

FEDERAL IDENTIFIERS

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CODES

NAICS	PSC
511110	7630
511120	B599
512110	R410
541430	R422
541490	R426
541611	R499
541613	R699
541810	R701
541820	R706
541922	R707
541990	R708
561320	R799
561410	T099

PRIMARY CONTACT

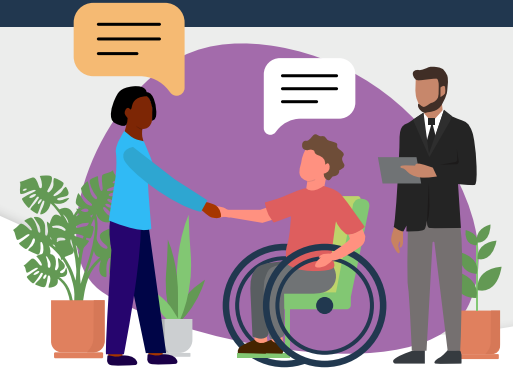
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What is a Triple Bottom Line?



The phrase “bottom line” signifies financial profit and loss within revenue and expense statements. However, the phrase “Triple Bottom Line” (TBL) is a means for measuring corporate America beyond financial performance—shifting an organizations’ focus toward equally supporting social and environmental impacts in addition to economic impacts.

From its inception, Circuit Media has embraced Triple Bottom Line as our core business framework, perpetually seeking and adopting best practices in economic, social, and environmental sustainability for our firm.

A healthy environment benefits everyone, and we have a long-term commitment to environmental stewardship. Our processes are all inherently data driven. Beyond just implementing TBL as an accounting and reporting tool, a focus that often allows profit to still remain central to an organization, we are fully committed to an equal focus on the sustainability of our people, planet, and profit.



PEOPLE

Circuit Media deeply values the sustainability of its people. From the competitive wages we offer upon hire to the ongoing professional development we support through funding continuing education, establishing mentorships, and providing intermittent 360 reviews, we work hard to create a long-lasting relationship with each team member. With these deep-rooted values, each Circuit Media employee has embraced equity in action, creating a sustainable experience across all work practices.

Circuit Media is profoundly committed to the environment. We have been designated as a Certified Green Business by the City and County of Denver, have established a sustainability division within the company called Circuit Media Green, and have implemented recycling and conservation best practices. We have launched sustainability campaigns and programs that aim to give back to marginalized groups in the community.



PLANET



PROFIT

Circuit Media certainly does not discount the importance of profit contributing to our overall organizational sustainability. We are constantly assessing our financial statements and key performance indicators in order to ensure conscientious spending, consistent pay grades across the company, diligent payment of taxes, and fair rates offered across all of our services. We manage our finances responsibly in order to weather any financial strains, such as economic downturns and government shutdowns, that come our way so that our employees never need to worry about supporting their families and themselves.

PURPOSE - THE BONUS TBL PRINCIPLE

Traditionally, Triple Bottom Line emphasizes people, planet, and profit. We believe that an effective TBL comes with defining work with purpose, which is why Circuit Media has adjusted our TBL to include a new standard - an ingrained sense of purpose.

Along with sustainability being a core value, we also dedicate ourselves to providing reliable service, encouraging an environment of curiosity, and creating innovative solutions with the flexibility to best adapt to stakeholder needs. As an organization, we recognize the importance of working with purpose and how that contributes to our overall organizational sustainability. Purpose is derived not with intent but with impact. We seek employees, clientele, and sources for goods and services that share our values. We aim to support our surrounding communities where our staff lives and works.

WHAT DOES CHOOSING A CONTRACTOR WITH A TBL PHILOSOPHY MEAN FOR YOU?



A TBL contractor cares for their employees, and encourages healthy working environments. This leads to productivity increases and faster product turnaround.



A TBL contractor reduces waste and revitalizes the planet. Providing excellent work means doing our part in conserving a world where work can be delivered.



A TBL contractor responsibly handles funds and minimizes loss. Appropriate money management creates happy clients, and leaves room to provide charitable causes with pro bono services.



A TBL contractor ensures that work is centered around sustainability. This applies whether it be the sustainability of people, environments, or finances.



A TBL contractor transforms sustainable ideologies into action. Trusted contractors practice what they preach, and show true commitment.

SCHEDULE A CAPABILITIES BRIEFING TO LEARN MORE

Circuit Media is committed to sustainable solutions. When business is responsibly conducted, the earth is happy, and so are our clients. Along with our TBL philosophy, our team has implemented many sustainability campaigns and programs. We work to provide excellent communications products you can feel good about.

To learn more about our sustainable practices, please schedule a capabilities briefing.

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