

advertising and integrated marketing solutions

A stylized graphic of the American flag, featuring the stars and stripes in a wavy, flowing pattern. The colors are primarily red, white, and blue, with a slight gradient and shadow effect.

six degrees

designation: small business

GSA schedule 541 contractor

GS-07F-0236U GS-07F-0237U

Dear Buyers:

You have come to the right place for your advertising, marketing, and research needs! While we are designated a small business, some very large agencies (Dept. of Transportation and the Air Force) have retained Six Degrees for website design, collateral materials, graphic design, market research, and more.

We understand what is required to work with Federal agencies. Moreover, we understand that each agency has unique services, diverse customers, and business issues that need to be addressed. Our goal is to act as an extension of your office so that we meet your needs and, at the same time, become a valued partner.

Six Degrees works with clients to generate awareness and engage their target markets. With over 20 years of collective advertising, marketing and research experience, we are well “seasoned” and up for any challenge you may bring our way.

The attached information will provide additional insights into who we are, the services we provide, and why you’ll want to consider Six Degrees for your advertising, marketing and research needs.

Don’t hesitate to call or email me directly should you have questions. We look forward to serving you.

Regards,

Elaine Leonetti
480-627-9889
eleonetti@six-degrees.com



summary of services

Six Degrees is a sensory branding agency that provides advertising, marketing, and research services to clients. We recognize that today, consumers are more skeptical of advertising and marketing messages than ever before. We assist clients break through the clutter first by understanding the marketplace and then by developing and implementing effective advertising and communication strategies so they will be heard. Under the GSA Advertising and Integrated Marketing Services Schedule, we provide the following services as a small, yet experienced, business.

advertising

Fresh inventive thinking is what captures and engages customers – especially now that consumers and professionals are bombarded with thousands of messages a day. We develop creative executions that will resonate with the target audiences – while leveraging the appropriate media – and remaining true to the brand. Additionally, we recognize that creativity needs to be tempered with practical considerations.

You won't see a long list of creative awards because we don't seek awards for our work. Rather, our team focuses on whether the advertising was impactful and met our client's goals. We believe in measuring the results of advertising campaigns – then making the necessary adjustments to the message and/or the media to ensure its success.

market research & analysis

We use a range of techniques in both qualitative and quantitative studies. But, what sets us apart is our understanding of branding and our ability to interpret findings within the context of the changing consumer marketplace. We understand you need deeper insights, faster results and more economical research than ever before. Many of our clients have engaged us for that very reason. Here are just a few examples of the type of research and the issues we've addressed:

- understanding consumer perceptions, awareness, and usage of select products/services
- identifying what positioning strategies to pursue that are differentiated, relevant, and will engage the target audience
- testing creative concepts, messaging and identity elements to understand how best to communicate to the target audiences

Recognizing every research project is unique, we tailor the research, combining new techniques with traditionally structured methodologies to provide strategic, actionable recommendations that will help move our client's projects forward.

marketing communications: exhibit design, art and graphic design

From direct mail, outdoor marketing, broadcast media, PSAs, web-based marketing, exhibit designs and trade show materials, our team has the experience and creative talent to assist clients plan, develop and deliver their message into the market place. We ensure the marketing communications we create are actionable, have a measureable impact on our client's goals, and are true to the brand.

web-based marketing services

We recognize that the web is a valuable resource tool that spans generations as well as geography. We develop web-based marketing communications that will resonate with the target audiences. From initial design, to redesigning an existing site, to search engine optimization – our team develops and executes web-based marketing strategies. Additionally, we recognize that creativity needs to be tempered with practical considerations based on the audiences being served. We work closely with the client team to ensure we understand their needs prior to launching any e-marketing initiatives.

commercial art and graphic design

From direct mail, outdoor marketing, web-based marketing, exhibit designs and trade show materials, our design team has the experience and creative talent to assist clients develop and deliver their message to the market place. Our team has over 15+ years of experience in commercial art and graphic design working across many different industries. We design marketing communications to be actionable and have a measureable impact on our client's goals.

why six degrees?

Clients have told us that we are accessible, flexible and responsive. They retain us because of our commitment to provide effective solutions to their needs. This was reinforced recently with the overall Open Rating Past Performance Review score of 93 (based on a scale of 0 to 100). Clients rated Six Degrees on many factors, including responsiveness, customer service, quality, price, etc. We are proud of the fact that over 70% of our clients have retained us for additional work beyond the original assignment.

Our industry experience extends beyond the government sector to automotive, consumer packaged goods, hospitality, pharmaceuticals, medical devices, and others. As such, we are able to provide clients key learnings from other industries that may influence their strategic plans – whether advertising, marketing or research related.

Additionally, we have government experience having worked with the Air Force and the Department of Transportation (FMCSA). We welcome subcontracting and teaming arrangements as we recognize these types of relationships may provide the best approach for the agency to meet their goals.

price list for contract GS-07F-0236U

Contract Period March 10, 2008 through March 9, 2013
Contractor Six Degrees LLC
8040 E. Gelding Drive | Scottsdale, AZ 85260
Tel: (480) 627-9850 | Fax: (480) 627-9851
Website: www.six-degrees.com
Contract Administration Source Elaine Leonetti | eleonetti@six-degrees.com
Business Designation Small Business

Schedule Title: Advertising and Integrated Marketing Schedule (AIMS)
FSC Group, Part, and Section N/A
Standard Industrial Group N/A
FSC Class(es)/Product code(s) and/or Service Codes R
Solicitation Number: 7FCB-H2-070541-B
Solicitation Name: FAS / SOUTHWEST SUPP CTR

customer information

1a. Special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

- 541-1** Advertising Services: Our team assists clients promote public awareness of their mission, initiatives and services. Through well designed campaigns, we assist clients disseminate information to consumer and advocacy groups. We have extensive experience designing and developing communication materials (e.g., print ads, brochures, web banners/ads, billboards, etc.) as well as providing media related services.
- 541-4** Market Research and Analysis: We provide custom qualitative and quantitative research to better understand marketing initiatives, target markets, positioning strategies, purchasing & usage behaviors, barriers to acceptance/purchase, awareness, messaging, and competitive audits, etc. We have expertise in leveraging focus groups, one-on-one interviews, internet studies, and phone interviews. We provide unique methodologies such as visual projection and novel mapping to uncover otherwise unobtainable findings. We approach research from a branding perspective, providing clients recommendations regarding what strategies to pursue.
- 541-4C** Exhibit Design and Implementation Services: We provide conceptualizing and design services, and production of exhibits and related materials. We work within the brand guidelines to ensure trade show materials are on-brand with all other marketing communications.

Corresponding NAICS Codes: 541810, 541850, and 541910

price list for contract GS-07F-0236U

SINS:	Labor/Task Category	Labor Rates Inclusive of IFF
541-1, 541-4C	Account Director	\$ 161.26
541-1, 541-4C	Account Executive	\$ 146.60
541-1, 541-4C	Account Coordinator	\$ 73.30
541-1, 541-4C	Project Director	\$ 127.05
541-1, 541-4C	Creative Director	\$ 161.26
541-1, 541-4C	Assoc. Creative Director	\$ 151.49
541-1, 541-4C	Sr. Copywriter	\$ 122.17
541-1, 541-4C	Copywriter	\$ 97.73
541-1, 541-4C	Sr. Designer	\$ 122.17
541-1, 541-4C	Designer	\$ 97.73
541-1, 541-4C	Sr. Graphic Artist	\$ 80.14
541-1, 541-4C	Producer	\$ 92.85
541-1, 541-4C	Production Manager	\$ 161.26
541-1, 541-4C	Production Artist	\$ 73.30
541-1, 541-4C	Traffic Coordinator	\$ 73.30
541-1, 541-4C	Proof Reader	\$ 68.41
541-1, 541-4C	Administration	\$ 48.87
541-1, 541-4C	Sr. Web Developer	\$ 97.73
541-1, 541-4C	Web Developer	\$ 83.07
541-1, 541-4C	Web Designer	\$ 73.30
541-4A	Dir. Research & Strategy	\$ 161.26
541-4A	Sr. Strategist	\$ 151.49
541-4A	Strategist	\$ 141.71
541-4A	Research Manager	\$ 136.83
541-4A	Sr. Research Analyst	\$ 83.07
541-4A	Research Analyst	\$ 73.30
541-4A	Research Coordinator	\$ 68.41
541-4A	Sr. Moderator	\$ 180.81
541-4A	Moderator	\$ 151.49
541-4A	Sr. Programmer (Internet Studies)	\$ 146.60
541-4A	Programmer (Internet Studies)	\$ 102.62

price list for contract GS-07F-0236U

541-1000	Other Direct Cost Items/Support Labor	Rates Inclusive of IFF
541-1000	Research Facility per day	\$ 1662.38
541-1000	Research Project License Fee	\$ 302.25
541-1000	Facility Parking per person	\$ 18.14
541-1000	VCR Rental per day	\$ 151.13
541-1000	DVD Taping – Stationary per day	\$ 503.75
541-1000	Focus Vision per day	\$ 1,662.47
541-1000	Video Streaming per session	\$ 302.25
541-1000	Qual Research Recruiting – per Consumer	\$ 125.94
541-1000	Qual Research Recruiting – per Professional	\$ 146.09
541-1000	Qual Honorarium per Consumer attendee	\$ 50.38
541-1000	Qual Honorarium per Professional Attendee	\$ 403.02
541-1000	Quant On-line Research Recruiting 250 Consumers – per consumer - 15 min., 50% incidence	\$ 14.58
541-1000	Quant On-line Research Recruiting 260 Physicians – per physician - 15 min., 50% incidence	\$ 173.94
541-1000	Quant Honorarium per Consumer Attendee	\$ 5.04
541-1000	Quant Honorarium per Professional Attendee	\$ 403.00
541-1000	Quant Programming Change Fee	\$ 38.28
541-1000	Panel Usage Fee	\$ 27.80
541-1000	Hosting Fee	\$ 1.51
541-1000	Data Export	\$ 38.29
541-1000	CD duplication/per	\$ 20.15
541-1000	DVD duplication/per	\$ 60.45
541-1000	Reproduction: Color Copy	\$ 0.77
541-1000	Reproduction: B&W Copy	\$ 0.16
541-1000	Postage	\$ USPS
541-1000	Teleconference per minute	\$ 0.26
541-1000	Telephone- Long Distance	No Charge
541-1000	Shipping- Std Overnight Envelope	\$ 15.11
541-1000	Shipping - 1 lb. Box Std Overnight	\$ 39.30
541-1000	Shipping - 5 lb. Box Std. Overnight	\$ 57.06
541-1000	Client Food - Breakfast	\$ 15.11
541-1000	Client Food - Dinner	\$ 25.19
541-1000	Audio Taping	\$ 25.19
541-1000	Color Separation 8.5" x 11"	\$ 181.36
541-1000	Color Proof 8.5" x 11"	\$ 90.68
541-1000	Royalty Free Stock Photo	\$ 50.38
541-1000	Rights Managed Stock Photo	\$ 5,037.78

price list for contract GS-07F-0237U

Contract Period	March 10, 2008 through March 9, 2013
Contractor	Six Degrees LLC 8040 E. Gelding Drive Scottsdale, AZ 85260 Tel: (480) 627-9850 Fax: (480) 627-9851 Website: www.six-degrees.com
Contract Administration Source	Elaine Leonetti eleonetti@six-degrees.com
Business Designation	Small Business
<hr/>	
Schedule Title:	Advertising and Integrated Marketing Schedule (AIMS)
FSC Group, Part, and Section	N/A
Standard Industrial Group	N/A
FSC Class(es)/Product code(s) and/or Service Codes	R
Solicitation Number:	7FCB-H2-070541-B
Solicitation Name:	FAS / SOUTHWEST SUPP CTR

customer information

- 1a.** Special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).
- 541-3** Web Based Marketing Services: Our creative team develops strategies for our clients to provide maximum use of their internet sites. The web team develops, programs and implements website design, e-mail marketing and other activities involving electronic communications.
 - 541-4F** Commercial Art and Graphic Design Services: Our graphic artist create custom graphic designs, special effects, logos, and other creative elements for use in advertising and promotion materials that will impact consumer awareness and perceptions for client's brands.

Corresponding NAICS Codes: 541511 and 541430

price list for contract GS-07F-0237U

SINS: 541-3, 541-4F Labor/Task Category		Labor Rates Inclusive of IFF
541-3, 541-4F	Account Director	\$ 161.26
541-3, 541-4F	Account Executive	\$ 146.60
541-3, 541-4F	Account Coordinator	\$ 73.30
541-3, 541-4F	Project Director	\$ 127.05
541-3, 541-4F	Creative Director	\$ 161.26
541-3, 541-4F	Assoc. Creative Director	\$ 151.49
541-3, 541-4F	Sr. Copywriter	\$ 122.17
541-3, 541-4F	Copywriter	\$ 97.73
541-3, 541-4F	Sr. Designer	\$ 122.17
541-3, 541-4F	Designer	\$ 97.73
541-3, 541-4F	Sr. Graphic Artist	\$ 80.14
541-3, 541-4F	Producer	\$ 92.85
541-3, 541-4F	Production Manager	\$ 161.26
541-3, 541-4F	Production Artist	\$ 73.30
541-3, 541-4F	Traffic Coordinator	\$ 73.30
541-3, 541-4F	Proof Reader	\$ 68.41
541-3, 541-4F	Administration	\$ 48.87
541-3, 541-4F	Sr. Web Developer	\$ 97.73
541-3, 541-4F	Web Developer	\$ 83.07
541-3, 541-4F	Web Designer	\$ 73.30

ODC / SINS	ODC Item/Support Labor	Rates Inclusive of IFF
541-3, 541-4F	CD duplication	\$ 20.15
541-3, 541-4F	DVD duplication	\$ 60.45
541-3, 541-4F	Reproduction: Color Copies	\$ 0.77
541-3, 541-4F	Reproduction: B&W Copies	\$ 0.16
541-3, 541-4F	Postage	& USPS
541-3, 541-4F	Teleconference per minute	\$ 0.26
541-3, 541-4F	Telephone- Long Distance	No Charge
541-3, 541-4F	Shipping- Stnd Overnight Envelope	\$ 15.11
541-3, 541-4F	Shipping - 1 lb. Box Stnd Overnight	\$ 39.30
541-3, 541-4F	Shipping - 5 lb. Box Stnd. Overnight	\$ 57.06
541-3, 541-4F	Audio Taping	\$ 25.19
541-3, 541-4F	Color Separation 8.5" x 11"	\$ 181.36
541-3, 541-4F	Color Proofs 8.5" x 11"	\$ 90.68
541-3, 541-4F	Royalty Free Stock Photo	\$ 50.38
541-3, 541-4F	Rights Managed Stock Photo	\$ 5,037.78
541-3	E-blast hosting	\$ 201.51
541-3	Website Hosting – long term	\$ 403.02
541-3	Website Hosting – short term study	\$ 1.51
541-3	Keyword Purchases	\$ 1.01

- 1b.** Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. N/A
- 1c.** If proposing hourly rates, describe all corresponding job titles, experience, responsibility and education for those employees or subcontractors who will perform services. SEE BELOW
 - 2.** Maximum order. \$1,000,000.00
 - 3.** Minimum order. \$25,000.00
 - 4.** Geographic coverage. US
 - 5.** Point(s) of production (city, county, and State or foreign country). N/A
 - 6.** Discount from list prices or statement of net price. 2% Net 10 days
 - 7.** Quantity discounts. Yes
 - 8.** Prompt payment terms. Yes
- 9a.** Government purchase cards are accepted. N/A
- 9b.** Government purchase cards accepted / not accepted above the micro-purchase threshold. N/A
- 10.** Foreign items. N/A
- 11a.** Time of delivery. As negotiated by contractor
- 11b.** Expedited Delivery. As negotiated by contractor
- 11c.** Overnight and 2 day delivery. As negotiated by contractor
- 11d.** Urgent Requirements. As negotiated by contractor
 - 12.** F.O.B. point(s). Destination
- 13a.** Ordering address. Six Degrees 8040 E. Gelding Drive, Scottsdale, AZ 85260
- 13b.** Ordering procedures: As in Federal Acquisition Regulation (FAR) 8.405-3.
- 14.** Payment address. Six Degrees 8040 E. Gelding Drive, Scottsdale, AZ 85260
- 15.** Warranty provision. N/A
- 16.** Export packing charges. N/A
- 17.** Terms and conditions of Government purchase card acceptance. N/A
- 18.** Terms and conditions of rental, maintenance, and repair. N/A
- 19.** Terms and conditions of installation. N/A
- 20.** Terms and conditions of repair parts. N/A
- 20a.** Terms and conditions for any other services. N/A
- 21.** List of service and distribution points. N/A
- 22.** List of participating dealers. N/A
- 23.** Preventive maintenance. N/A
- 24a.** Special attributes such as environmental attributes. N/A
- 24b.** Section 508 compliance. N/A
- 25.** Data Universal Number System (DUNS) number. YES 03-064-2651
- 26.** Central Contractor Registration (CCR) database. YES
- 27.** Uncompensated Overtime. YES, uncompensated for salaried employees. (Hourly employees are compensated for overtime hours.)

six degrees | [contact information](#)

Elaine Leonetti
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480.627-9889 (direct)
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