



Government Capabilities Statement

Contact:
Steven Edelman
212-624-9181 (office)
516-639-0769 (mobile)
sedelman@c360m.com

Address:
Connect360 Multimedia
170 Old Country Road
Suite 301
Mineola, NY 11501

Website:
www.c360m.com

Connect360 Multimedia is a leading producer and distributor of custom Public Service Announcement (PSA) campaigns for the broadcast, print and out-of-home media, as well as digital and social media platforms. We work with government agencies, some of Charity Navigator's highest ranked nonprofits, well-known associations and Fortune 500 supported foundations. As a full-service production and strategic media placement company (earned and paid) Connect 360 provides award-winning campaign results that have a significant awareness impact.

Connect360's dynamic team has a deep expertise in developing, distributing, and measuring public service campaigns to effectively reach national audiences or target demographics and/or geographies (cities, states, regions). According to Nielsen Media, in 2016 Connect 360's distributed PSAs made up 14% of the 50 best performing PSAs in America. In that same year, our client campaigns garnered 1.9 million airings, over 14.6 billion impressions and \$531 million of donated (earned) media. This provided our clients with an excess of \$100 of donated media for every dollar spent PSA campaign distribution.

Connect360 has worked exclusively with the government as a subcontractor, but is now extending the same level of expertise and resources directly to agencies of the federal government.

Services

- TV and radio PSA production and distribution (English, Spanish and other ethnicities)
- Out-of-home PSAs (e.g. billboards, malls, transit)
- Digital and social media PSA placements including Pandora, Hulu, iHeart radio, video pre-roll, mobile marketing, Facebook & Twitter campaigns
- Search intent, behavioral targeting & site retargeting
- Search Engine Marketing
- Satellite (SMT) and Radio Media Tours (RMT)

Differentiators

- Custom-built integrated broadcast-internet marketing campaigns combining traditional broadcast and online tactics
- Fixed project pricing guarantees resulting in no surprises or project cost overages
- Earned media reporting in full-compliance with Generally Accepted Accounting Principles (GAAP), with the campaign valuation process done under the direction of a CPA
- Senior management with over 30 years experience; seasoned project managers with extensive media and campaign expertise
- In-house multicultural expertise
- PSA marketers with proven track record

Client Sample

Connect360 manages national campaigns as a direct vendor for nonprofit organizations and a subcontractor for prime federal contractors.

- Military
 - ▶ U.S. Air Force (subcontractor)
 - ▶ Federal Voting Assistance Program (FVAP) (subcontractor)
- Veterans
 - ▶ United Service Organization (USO) (direct)
 - ▶ Veterans of Foreign Wars (VFW) (direct)
 - ▶ Paralyzed Veterans of America (direct)
- Health
 - ▶ Department of Health & Human Services (subcontractor)
 - ▶ Centers for Disease Control and Prevention (CDC) (subcontractor)
 - ▶ Susan G. Komen (direct)
 - ▶ Lupus Foundation of America (direct)

Company Designations

- NAICS 541810 (Advertising Services)
541820 (Public Relations Services)
- Small business certified
- GSA application pending (expected Spring 2017)
- CAGE: 72ZW1
- DUNS: 079174463
- Connect360 Multimedia is a DBA of Act 2 Communications, Inc.