Project Manager	\$156.51
541-4C	Support Technician	\$64.34
541-3, 541-4B	Technical Writer	\$82.40
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Technical Writer II	\$94.20
541-4C	Tradeshaw Coordinator	\$55.64
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Traffic Manager	\$104.34
541-4B	Translation Services/Translator	\$173.89
541-4B	Video/Film Director	\$130.42
541-4B, 541-4F	Videographer/Animator	\$156.51
541-4B	Voiceover/Voice Talent	\$110.13
541-3, 541-4D	Web Designer	\$130.42
541-3	Web Master	\$156.51
541, 541-3, 541-5	Web Programmer/Developer I	\$156.51
541, 541-3, 541-4D, 541-4F, 541-5	Web Programmer/Developer II	\$173.63
541, 541-3, 541-4D, 541-4F, 541-5	Web Programmer/Developer III	\$189.33
541, 541-3, 541-4D, 541-4F, 541-5	Web Programmer/Developer IV	\$203.19
541-3, 541-4D	Writer-Editor	\$92.74

**SIN 541-1000 Other Direct Costs (ODCs) GS-23F-0228M**

<b>Labor Category</b>	<b>GSA Rate 7/1/13-6/30/14</b>	<b>Unit</b>
Advertising/Promotional Specialties	\$45,228.00	Package
CD Duplication	\$828.75	Package
CD-ROM (multimedia development)	\$11,343.58	Month
Courier	\$92.53	Delivery
DVD (printing and duplication)	\$1,400.00	Package
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**

**July 1, 2013**

LeapFrog Solutions, Inc. recognizes varying levels of education and experience in their position descriptions. LeapFrog maintains that many times experience is as or more important than formal preparation. Therefore, it is policy to substitute two years of related experience for one year of higher education where appropriate and with the client’s approval.

<b>GSA Labor Category</b>	<b>Min. Experience</b>	<b>Functional Responsibility</b>	<b>Educational Requirement</b>
Senior Account Executive	5 years	Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting.	BS/BA in English, Communications, Marketing or related field.
Account Executive	2 years	Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting. Reports to senior staff.	BS/BA in English, Communications, Marketing or related field.
Senior Project Manager	5 years	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.	BS/BA in English, Communications, Marketing or related field.
Project Manager	2 years	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. Reports to senior staff.	BS/BA in English, Communications, Marketing or related field.
Assistant Project Manager	1 year	Supports client projects as tasked. May assist in the preparation of status reports. Participates in the day-to-day activities of the project as assigned by senior staff. Works under supervision.	AA or Technical Degree
Senior Marketing Consultant II	10 years	Provides expert support in developing and implementing strategic marketing efforts. Stays abreast of changes in the marketing environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops pricing policies and recommends appropriate sales channels. Specialized experience utilizing a variety of marketing concepts, practices, and procedures.	BS/BA in Communications, Marketing or related field.
Senior Marketing Consultant	5 years	Provides expert support in developing and implementing strategic marketing efforts. Stays abreast of changes in the marketing environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops pricing policies and recommends appropriate sales channels. Specialized experience utilizing a variety of marketing concepts, practices, and procedures.	BS/BA in Communications, Marketing or related field.
Senior Copy Writer	2 years	Provides effective text for promotional and campaign messages across all media. Works with project team members and client. Works independently and may supervise junior staff.	BS/BA in English, Journalism, Communications or Related Field

Copywriter	1 year	Provides effective text for promotional and campaign messages across all media. Works with project team members and client as assigned.	BS/BA in English, Journalism, Communications or Related Field
Senior Art Director	6 years	Specializes in development and concept of client's project. Works on large, complex project in support of program goals. Is highly skilled in and familiar with all multi-media applications and materials. Supervises project team.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Art Director	3 years	Specializes in development and concept of client's project. Is proficient in and familiar with all multi-media applications and materials. Provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Senior Photographer	10 years	Creates and prepares photographic images for a wide range of projects. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Views subject and setting and plans composition, camera position, and camera angle to produce desired effect. Expertise in both digital and print practices, and procedures. Works independently with wide latitude for creative input.	BA in Art, Graphic Design, Media Arts, or related field.
Administrative Assistant I	1 year	Provides administrative and clerical support for clients and staff as tasked. Duties may include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings.	HS Diploma
Administrative Assistant II	3 years	Provides administrative and clerical support for clients and staff. Duties may include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. Working knowledge of applicable software applications.	AA or Technical Degree
Administrative Assistant III	5 years	Provides administrative and clerical support for clients and staff. Also works with 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. May supervise junior staff.	AA or Technical Degree
Communications Director II	10 years	Specializes in developing communications materials to build brand and product awareness through targeted media campaigns. Engages in advertising planning and placement for all media, both offline and online. Works independently and may meet with clients.	BS/BA in English, Communications, Marketing or related field.
Communications Director	5 years	Assists in developing communications materials to build brand and product awareness through targeted media campaigns. Engages in advertising planning and placement for all media, both offline and online. Works under some supervision.	BS/BA in English, Communications, Marketing or related field.

Communications Specialist	2 years	Assists sr. staff in developing communications materials to build brand and product awareness through targeted media campaigns. Supports advertising planning and placement for all media, both offline and online as tasked. Works under supervision.	AA or Technical Degree
Conference Planner II	3 years	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. Works independently.	BS/BA in English, Communications, Marketing or related field.
Contract Administrator	2 years	Responsible for contract scope of work and budget compliance with client, government personnel, and/or other contractors. Works under supervision.	AA or Technical Degree
Contract Administrator II	5 years	Responsible for contract scope of work and budget compliance with client, government personnel, and/or other contractors.	BS/BA in English, Communications, Marketing or related field.
Creative Director	4 years	Implements print and multimedia design projects, as well as animation and illustration. May design marketing materials, direct mail campaigns, and Web pages. Works under some supervision.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Creative Director II	8 years	Plans complex print and multimedia design projects, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages. Works independently and may supervise junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Database Coordinator	2 years	Implements database management techniques and marketing communications processes. Experience developing sales lead management programs for organizations.	BS/BA in Communications, Marketing, or Information Technology
Event/Show Coordinator II	3 years	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.	AA or Technical Degree
Event/Show Coordinator	1 year	Supports senior staff in the coordination of show services including print and design materials, setup and delivery, day-of-show activities. May work with outside vendors, client, and individual projects as assigned.	AA or Technical Degree
Executive Producer	5 years	Extensive experience integrating traditional video and emerging computer-based technologies. Specializes in broadcast production and multimedia development as well as interactive product development. Proven skills in professional video, broadcast and multimedia production.	BS/BA in Communications, Directing, Film, or Related Media
Market Research Analyst	3 years	Provides 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.	BS/BA in Communications, Statistics, Marketing or related field.

Marketing Assistant	2 years	Provides assistance to the Account managers in dealing with all aspects of the field.	BS/BA in Communications, Statistics, Marketing or related field.
Marketing Manager	2 years	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.	BS/BA in Communications, marketing or related field.
Marketing Strategist	2 years	Provides support to 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.	BS/BA in Communications, Marketing or related field.
Marketing Strategist II	4 years	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.	BS/BA in Communications, Marketing or related field.
Media Planner/Media Buyer	3 years	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.	BS/BA in Communications, Marketing or related field.
Post-Production Specialist	2 years	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.	BS/BA in Fine Arts, Media and Design, Directing, Film, or related field.
Producer-Writer-Director	5 years	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.	BS/BA in Fine Arts, Directing, Film, or related field.
Program Manager	8 years	Leads management of large and complex programs sometimes incorporating multiple projects. Supports team in the development of mission objectives and performance evaluation. Meets with client to discuss performance, propose initiatives, and establish priorities.	BS/BA in English, Communications, Marketing or related field.
Film Editor	5 years	Works with project team members and client to edit media material. Utilizes proven and extensive media experience and technical knowledge. Responsible for the final film or video product.	BS/BA in Communications, Film, or Related Media
Film Production Specialist	5 years	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.	BS/BA in Communications, Directing, Film, or Related Media

Graphic Designer I	1 year	Provides support in the design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports and other outreach materials as assigned. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces	AA or Technical Degree
Graphic Designer II	3 years	Assists senior staff members 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. Works under some supervision.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Graphic Designer III	6 years	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. Works independently and provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Graphic Designer IV	8 years	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. Works independently and provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Illustrator	2 years	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.	BA/BS in Fine Arts, Design, Studio Arts, or related field
Data Entry II	3 years	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.	BS/BA in Communications, Marketing, or Information Technology
Data Entry I	2 years	Implements database management techniques and marketing communications processes. Experience developing sales lead management programs for organizations.	BS/BA in Communications, Marketing, or Information Technology
Director of Interactive Services	3 years	Directs interactive strategies. Develops budgets, analyzes client needs, and makes recommendations for project success. Works with client and project team to develop interactive strategy and implementation. Utilizes specialized knowledge of interactive and e-marketing technology along with strong presentation and communication skills.	BS/BA in Communications, Marketing, or Information Technology
Multimedia Designer	5 years	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.	BS/BA in Fine Arts, Media and Design, or related field.

Multimedia Specialist/Web Designer	3 years	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. Applies knowledge of current information technology in support of program goals.	BS/BA in Fine Arts, Media and Design, Information Technology, or related field.
Internet/Web Services Director	5 years	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 in support of project goals. Works independently and supervises junior staff. Utilizes high level knowledge of concepts, practices, and field procedures.	BS/BA in Information Technology or related technical field
Programmer V	15 years	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 to support program goals. Works independently and may supervise junior staff	MA/MS in Information Technology or related technical field
Programmer IV	13 years	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 to support program goals. Works independently and may supervise junior staff	MA/MS in Information Technology or related technical field
Programmer III	8 years	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 as assigned.	BS/BA in Information Technology or related technical field
Programmer II	3 years	Performs complex analysis, design, development, testing and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (computer) service lines of business under supervision of senior staff.	BS/BA in Information Technology or related technical field
Programmer I	1 year	Performs analysis, design, development, testing and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (computer) service lines of business under supervision of senior staff.	AA or Technical Certification
Public Relations Manager	5 years	Manages all aspects of client account, including media relations, budget and creative production.	BS/BA in Marketing, PR, Communications, or related field.
Public Relations Specialist	3 years	Responsible for assisting with the strategic direction and development of a comprehensive PR campaign. Works with clients and project team members and under supervision.	BS/BA in Marketing, PR, Communications, or related field.
Public Relations Specialist II	5 years	Responsible for the strategic direction and development of a comprehensive PR campaign. Works with client and project team members.	BS/BA in Marketing, PR, Communications, or related field.

Researcher	1 year	Supports the production team members by conducting research as assigned. Has knowledge of film/video technical sources, library, Web and research tools, databases, etc. Works independently.	AA or Technical Degree
Scriptwriter	1 year	Provides creative writing for film and video productions. Works with the client and project team to achieve an effective message and copy.	BS/BA in English, Journalism, Communications or Related Field
Support Technician	None	Provides labor services for trade show/conference/exhibit set up, delivery, and maintenance.	HS Diploma or Equivalent
Technical Writer	1 year	Applies technical writing skills to direct marketing for technical industry. Skilled in creating promotional materials for high-tech firms to introduce new services and products. Works under supervision on assigned tasks.	AA in English, Journalism, Communications or Related Field
Technical Writer II	3 years	Applies extensive technical writing skills to all aspects of direct marketing for technical industry. Skilled in creating promotional materials for high-tech firms to introduce new services and products. Works independently on assigned tasks.	BS/BA in English, Journalism, Communications or Related Field
Tradeshaw Coordinator	1 year	Coordinates trade show planning and services with client and outside vendors.	AA or Technical Degree
Traffic Manager	2 years	Manages daily activities including budgets, status reports, and creative and media processes.	BS/BA/AA Communications, Marketing, Business, or related field.
Translation Services/Translator	3 years	Responsible for translating written material to a different language. Carries extensive knowledge of and proficiency in languages.	BS/BA in Communications, Business, Languages or related field.
Video/Film Director	4 years	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.	BS/BA in Fine Arts, Communications, Film, or Related Media
Videographer/Animator	1 year	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 in support of project goals.	BS/BA in Fine Arts, Communications, or Related Media
Voiceover/Voice Talent	1 year	Provides the narration for film and video productions. Relies on professional experience and voice training.	BS/BA in Theater, Speech, Communications or Related Field
Web Programmer/Developer I	1 year	Provides specific development and implementation support to web services programs for accounts as assigned. Uses applicable technologies. Works under supervision.	AA or Technical Certification
Web Programmer/Developer II	2 years	Provides specific development and implementation support to web services programs for accounts as assigned. Uses applicable technologies. Works under supervision.	AA or Technical Certification
Web Programmer/Developer III	5 years	Supports successful development, implementation, and day-to-day management of all the web services programs for accounts as assigned. Uses advanced technologies including but not	BS/BA in Information Technology or related technical field

		limited to: Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code and other applicable technologies. Works independently and supervises junior staff.	
Web Programmer/ Developer IV	7 years	Responsible for successful development, implementation, and day-to-day management of all the web services programs for accounts. Uses advanced technologies including but not limited to: Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code and other applicable technologies. Works independently and supervises junior staff.	BS/BA in Information Technology or related technical field
Writer/ Editor	3 years	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.	BS/BA in English, Journalism, Communications or Related Field

## About LFS

LeapFrog Solutions (LFS) is a certified woman-owned small business located in Fairfax, Virginia. Since 1996 LFS has been providing strategic planning and communication solutions that *Make Your Message Matter*<sup>®</sup>. We are a trusted source for federal communications management and provide the full range of strategies and products that operate seamlessly across print, video, online, mobile and social media. Our skilled, multidisciplinary team brings in-depth experience to managing government contracts and reaching agency, intergovernmental and external audiences. Our professional and technical services are designed to enhance program performance and facilitate communication. Our ability to consistently meet and exceed client objectives is attested to by a 97% customer retention rate and an 'Exceptional' contractor GSA rating.

## Corporate Capabilities

- Program level strategic planning
- Program and project management
- Communications strategy and planning
- Awareness, education and outreach programs
- Recruitment and on-boarding campaigns
- Graphic design and production of collateral
- Website design, development and optimization
- Interactive, social media, Internet, intranet and e-mail marketing
- Mobile app design and development
- Writing and editing of materials across all media
- Regional, nationwide and international campaigns
- Public and stakeholder relations
- Trade show, conference promotion and event planning
- Qualitative research and analysis

## Our Process

- Our L.E.A.P. Methodology<sup>™</sup> – Learn, Execute, Analyze, Perfect – is a proven process to take you from start to exceptional finish

## Value Added Expertise

- Extensive government contract and task management experience with both external and internal awareness programs
- Robust in-house project management, creative, editorial and interactive capabilities augmented by specialized external resources as needed

## Recent Federal Customers

- Defense Business Transformation
- Department of Defense, Military Health System
- Department of Homeland Security
- Department of the Interior, Acquisition Services Directorate
- DISA – subcontractor
- FEMA/National Flood Insurance Program

- GSA Global Supply
- GSA – Office of Inspector General
- MEDCOM AHTA Provider Satisfaction
- National Institutes of Health-BPA
- Office of Personnel Management – VMBTOC
- U.S. Army eCYBERMISSION

## LFS Awards

- 2012 Top 100 MBE Award
- 2012 Communicator Award, Silver Award of Distinction, Inova, “Paper Cuts” Paperless initiative design
- 2011 Davey Award, Silver, for campaign design for Fairfax County Office of Emergency Management
- 2011 LFS ranked 5<sup>th</sup> in the Washington Business Journal’s list of Top Graphic Design Companies
- 2011 Finalist for two Fairfax County Chamber of Commerce Awards
- 2011 DiversityBusiness, one of the Top 100 Diversity Owned Businesses in Virginia
- 2010 American Graphic Design Award, logo design for our client Alakai
- 2010 Named one of the Fastest-Growing Private Companies in America by Inc 500|5000
- 2010 Named one of the Top Businesses in America / Top Entrepreneurs by DiversityBusiness.com
- 2010 Named one of the Top 25 Graphic Design Companies by Washington Business Journal

## State and National Certifications

- WBENC Certified - Women’s Business Enterprise National Council
- Virginia Department of Minority Enterprise, DBE, and SWaM Certification No. DBE 008880
- Maryland Department of Transportation DBE/MBE Certified, Certification No. 13-163
- MWAA, Metropolitan Washington Airports Authority LDBE Certification No. LD2003-0431-2015