

CAPABILITIES



Splash Box® Marketing, LLC
splashbox.com

Corporate Office:
615-537-1318
114 Canfield Place, Ste B9,
Hendersonville, TN 37075

DUNS #: 073656344
CAGE CODE: 7JPL3
FEDERAL TAX ID #: 82-3887248

POC: Jenny Woldt, President

NAICS codes:

- 518210 Data Processing, Hosting and Related Services
- 541430 Graphic Design Services
- 541511 Custom Computer Programming Services
- 541519 Other Computer related Services
- 541611 Administrative and General Management Consulting Services



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QUALIFICATIONS



Splash Box® Marketing LLC is a woman owned, small business, full service advertising agency and 508 compliance company with two locations; corporate office is in Hendersonville, Tennessee, with an additional location in Henderson, Nevada. - Learn more at splashbox.com

Services include:

Graphic design for print and web	Directory programming
508 document remediation	Video production
Photography	

We work with your team from concept and development to production and distribution of your printed material. Our goal is to help you reach your target market in a cost effective and dynamic way.

We have over 25 years of experience in graphic design, advertising and photography and 7 years of 508 Remediation experience. We specialize in meeting tight deadlines and providing quality work at competitive prices. Our team has won numerous national and international design awards.

PARTIAL CLIENT LIST:

AECOM	EMPSI
Alignment Healthcare	Goodlettsville Chamber of Commerce
Anthem	Government Purchasing Office
Aspire Health	National Parks Service
Bayless Healthcare	ONECare / Care1st Arizona
Blue Shield of California	OPKO
Bureau of Land Management	Portland Chamber of Commerce
CareMore Health	Promise Health Plan
City of Gallatin	Roman Pharmacy
City of Goodlettsville	Tennessee Grasslands
Department of the Interior	Traffik
Direct Media	Word Wizard

OUR MANAGEMENT TEAM

BUSINESS MANAGEMENT



Jenny Woldt, President



Juliana Hale
Business Development



Jessica Porreca, Pharm D
Contract Specialist



Macey Woldt, Esq
Inside Council / Business Planning

INFORMATION TECHNOLOGY



Craig Woldt, Vice President



Colby Mills
Sr. 508 Compliance Specialist



Kyle Doeden
508 Compliance Specialist
InDesign Programmer



Kenneth Thomas
Sr. Manager, 508 Compliance



Kenneth Thomas
508 Compliance Specialist

CREATIVE



Erica Bell, Creative Director



Karolina Kay
Sr. Graphic Designer



Nathan Baird
Traffic Manager

OVERVIEW VIDEO - ONLINE

<https://www.splashbox.com/introduction>

MARKETING SERVICES

Since 2006 Fortune 500 companies to small businesses, authors and artists, have been choosing Splash Box Marketing to work alongside them to reach their marketing goals. Our clients know that when they partner with Splash Box Marketing they benefit from years of knowledge, quick turn around times, competitive pricing, high end designs and confidentiality. From web to print, social media to outdoor, we have your communication needs covered.

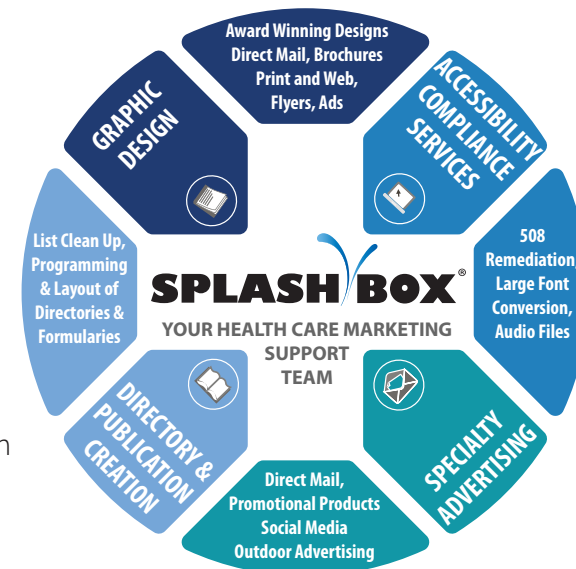
General Market Services:

- **Marketing design support**
 - Direct mail, sales materials, ads, brochures, outdoor media, vehicle wraps, promotional products, social media
- **Project management**
- * **Accessibility Compliance**
 - 508 Remediation of PDF, word, excel and powerpoint online documents and website review
- **Copy writing**
- **Print coordination**
- **Translation procurement**
- **Video and photography services**

Health Care Specific Marketing:

Development of Annual Election Period documents.

- **Pre-Kits:** development of complete books per branding standards and versioning.
- **Directories and books:** includes cleaning excel data, completing list standardization and creating layout and versioning of provider directories and formularies
- **EOCs/ANOCs:** Cover creation and layout of final information
- **Summary of Benefits:** Layout and versioning of benefits
- **Plan Charts:** Layout and versioning of benefits



ONLINE COMPLIANCE SERVICES

We offer a full range of accessibility services for the hard of sight community. We are dedicated to making information obtainable to everyone across both print and web platforms. We also have a creative design team that is able to assist in the meeting of your branding and marketing goals. We believe that it's not just the law, it's the right thing to do.

508 Remediation

- 508 Remediation is performed to all levels of accessibility including WCAG 2.2.
- We provide high quality remediation, meeting all the standards and requirements as set forth by HHS and CMS. We use the software recommended by HHS for remediation, Global Access PDF by CommonLook.
- Remediation is offered for PDF, Word, Excel and Power Point documents.
- Remediation is available in any language at no additional cost, including Spanish, Chinese, Vietnamese, Tagalog, Korean, Armenian, Persian/Farsi, Russian, Polish, Japanese, Navajo, Punjabi, Cambodian/Khmer, Hmong, Hindi, Thai, French, German, Italian, Portuguese, French Creole, Arabic.
- No additional charge more for difficult documents.
- On-going compliance monitoring and accessibility testing.
- To learn more about 508 Remediation and what it means to the hard of sight community, take a moment to watch our short video demonstration: <https://youtu.be/3Hzccar-Tb8>
- We have been providing 508 Remediation services since 2011.
- 508 Remediation is a core business of Splash Box Marketing. All services are completed in-house, no part of the work is subcontracted.
- All documents are checked for accessibility with the use of JAWS and Adobe Acrobat Reader. With each document we provide an accessibility report, so you have the confidence that your documents meet current accessibility standards.

SERVICES *(cont)*

Large Font Documents

- We will take your word or design files and turn them into large font documents for your hard of sight customers.
- We also offer printing output and can have them delivered straight to the end user.

Audio Files

- Using either a natural or automated voice, we turn your documents into audio files for use by the hard of sight.

ESTIMATE OF FEES / TAT GRAPHIC DESIGN

- Normal hourly design rate for Splash Box Marketing: \$65 per hour
- Graphic design services, photography services and meetings are all billed at the standard hourly rate.
- Projects can be estimated for budgeting purposes prior to start of design work, but all projects are billed actual time once it is completed.
- During December - July most projects are turned around within 24 hours. If we are unable to meet that due to the size of the project or workload we will let you know. During August - November turn around times may be longer due to workload.

Sample Estimate of Costs/Turn Around for Common Projects

<u>TYPE OF PROJECT</u>	<u>AVG PRICE</u>	<u>TAT FOR 1ST COMP</u>
Business cards	\$150	2 business days
Logo Design	\$600	4 business days
Bi-Fold 8-1/2 x 11 Brochure	\$500	3 business days
Tri-Fold Brochure:	\$500	3 business days
Four Page Brochure	\$750	4 business days
Custom Flyer (8-1/2 x 11)	\$250	2 business day
Direct Mail Postcard (6 x 9)	\$500	2 business day
Print Ad (up to 8-1/2 x 11)	\$250	2 business day
5-10 Minute On-Site Video	\$3500-\$5000	2 weeks
Stock Photos - per image	\$50	

These prices assume receiving all photos, fonts, eps logos files and copy from the client.

ESTIMATE OF FEES / TAT 508 REMEDIATION



PER PAGE RATE FOR REMEDIATION: \$5.00 pp

This price does not change, regardless of language or difficulty or level of remediation requested.

Fillable form creation is billed at our design rate of \$65 per hour.

If pages have been flattened and require OCR transcription, there is an additional \$6 per page rate for this service.

We work with our clients to establish a list of current, online documents that require remediation. We will create a priority list of document remediation order, starting with documents with most frequency of use, as determined by the client.

Standard TAT for Simple and Complex documents

Simple (1- 150 pages): 1 Business Day

Simple (150 - 500 pages): 1 - 3 Business Days

Simple (>500 pages): 2 to 5 Business Days

Complex (1-150 pages): 1 Business Day

Documents that are Fillable/Interactive Forms or contain multiple figures / tables per page

Complex (150 - 500 pages): 1-3 Business Days

Documents that are Fillable/Interactive Forms or contain multiple figures / tables per page

Complex (> 500 pages): 2 to 5 Business Days

Documents that are Fillable/Interactive Forms or contain multiple figures / tables per page

The above TATs are one off turn around times. For multiple documents we will work with you to establish a schedule for completion that meets your needs.

Pricing Assumptions:

- ***No set up cost***
- ***No minimum fees***
- ***Payment Net 30***
- ***No start up fees, no minimum fees and no monthly recurring fees.***

ESTIMATE OF FEES / TAT 508 REMEDIATION



DOCUMENT TYPE	DESCRIPTION	STANDARD	PRICE PER PAGE
SIMPLE	PDF Documents with text and images	WCAG 2.2	\$5.00 per page
SIMPLE	PDF Documents with text and images (Asian languages/ Cyrillic/ Non-Latin left-to-right)	WCAG 2.2	\$5.00 per page
SIMPLE	PDF Documents with text and images (Right to left languages)	WCAG 2.2	\$5.00 per page
COMPLEX Documents that are fillable/Interactive Forms or contain multiple figures / tables per page	PDF Documents with fillable forms	WCAG 2.2	\$5.00 per page If the fillable forms had not been set up previously, or correctly a design charge of \$40 per hour would apply.
COMPLEX Documents that are fillable/Interactive Forms or contain multiple figures / tables per page	PDF Documents with fillable forms (Asian languages/ Cyrillic/ Non-Latin left-to-right)	WCAG 2.2	\$5.00 per page If the fillable forms had not been set up previously, or correctly a design charge of \$40 per hour would apply.
COMPLEX Documents that are fillable/Interactive Forms or contain multiple figures / tables per page	PDF Documents with fillable forms (Right to left languages)	WCAG 2.2	\$5.00 per page If the fillable forms had not been set up previously, or correctly a design charge of \$40 per hour would apply.

GRAPHIC DESIGN PORTFOLIO SAMPLES

Branding Campaigns



Magazines / Books



PORTFOLIO SAMPLES

Sales Sheets & Direct Mail

2019 Drug Plan Highlights

- Free Rx and pharmacy network, as well as 24-hour support
- \$8.00c Preferred in our pharmacy network
- Tier 1 Savings: 75% off retail cost available on the lowest cost

Extra Savings with Tier 1

- Extra savings on quality products at \$4 for cheap brand generics, \$4.00 for brand generics, \$4.00 for brand generics
- \$5 Copay on \$1,000 drugs with \$5.00c maximum out-of-pocket during Rx year

HOW TO GET THE MOST FROM YOUR ALIGNMENT PRESCRIPTION DRUG PLAN

THANK YOU for being a valued Alignment member!

As a member, you'll enjoy the benefits of our large pharmacy network and reduced prescription drug coverage. We're committed to helping you get the most from your plan. Here are some ways to get the most from your plan:

- Lowering Your Drug Costs:**
 - Use a Preferred Pharmacy to take advantage of the lowest copays. For more information, refer to the "Preferred Pharmacy" section to the right.
 - For help finding the lowest cost drugs, call us at 844-227-7968 (TTY 711) and ask to speak to a pharmacist.
 - See if you qualify for extra help with a low-income subsidy for your drug copays by calling the Social Security Department at 800-772-2213 (TTY 711).
- Streamlining Your Care, Refills:**
 - Use a Preferred Pharmacy to take advantage of the lowest copays. For more information, refer to the "Preferred Pharmacy" section to the right.
 - See if you qualify for extra help with a low-income subsidy for your drug copays by calling the Social Security Department at 800-772-2213 (TTY 711).
- Mail Order Makes Delivery Easy:**
 - Mail Order is 100% optional - you can always get your extended-day supply prescription filled from any network retail pharmacy.
 - Be sure to order your refills at least three weeks before your prescription runs out to avoid interruption.
 - Can't wait for your prescription delivery? Visit your local pharmacy for a temporary refill.

Thank you for rating us as "The Best Prescription Drug Plan Possible" in the 2017 member survey.

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ALIGNMENT

Our Promise to You.
Quality Care. Anywhere. Anytime.

ALIGNMENT

It's your health. It's your future. It's your family. We're committed to helping you get the most from your plan. Here are some ways to get the most from your plan:

It's your health. It's your future. It's your family.

Call us today at 844-227-7968 (TTY 711) and ask to speak to a pharmacist.

Visit alignmenthealth.com for more information.

Alignment Health Plan is a member of the Blue Shield of California family of companies.

OUR promise TO OUR MEMBERS

- WE PROMISE** to make health and hassle-free as possible. We'll help you get the most from your plan - from making appointments to getting authorizations for medical services to providing real-time services.
- WE PROMISE** their phone calls answered by a live person in a timely manner.
- WE PROMISE** to address your questions as quickly as possible. Whether it's a question or needing to see a doctor, we'll help you get the most from your plan. We'll provide you with current medical information to help you make informed decisions.
- WE PROMISE** to take care of you. We'll keep an eye on your health and alert you to any potential health issues. We'll also help you get the most from your plan by providing you with information on available services and programs.

OUR promise TO OUR MEMBERS

Alignment Healthcare

Your Wedding Fairytale starts here

The Club at Fairvue Plantation A Place Where Weddings & Family Meet

We'll help make your wedding dreams come true.

- Lakeside Views and Outdoor Venues
- Custom Culinary Experience
- 25 Minutes North of Nashville
- Historic Cottages On-site

Private Event Coordinator:
D. 415.375.4307
The Club at Fairvue Plantation
981 Plantation Blvd.
Gallatin, TN 37066

www.fairvue.com

YOU'RE INVITED TO hopDine DISCOVER HENDERSONVILLE

THURSDAY / APRIL 24th / 5PM-10 PM

Come enjoy food tastings & exclusive late-night shopping at Hendersonville Boutiques with **Special Offerings!**

Bella Gioia	100 Wallace Ferry Rd. Ste. 1	704-244-2444
Beau Design Foods	2801 W. Main St.	408-244-2444
Brown's Pub	2775 Hendersonville Rd.	408-244-2444
Chowder Convent Brewery	1000 Hendersonville Rd. Ste. 100	408-244-2444
One Union Xpress Bar & Grill	111 Hendersonville Rd.	408-244-2444
The Rustic Barn	200 E. Main St. Ste. 100	408-244-2444
Thank & Again Home Marketplaces	112 Hendersonville Rd. Ste. 2	408-244-2444

Find us available at the Hendersonville Courthouse & Courthouse Square, and at participating retailers. Call for more information: 813-414-8848

Get your shopping bag marked from the stores you visit for a chance to win grand prizes!

Each shopping bag marked from the stores you visit for a chance to win grand prizes!

Please leave your shopping bag marked from the stores you visit for a chance to win grand prizes!

blue shield of california

1st ANNUAL HEALTHY KIDS DAY HEALTH FAIR

Sat. April 28th, 2018
12:00-3:00 pm

Ministerio Latino Americano
6838 Somerset Blvd., Fremont, CA 94723

FREE FOOD & FUN ACTIVITIES!

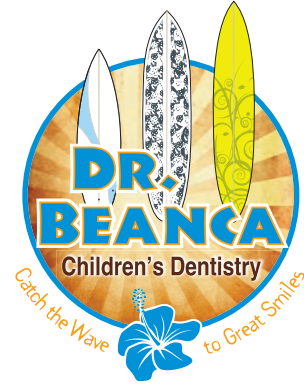
Thank you to our Sponsors:

- MLA (Ministerio Latino Americano)
- wic (Women, Infants, and Children)
- BHC (Benevolence Health Centers)
- Free Blood Pressure Screenings
- Free BMI Screenings
- Free Glucose Screenings

Blue Shield of California and CareFirst are independent members of the Blue Shield Association.

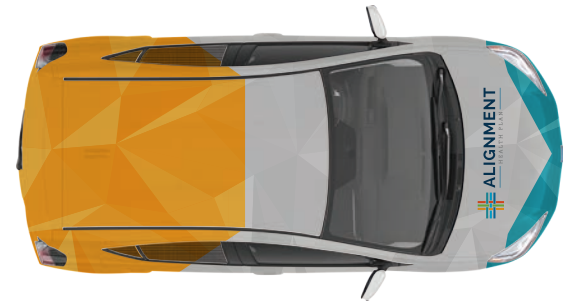
PORTFOLIO SAMPLES

Logos



PORTFOLIO SAMPLES

VEHICLE WRAPS



PORTFOLIO SAMPLES

CONFERENCE GRAPHICS



PROMOTIONAL ITEMS

Pens, pill boxes, lip balm, cloth bags, t-shirts, mugs, plastic bags, polo shirts, member ID card holders, flyer holders/stands, business card holders, 2018 calendars



Pens



ID Card Holders



Lip Balm



Mugs



Plastic Bags



Cloth Bags

PROMOTIONAL ITEMS



T-Shirts



Business Card Holders



Polo Shirts



The logo for Splash Box Marketing, LLC features the words "SPLASH BOX" in a bold, white, sans-serif font. A stylized white splash graphic is positioned between "SPLASH" and "BOX". Below "SPLASH BOX" is the word "MARKETING, LLC" in a smaller, white, sans-serif font. A registered trademark symbol (®) is located to the upper right of "BOX".

SPLASH BOX[®]
MARKETING, LLC

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jwoldt@splashbox.com

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SPLASHBOX.COM