
Catalog **2008**



*Agency.*Unbundled. **MARKETM**



MARKET M

We believe there is a better way to do marketing. By focusing specifically on small to mid-sized business and non-profits, offering unmatched integration, unbelievable costs, and client centric flexibility, we feel we have created one of the most comprehensive and affordable marketing solutions for smaller organizations around.

[CLICK HERE TO LEARN MORE](#)

GET OUR
FREE CATALOG



[DOWNLOAD NOW](#)

[DOWNLOAD NOW](#)

**SMALL BUSINESSES
& NONPROFITS**

[LEARN MORE](#)

**MID-SIZED BUSINESSES
& NONPROFITS**

[LEARN MORE](#)

**LARGE BUSINESSES & NONPROFITS
\$50 MILLION +**

[LEARN MORE](#)

NEWS

01.05.2008 - **Market M Helps** 5th Generation, Family-Owned Chicago Business Revitalize Its Brand... [More](#)

01.04.2008 - **Market M Founder & CEO** Elected To PRSA Chicago Board... [More](#)

11.08.2007 - **Market M Designs** MHAIV's Web Site to Promote Mental Health Issues... [More](#)

JOIN OUR MAILING LIST

Stay up-to-date on the latest news from Market M.

[JOIN NOW](#)

WELCOME TO MARKETM.COM

Market M is an integrated marketing firm focused on providing comprehensive project and campaign-based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes.

Through our award-winning business model, Market M is able to serve as an affordable one-stop-shop for any marketing need. Branding, collateral, advertising, Web development, interactive, public relations, sales/development, events and research are all standard services in our portfolio where clients can order one-off a-la-cart projects or package multiple projects to run a campaign. And, unlike other small business marketing providers, you are not forced to pick from a database of pre-configured templates that are customized with your brand. We make everything from scratch, so each marketing piece is original and customized to your individual specifications.

Market M was created with one specific goal in mind: to deliver the highest quality, fully integrated marketing solutions available to small to mid-sized businesses and non-profits at prices that they can afford. We are dedicated to helping our clients achieve their business goals so explore our Web site to find the solution that is just right for your needs.

MARKET M

- [About Us](#)
- [Solutions](#)
- [Our Work](#)
- [Affiliate Program](#)
- [Training](#)
- [News](#)
- [Jobs](#)
- [Contact](#)

SOLUTIONS

- [Small Businesses & Nonprofits](#)
- [Mid-Sized Businesses & Nonprofits](#)
- [Large Businesses & Nonprofits](#)

SERVICES

- [Brand](#)
- [Collateral](#)
- [Advertising](#)
- [Websites](#)
- [Interactive](#)
- [Public Relations](#)

- [Sales/Development](#)
- [Events](#)
- [Interactive](#)
- [Research](#)
- [Client Services](#)

Table of Contents

<u>Table of Contents</u>	2	<u>Reading the Price Guide</u>	24
<u>About Market M</u>	3	Brand Pricing	25
Client Categories	4	Collateral Pricing	26
Service Options	4	Advertising Pricing	28
		Web site Pricing	33
		Interactive Pricing	35
<u>Our Approach</u>	5	Public Relations Pricing	36
Individual Projects & Strategic Projects	5	Sales/Development Pricing	37
Market M E-Commerce Solution	5	Events/Promotions Pricing	38
Marketing Campaigns	6	Research Pricing	39
		Copy Pricing	40
<u>Our Value</u>	7		
<u>Our Experience</u>	8		
<u>Services</u>			
Brand	9		
Collateral	11		
Advertising	13		
Web sites	15		
Interactive	17		
Public Relations	19		
Sales/Development	21		
Events/Promotions	22		
Research	23		

Multi-Page Base Site: HTML



Tri-fold

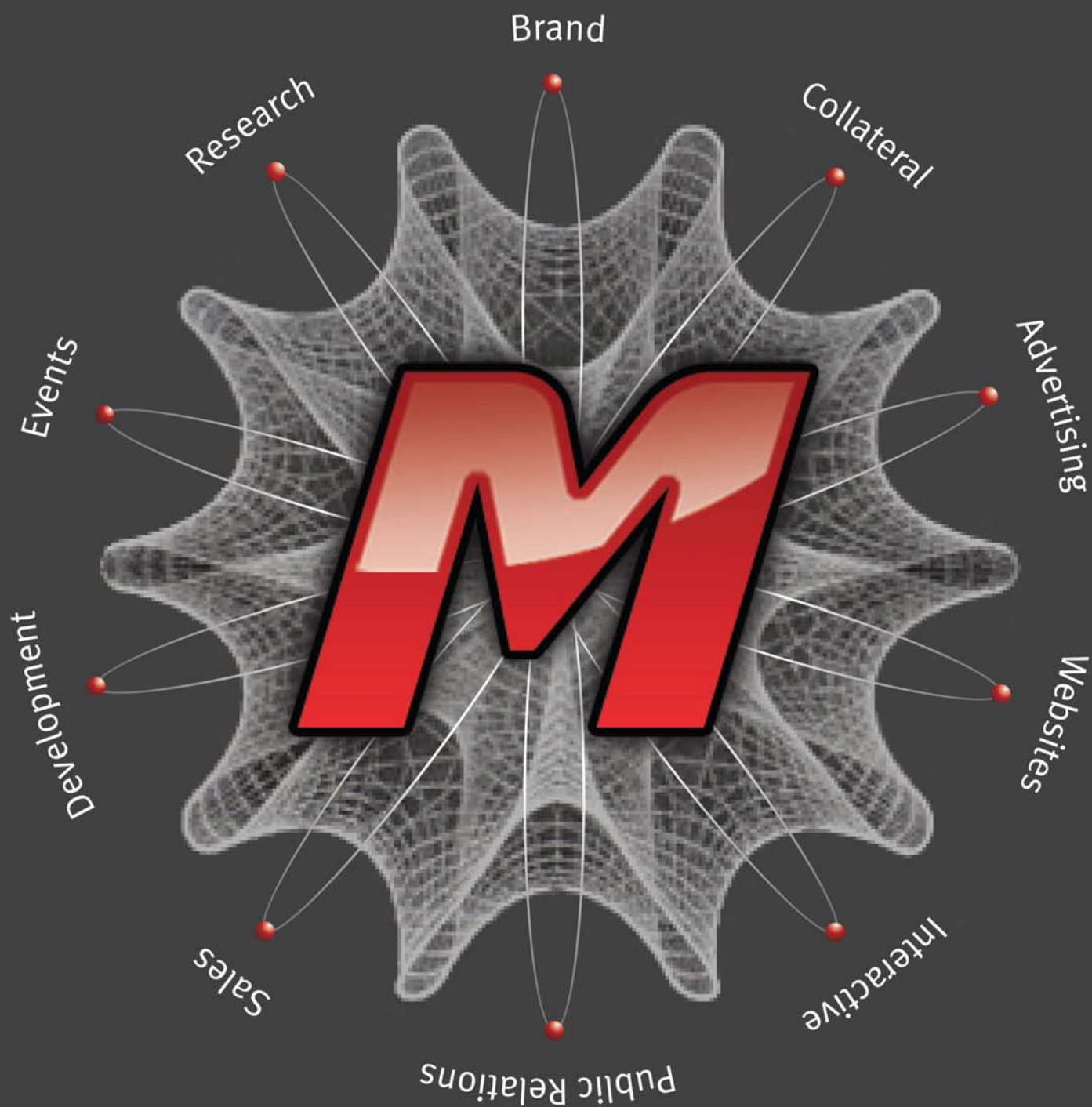
Tri-fold

Muti-page Brochure

Sell Sheet

Multi-page Brochure

Die cut Tri-fold



About Market M

HIGH QUALITY, INTEGRATED AND AFFORDABLE MARKETING SERVICES TO MATCH YOUR NEEDS

Market M is an integrated marketing firm providing comprehensive project and campaign-based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes.

Through our award-winning business model, Market M is able to serve as an affordable one-stop-shop for any marketing need. Branding, collateral, advertising, Web development, interactive, public relations, sales/development, events and research are all standard services in our portfolio where clients can order one-off a-la-cart projects or package multiple projects to run a campaign. And, unlike other small business marketing providers, you are not forced to pick from a database of pre-configured templates that are customized with your brand. We make everything from scratch, so each marketing piece is original and customized to your individual specifications.

Market M was created with one specific goal in mind: to deliver the highest quality, fully integrated marketing solutions available to small to mid-sized businesses and non-profits at prices that they can afford. We are dedicated to helping our clients achieve their business goals so explore our Web site to find the solution that is just right for your needs.

CLIENT CATEGORIES

Small Businesses & Non-profits (\$0 – \$5 Million in Annual Revenue)



If you are just starting a new business or non-profit or have been growing steadily and need comprehensive marketing solutions without the hassle of long-term contracts and expensive retainers, Market M allows clients in this category to order any service we offer as a one-off, a-la-carte project. Just browse our free catalog or contact one of our qualified consultants and we'll help you identify which marketing service is best for your company.

Mid-sized Businesses & Non-profits (\$5 – \$50 Million in Annual Revenue)



For organizations that are growing rapidly or need more advanced strategic campaign planning and management, Market M has the skills and experience to help you tackle the most difficult marketing and communications problems at rates you can afford. Our innovative business model allows us to manage integrated, multi-month or multi-year campaigns for a fraction of the cost of hiring a large agency. This also makes Market M the ideal solution for organizations with locations in multiple cities/states or small publicly traded companies needing big agency expertise and resources without the big agency price tag.

Large Businesses, Government Agencies & Non-profits (\$50 Million + in Annual Revenue)



For large businesses, government agencies, and non-profits; dealing with traditional marketing providers can be an expensive and cumbersome headache. Each year, large organizations spend millions of dollars with overpriced agencies to develop basic marketing material, such as brochures, annual reports, flyers, catalogs, posters, menus, signage and promotional Web sites. But because of our award-winning business model, we can make our standard prices for marketing material available to organizations of any size, which means that large businesses, government agencies and non-profits can take advantage of the same cost savings as the small business clients that our pricing was created for.

SERVICE OPTIONS

In order to better meet the needs of our clients, Market M has three different ways for you to order and manage your marketing projects.

INDIVIDUAL PROJECTS	STRATEGIC PROJECTS	MARKETING CAMPAIGNS
LEARN MORE	LEARN MORE	LEARN MORE

Select your own projects from our catalog and give us a call to get it started. It's really that simple.

Need help figuring out where to start? We'll help you plan and select your next set of marketing projects.

If you need long-term support, a marketing campaign may be right for you. We can plan and manage the right program for you.

Our Approach

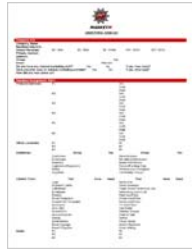
Individual Projects & Strategic Projects

Any project in our print catalog can be ordered one project at a time or multiple projects can be packaged and managed over a certain period of time.



1. Search Catalog

Start the process by reviewing our print catalog, which is available online at www.marketm.com, to get a sense of what you need.



2. Call Consultant

Call us at 1-866-571-9594 to speak with a marketing consultant or to connect with your account manager. In an online or in person meeting, they will help you choose the best project to achieve your goals.



3. Place Order

Once specific projects have been selected, we create a scope of service agreement outlining cost & project deliverables for you to sign. A deposit equaling 50% of the project total is due to start work, or you can pay for the entire project at once and receive a 5% discount.



4. Fill Out Creative Brief

After placing your order, your account manager will help you fill out a creative brief and manage the development process. They will also create a new account for you in our online project management system where you can communicate with our team and review work.



5. Edit & Approve Work

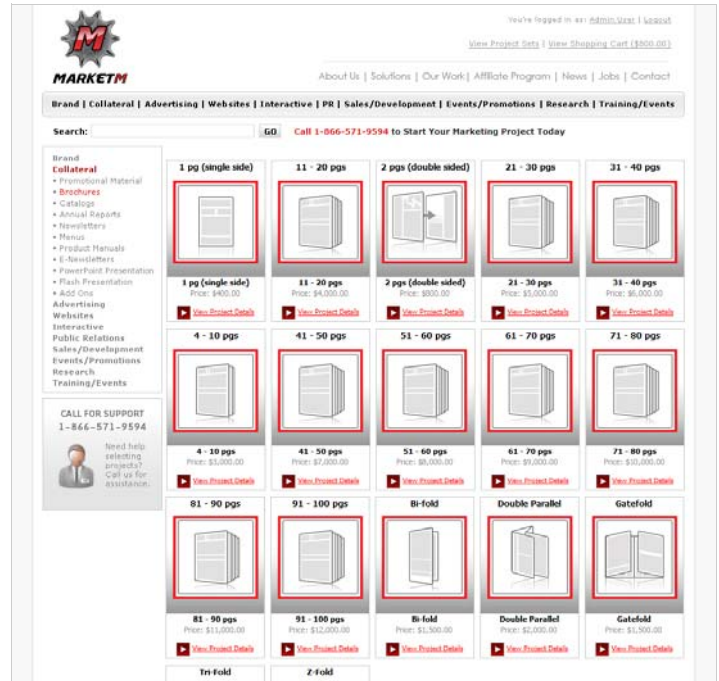
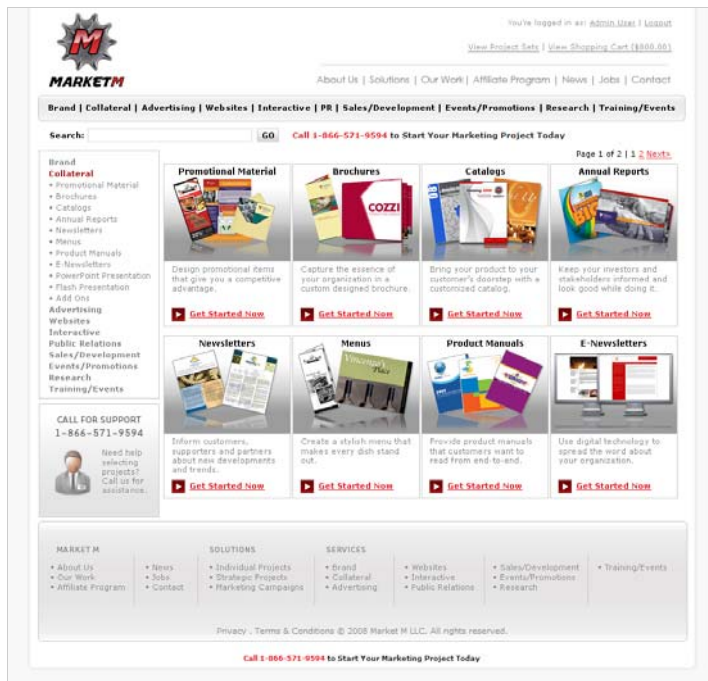
The account team will begin developing project drafts which will be submitted to you for approval in a series of revision rounds on our online project management system. Once the project has met your specifications, a final draft will be created with all applicable balance payments due upon approval.

Introducing the new www.marketm.com e-commerce solution, launching in Q4 2008!

Market M is pleased to announce that in Q4 2008, we will be launching a new e-commerce platform that will allow our clients to shop for, purchase and manage the development of all their marketing projects online. Here's how it works.

1.) Select a Category: Choose from one of our 10 different service categories to find the type of marketing project you are interested in.

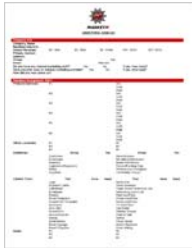
2.) Select a Project: Choose an individual marketing project based on the size and scope of your needs.



Our Approach

Marketing Campaigns

If your organization needs more strategic help, Market M can help you plan and package multiple projects in order to execute a category specific or fully integrated campaign to help you achieve your goals. Here's how the process works:



1. Consultation

Each campaign starts with an individual planning session where a Market M consultant will analyze your company and gather information needed to develop the best marketing plan.



2. Research & Planning

Based on the initial consultation, the Market M team will research and develop a category specific or fully integrated series of marketing recommendations to support the business goals identified during the consultation.



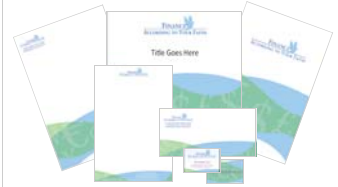
3. Plan Presentation

Each Market M marketing plan will provide up to four different combinations of recommended marketing tactics for consideration. Once the plan is complete, the lead Market M consultant will present the plan and its options for review.



4. Plan Refinement

After you have been able to review the plan, a follow-up meeting is held to discuss which of the tactical recommendations meet your desires and budget.



5. Campaign Launch

Once the final combination of tactics is agreed upon, contracts are signed and work begins.

3.) Select Project Quantities: Review project details and deliverables, and select the quantity of projects you would like to order.

4.) Build Project Sets: Add projects you are interested into project sets to compare costs and process your order.

The screenshot shows the Market M website interface. At the top, there's a navigation bar with links like 'About Us', 'Solutions', 'Our Work', 'Affiliate Program', 'News', 'Jobs', and 'Contact'. Below this is a search bar and a 'GO' button. The main content area is divided into two columns. The left column lists various project categories: Brand, Collateral, Advertising, Websites, Interactive, PR, Sales/Development, Events/Promotions, Research, and Training/Events. The right column displays the details for a 'Tri-Fold' project. It includes a product image, a description, and a table with columns for 'Qty', 'Design (Standard)', 'Full Payment', 'Price', and 'Add to Cart'. The 'Add to Cart' button is highlighted in red. Below the table, there's a 'Description' section and a 'Deliverables' section. At the bottom, there's a 'CALL FOR SUPPORT' section with a phone number and a 'Need help selecting projects? Call us for assistance.' message.

The screenshot shows the Market M website interface, specifically the 'Build Project Sets' section. It features a navigation bar similar to the previous screenshot. Below the navigation bar, there's a search bar and a 'GO' button. The main content area is divided into two columns. The left column lists various project categories: Brand, Collateral, Advertising, Websites, Interactive, PR, Sales/Development, Events/Promotions, Research, and Training/Events. The right column displays the details for four project sets, labeled 'Project Set #1' through 'Project Set #4'. Each set includes a 'User Define Name', a 'Project Name', a 'Variant', and a table with columns for 'Qty', 'Cost', 'Shipping', 'Calculated at Checkout', and 'Tax: Calculated at Checkout'. The 'Add to Cart' button is highlighted in red for each set. Below the project sets, there's a 'CALL FOR SUPPORT' section with a phone number and a 'Need help selecting projects? Call us for assistance.' message.

Our Value

Provide strategy and planning to guide project selection.

Offer enterprise quality services so smaller organizations get the same quality as big companies.

Prices are published in our catalog for full transparency.

Offer a-la-carte pricing so you have maximum control over your budget.

Unbundled services so you can pick and choose only what you need.

Offer every type of marketing service to act as a single source provider.

No pressure for big retainers or long-term commitments.

Flexible payment system for better cash management.

Handle individual projects or long-term campaigns.

Specialists in small business, mid-sized business, nonprofit marketing.

All projects are completed with scalability and growth in mind.

Online convenience to order and manage projects anywhere you are.¹

Our Experience

INDUSTRY EXPERIENCE

Market M and our staff have handled communications programs and initiatives on behalf of clients across a wide spectrum of industry sectors, including:

- Aerospace
- Agriculture & Forestry
- Automotive
- Associations & Societies
- Banking, Finance & Insurance
- Charity/Not-for-profit
- Chemicals & Plastics
- Consumer Goods & Services
- Economic Trade Development
- Education
- Energy, Power & Utilities
- Fashion & Luxury Products
- Food & Beverage
- Government & Public Sector
- Healthcare & Pharmaceuticals
- Manufacturing
- Media & Entertainment
- Publishing
- Professional Services
- Consulting
- Retail
- Sports
- Technology
- Transport & Shipping

CLIENT EXPERIENCE

The consultants at Market M have created and managed award winning communications campaigns for some of the largest companies in the world. Now we are applying the experience and skills cultivated through this work to help small and mid-sized organizations drive and maintain growth.





Brand

BUILD A POWERFUL BRAND

A good brand should serve as an extension and explanation of what an organization is, what they do, what they stand for, and how they represent themselves through a combination of organizational messages and activities.

Because of this, our teams has structured our services to be more than just an inexpensive design firm to help you develop a good looking logo. We specialize in helping our clients develop powerful brand systems that can be consistently implemented across all communications channels to become the cornerstone of your organization's reputation and promote customer loyalty.



Brand Identity Package

Create a unique and fully customized brand identity suite for your organization. Each package comes with the following elements:

- Logo
- Business Cards
- Letterhead
- #10 Mailing Envelope
- 10 x 13 Envelope
- Folder
- PowerPoint Template





Logos

Let Market M design your logo or refresh an existing one to give your brand new life.



Folder

Need to store letters or handouts for a meeting? Get a custom branded folder made just for the job.

Business Cards

Turn your new logo into a breathtaking new business card.

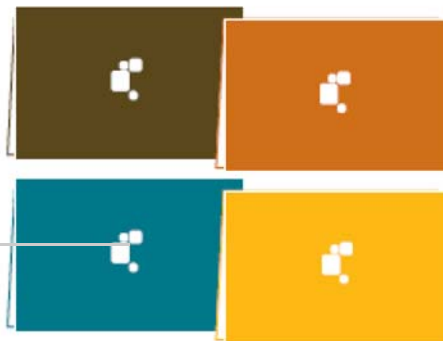
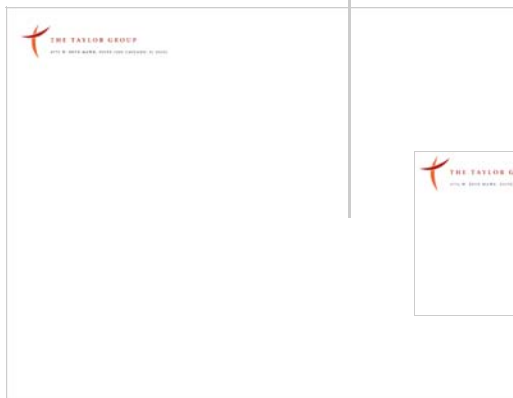


Table Tents

Grab everyone's attention with this table centerpiece.

10 x 13 Envelope

Keep your packages branded with this oversized envelope.



Power Point Template

Energize your presentations with a branded template.

Email Template

From Constant Contact or CRM, we can help you make your emails stand out with your brand.



#10 Envelope

Make sure your brand is the first thing seen in the mail with a customized envelope.



Collateral

GET THE HIGHEST QUALITY MARKETING AND COMMUNICATIONS SUPPORT MATERIAL

Collateral material comes in many different forms. So which of the many options is right for your company or organization?

Our consultants will work with you to figure out if you should be using brochures, annual reports, catalogs, newsletters, or even if producing new collateral material is in your best interest. And, as a full service provider, we will help you come up with the best customized design for your organization and the copy that will deliver the information that will ultimately make your collateral effective.

Brochures

Capture the essence of your organization in a custom brochure. From single page sell sheets, to tri-folds, gatefolds, and multiple page booklets, our team can take care of all your brochure needs.

Sell Sheet



Multi-page



Die cut Tri-fold



Tri-fold



Muti-page

Do you need pictures? We can help you identify the right stock photos or art direct custom photo shoots for any type of material or ad.



Cards

Use them for thank you notes, invites, or reminders.



Banners

Display your brand for everyone to see with a custom banner.



Bookmarks

Forms

Make your forms more inviting by adding custom designs.

Great as promotional insert items

Flyers

Handbills, leaflets and a variety of other customizable hand-out material are available.



announced that the White Sox ticket sale was a record-breaking success. The Sox sold out all 41 home games for the first time in 11 years. The Sox also won the 2005 American League Championship Series, defeating the Anaheim Angels in five games. The Sox finished the season with a record of 94 wins and 68 losses, finishing first in the American League Central division. The Sox were managed by Lou Piniella, who led the team to its first World Series championship in 1905. The Sox's home stadium, U.S. Cellular Field, was also a major success, as it was the first new stadium built in the United States since the 1990s. The Sox's success in 2005 was a testament to the team's hard work and dedication, and it was a source of pride for the entire organization.



Annual Reports

Stay in compliance and look good at it with a customizes annual report.



Menus

Give a good look to your restaurant's in-store or take-out menus.



Advertising

YOUR MESSAGE THE WAY YOU WANT IT

Advertising is a great way to guarantee that your message is delivered to key target audiences just the way you want it. So whether you need help planning your next campaign or just need to develop a new print ad, banner ad, direct mail piece, or billboard; our team can help you get the job done. From photo-based design to custom illustration and attention grabbing copy, all of your advertising needs can be filled with us.

2 Page Spread Ad



Half Page Ad (Horizontal)



6 x 9 Postcard (single sided)



4 x 6 Postcard (single sided)



1/4 Page Ad (Vertical)

Full Page Ad

E-Blast (Graphic)

NEED AFFORDABLE SOLUTIONS FOR SMALL BUSINESS SUCCESS?



Chicago Community Ventures has provided business advisory and financial services to more than 2,600 small businesses in the Chicagoland area.

Visit our web site today to see how CCV can help your company grow.

"CCV has the vision and experience to see an entrepreneur's true needs. They are my best strategic partner."

Courtney Spaulman, Vice President of Operations
Eager Security

CHICAGO COMMUNITY VENTURES

Building Businesses That Build Communities

www.chiventures.org **CCV**

Billboards

Stop traffic with eye catching billboards.



Exhibit Booths

Make sure you stand out at your next tradeshow.

NEED AFFORDABLE SOLUTIONS FOR SMALL BUSINESS SUCCESS?



Chicago Community Ventures has provided business advisory and financial services to more than 2,600 small businesses in the Chicagoland area.

Visit our web site today to see how CCV can help your company grow.

"CCV has the vision and experience to see an entrepreneur's true needs. They are my best strategic partner."

Courtney Spaulman, Vice President of Operations
Eager Security

CHICAGO COMMUNITY VENTURES

Building Businesses That Build Communities

www.chiventures.org **CCV**

Transit Ads

Turn every bus into a moving billboard.



Poster

Integrate your message into your audience's environment with a poster.

728 x 90 Leaderboard

The most prominent ad space online is perfect to promote your product or organization.



Floor Displays

Pull customers in with attractive point-of-purchase floor displays.



120 x 90 Button

These small format ads generate big results because of their positioning.

300 x 600 Half Page Ad

Get the most out of available online ad space with these large format ads.

Web sites

ALL YOUR INFORMATION IS JUST A CLICK AWAY

A well constructed Web site can be one of your most important marketing and communications tools. Accessible 24-7 from anywhere in the world with internet access and the dynamic ability to be changed on demand without expensive printing costs, Web sites are quickly becoming the new brochures for a new digital age. But Web sites can also be more than just an informational tool. They can be living, breathing business automation tools where any number of processes from data collection to e-commerce can be seamlessly integrated to improve custom access and business efficiencies that lead to greater sales and profitability.

Market M is a leading Web development company for small to mid-sized businesses and nonprofits. Each Web site project begins with a customized informational base site, which serves as the core of the organization's online presence. Base sites can be coded in standard HTML, or made to be interactive and animated in flash depending on your needs and budget. From here, each site can be further customized with a wide variety of modules and advanced features such as e-commerce storefronts, data entry form fields, calendars, photo, albums, message boards, blogs, and audio/video players.



View more of our sample sites online at
www.marketm.com



RSS Feed Tags

Want to syndicate your content. Its real simple with RSS.

Multi-Page Base Site: HTML



*Your Name:

*Email Address:

Phone Number:

City, State, ZIP:

Prayer Request:

More Information on: ☐ The Christian Investor's Guide to Building Godly Wealth Seminar
☐ The Budgeting Workshop
☐ Debt Management Workshop
☐ Marriage and Money Seminars
☐ Financial Boot Camp
☐ Financial Boot Camp: Youth Edition
☐ Youth Financial Workshops
☐ Avoid Living on the Edge
☐ African Americans, What Are We Doing?
☐ What if Being Broke Is Not an Excuse?
☐ Why Are My Finances Such a Mess?

Form Fields

Make data collection easy with online form fields.



Video Player

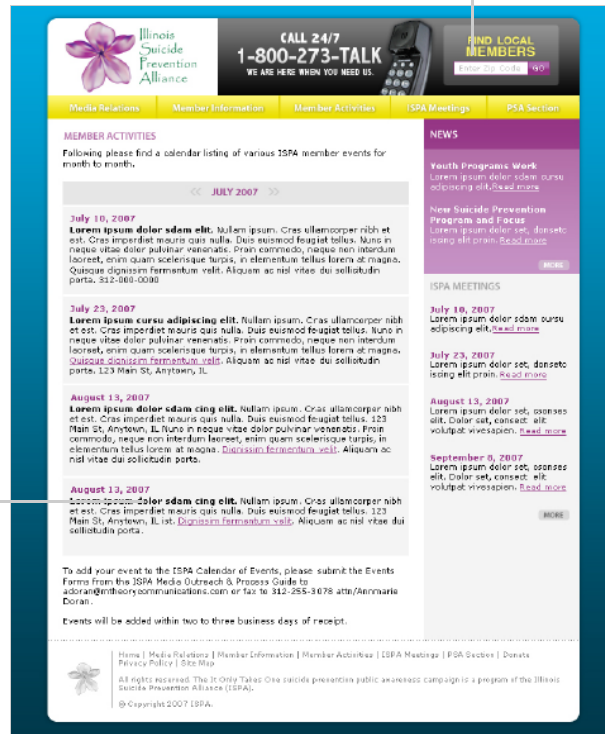
Turn your site into a media showcase with an integrated media player.

Online Calendar

Keep everyone informed on your organization's upcoming events.

Zip Code Search

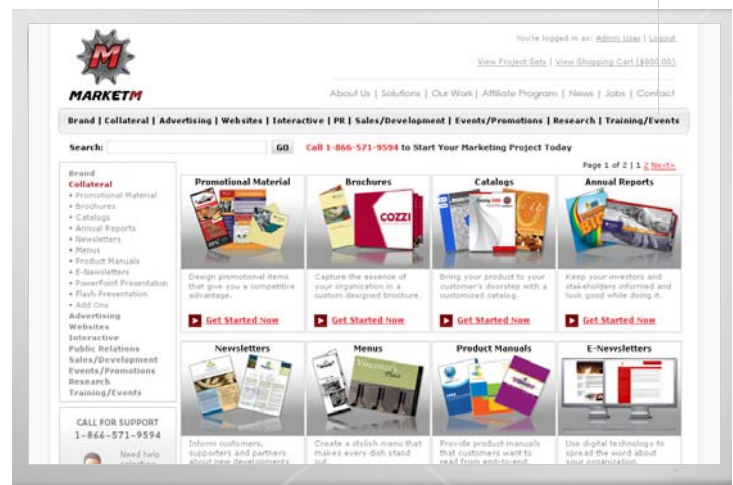
Do you have multiple locations? Make it easy for your customers to find you with zip code search.

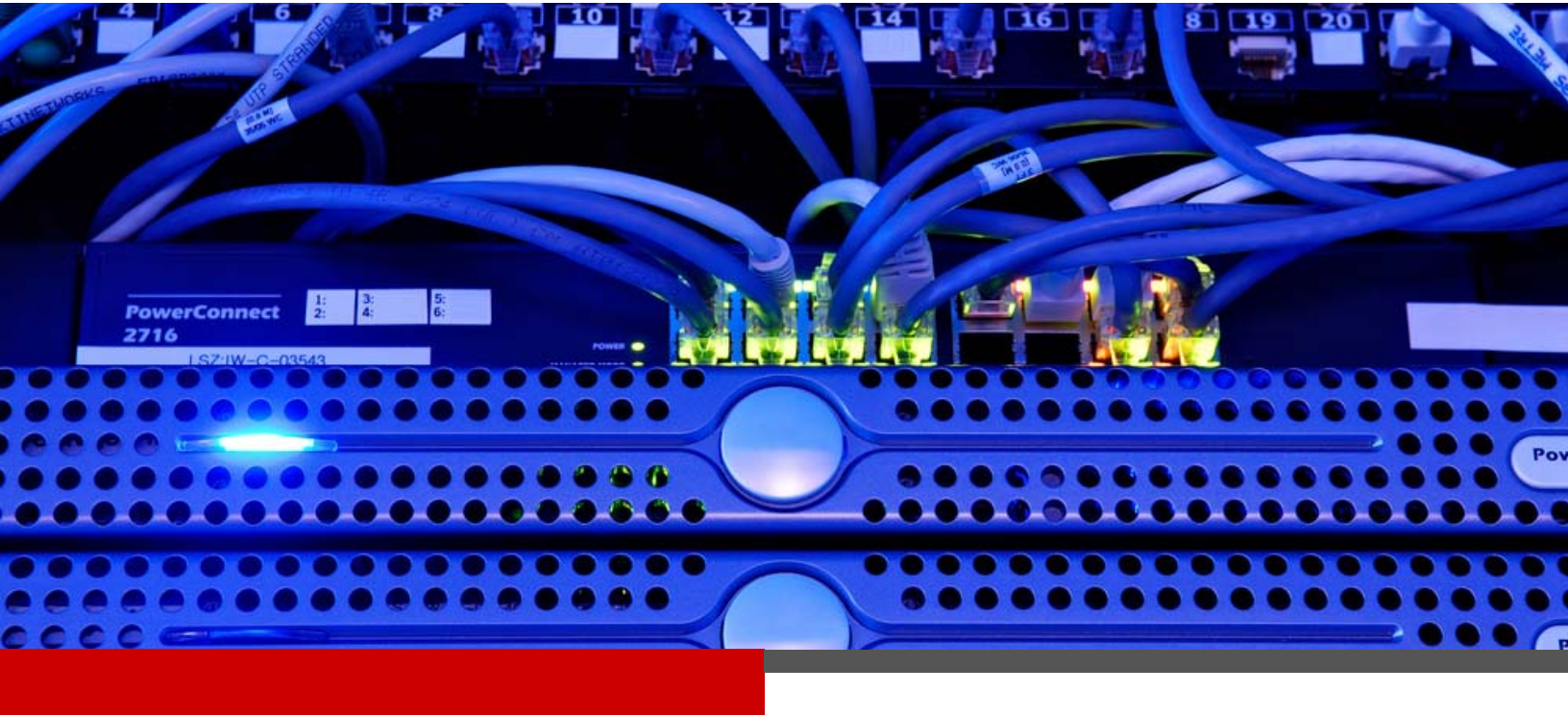


Multi-Page Base Site: Flash



E-Commerce Storefronts





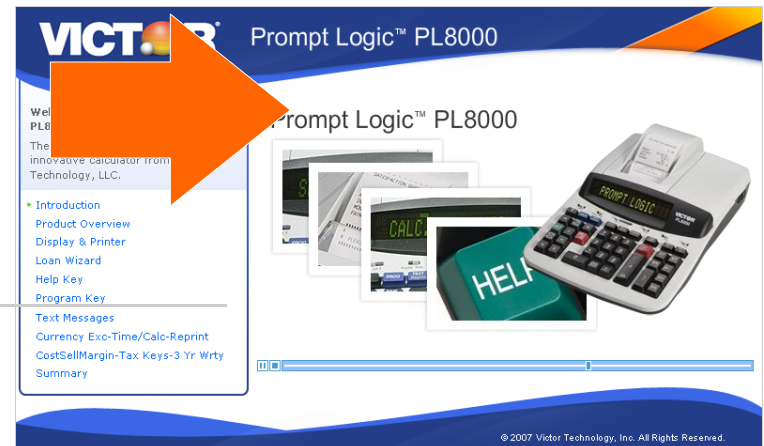
Interactive

SHOW HOW IT WORKS WITHOUT EVEN BEING THERE

One of the best ways to engage audiences is by giving them a way to personally interact with your messages, products or services. This can be done through an animated product demonstration, a 360 degree product overview highlighting unique features, or through live Webinar training and informational sessions where virtual meetings and programs run as effectively as being there in person. Interactive marketing tactics can also be useful when trying to make a sales presentation stand out or can be used as CD card or USB flash drive stored leave-behinds when launching new initiatives. Whatever your interactive needs are, Market M has the solution.



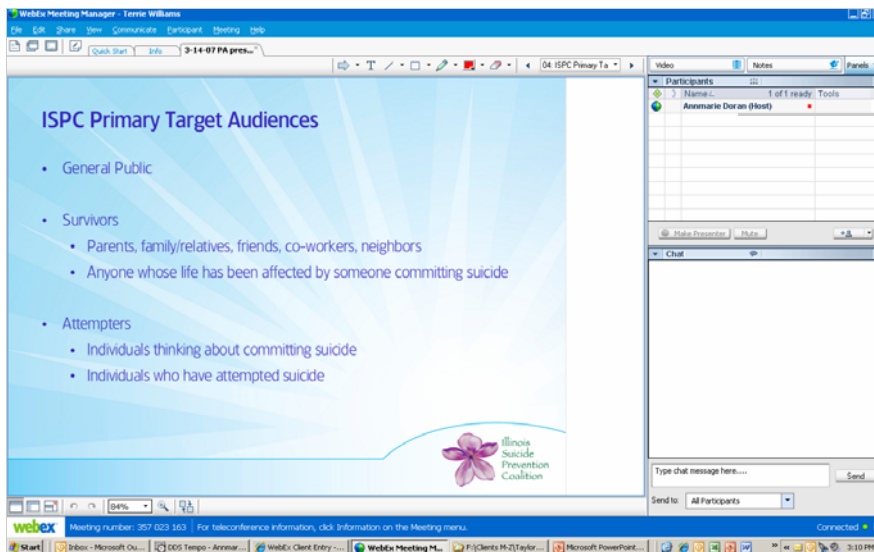
View the Prompt Logic PL8000 demo live at:
www.victortech.com/Demos/PL8000/PL8000_Demo.asp



Flash Product Demos

With a customized flash product demo, you can conduct sales presentations any time, without actually being there. Market M will work with you as a full service production partner and manage all parts of demo development, including:

- Script Development
- Storyboard Development
- Demo Design
- Flash Programming
- Audio Voice-over Recording
- Sound Editing/Demo Sync



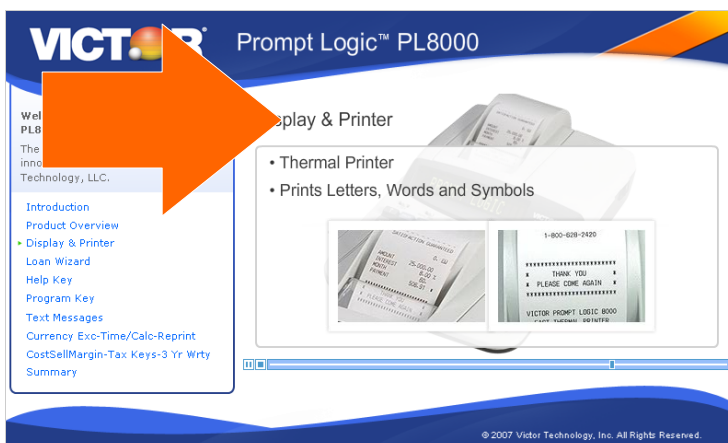
Webinars

We can help you save valuable time and money by producing and coordinating meetings, presentations, and training sessions online.



360 Degree Product Views

Give you customers the flexibility to rotate, zoom in, zoom out, and look your products from any angle in order to increase sales returns.





Public Relations

LEVERAGE THE MEDIA TO TELL YOUR STORY

Your audiences look to the media to receive news that can affect their lives. With an effective public relations/media outreach strategy you can become a part of the news cycle to increase your exposure to drive business returns. If you need to issue a press release about a new product launch, pitch local reporters to cover a new office opening, run an internal communications campaign to keep employees informed, or develop a strategy and messages to abet a crisis; Market M has a strong team of public relations professionals to keep you on message, on strategy and generating media impressions that create business results.

Media List

We can help you pull a list of any reporter covering any beat so you can get your media material directly in the hands of the right person.

Organization	First Name	Last Name	Beat/Title Selected	Phone Number	Fax Number	Email
1. WFLA-TV	Don	Goodrich	News Assignment Editor	312022601	312022679	spangher@tbs.com
2. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
3. WTVT-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
4. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
5. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
6. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
7. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
8. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
9. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
10. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
11. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
12. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
13. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
14. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
15. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
16. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
17. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
18. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
19. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
20. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
21. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
22. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
23. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
24. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
25. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
26. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
27. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
28. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
29. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
30. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
31. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
32. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
33. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
34. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
35. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
36. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
37. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
38. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
39. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
40. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
41. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
42. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
43. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
44. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
45. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
46. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
47. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
48. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
49. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
50. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
51. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
52. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
53. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
54. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
55. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
56. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
57. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
58. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
59. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
60. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
61. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
62. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
63. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
64. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
65. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
66. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
67. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
68. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
69. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
70. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
71. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
72. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
73. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
74. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
75. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
76. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
77. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
78. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
79. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
80. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
81. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
82. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
83. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
84. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
85. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
86. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
87. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
88. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
89. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
90. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
91. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
92. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
93. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
94. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
95. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
96. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
97. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
98. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
99. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com
100. WFTS-TV	Erica	Hill	News Assignment Editor	312022601	312022679	edwards@tbs.com

Press Release

Craft the perfect press release to generate media coverage.

Media Alert

Use a media alert to get on the planning calendar of your local news station.



*** MEDIA ALERT ***

True Star Magazine Celebrates Staff of 175 Chicago Area High School Students at Spring Issue Launch and Gala Celebration
T. Hudson Williams, Corporate Diversity Director of Toyota Motor North America to Receive the True Star Community Empowerment Award

WHO: True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.
WHAT: True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

June 7, 2007
10:00 A.M.
Lincoln Financial Field
Chicago, IL 60611

In celebration of its 10th anniversary, True Star Magazine and its staff members will host a series of events including a press conference, a luncheon, a concert, a performance, and a gala celebration. The events will be held at the Lincoln Financial Field in Chicago, IL on June 7, 2007. The events will be held at the Lincoln Financial Field in Chicago, IL on June 7, 2007. The events will be held at the Lincoln Financial Field in Chicago, IL on June 7, 2007.

True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.

True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.

True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.

True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.

True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

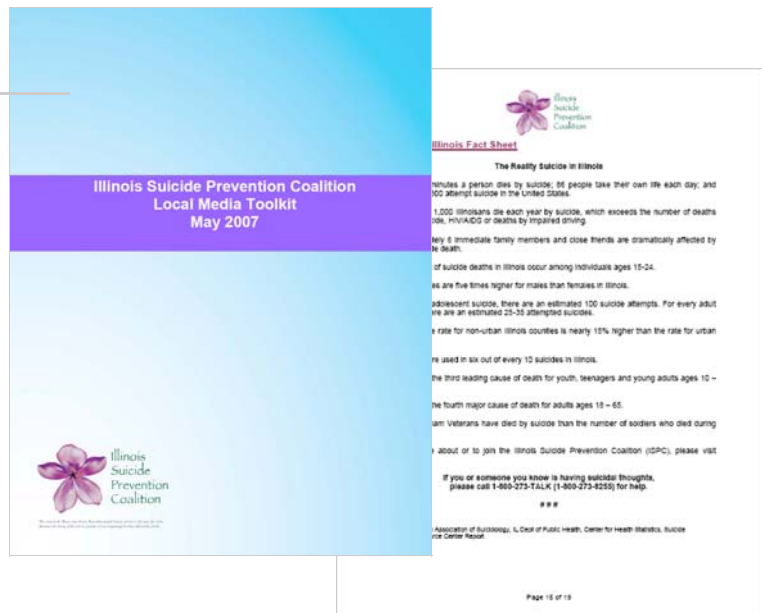
True Star Magazine is a free publication written, edited, designed and marketed by senior high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.

True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with inspirational young star Ben Ross at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.



Do you have a stack of media clips sitting around the office? We'll sort and categorize it, calculate total media value, and create a digital archive for you to keep.

Do you have a big interview up and need help preparing, our custom media training session will teach you everything you need to look like a media pro.



Develop a great media pitch to capture a reporters attention.

Position yourself as an expert to build credibility.



Sales/Development

THE RIGHT MATERIAL FOR YOUR SALES AND FUNDRAISING EFFORTS

The ultimate goal for any company is to increase product or service sales. For non-profits, it is to increase funding to support and expand programs and services. To meet these goals, organizations need effective communication tools to educate potential clients, customers and donors about the advantages of working with or supporting the organization. Market M can help you create impactful sales or fundraising letters, pitch book templates and a wide variety of other material that can launch new sales/fundraising/capital campaigns or infuse new life into existing ones. We also run training sessions to help sales/development teams refine their pitch and streamline their messaging.



Sales Letters

Create custom sales letters to maximize the return of your leads.

Yes, I want to Make a Difference

Dare to reach out your hand into the darkness to pull another hand into the light
— Anonymous

Today I changed a life and my life was changed!
— Anonymous

I would like to get involved and support the mission of VOA of Illinois in the following ways:

Please check all that apply:

- ☐ I pledge a financial contribution in the amount of \$_____ (USD). I will make this contribution by _____ (USD).
- ☐ I would like to donate my professional services or those of my company/organization (legal, real estate, marketing, etc.).
- ☐ I would like to donate in-kind resources, such as equipment, supplies, etc.
- ☐ I would like to participate in or attend VOA of Illinois fundraising events.
- ☐ I am interested in learning more about planned giving opportunities.
- ☐ I am interested in being a Board Member.
- ☐ I am interested in serving on a Board committee.
- ☐ I am interested in joining VOA of Illinois' Women's Auxiliary Board.
- ☐ I would like to volunteer my time to help support program activities, including preparing legions into fundraisers, distributing scholarship books for children, etc.
- ☐ I would like to be included on your mailing list and decide at a later time how I can contribute to the mission of VOA of Illinois.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening/Weekend Phone: _____

Email: _____

Please only contact me at the following time(s):

- ☐ During my work day
- ☐ In the evening
- ☐ On the weekends

Volunteers of America of Illinois is a charitable organization under section 501(c)(2) of the Internal Revenue Code. Contributions are tax-deductible to the extent allowed by the law.

Pledge Card/Pledge Form

Give your fundraising and development efforts a boost with customized pledge cards and pledge forms.

Events/Promotions

PLANNING AND MARKETING SUPPORT FOR ALL YOUR EVENT NEEDS

Planning a successful event is a very tedious and time consuming endeavor. Fundraising galas, press conferences, product promotions, sales meetings and client appreciation events are just a few of the tremendous number of formats in which an event can take shape. When looking for a qualified event planner, Market M can serve as your end-to-end solution provider offering comprehensive strategy, planning and onsite logistics management solutions. We also offer comprehensive event marketing solutions so that your organization can drive attendance and media coverage to maximize exposure.



4 x 6 Invite (double sided)

Make sure you capture all the right attendee information and look good in the process.

NAME: _____

BUSINESS/ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

ATTENDING: _____ \$ 650.00 _____

CREDIT CARD (VISA OR MC): _____

CARDHOLDER NAME: _____

ACCOUNT NUMBER: _____ EXP. DATE: _____ CODE: _____

SIGNATURE: _____

ADDITIONAL 2007 FORUM EVENTS

Title: "Building MBEs through Corporate Partnerships and Mergers and Acquisition Activity"

Date: June 1, 2007

Time: 8:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

Title: "MBE-to-MBE Partnering"

Date: September 7, 2007

Time: 8:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

Title: "2007 Forum Year Wrap-Up"

Date: November 9, 2007

Time: 8:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

CONTACT

The Taylor Group, LLC
8770 West Bryn Mawr
Suite 1200
Chicago, IL 60631

PHONE: 312-663-9766
EMAIL: info@taylorgroupill.com
WEB: www.taylorgroupill.com

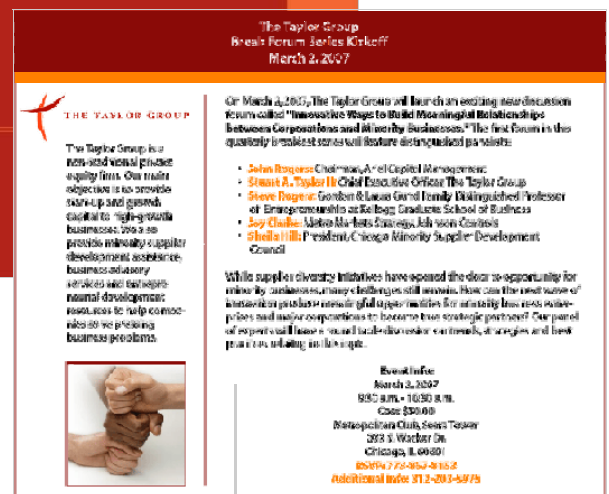
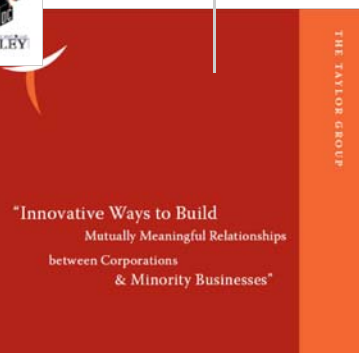
Event Planning/Logistics

Market M's event planning and logistics services are comprehensively packaged to include:

- Transportation coordination
- Security coordination
- Program script development
- Sponsor letter development
- Gift/award coordination
- Event work plan development
- Site selection assistance
- Menu selection/catering coordination
- Audio/visual/staging coordination
- Décor, table settings and interior design
- Talent/entertainment arrangements

Event Program

Capture and engage your audience with a well crafted event program.



Email Invite

The most popular format for invitations.

Research

GET THE INFORMATION YOU NEED TO STAY AHEAD

Knowing your market, competitors and clients can be the key to meeting your business objectives and goals. This knowledge can be discovered through various research methods including a market or competitive analysis, as well as client surveys or focus groups. The results of this research can provide the business insight to effectively launch a new product or service in a market, gain a competitive advantage or strengthen customer relationships. Market M's research team can help you plan and manage custom research projects to leverage the power of refined information for organizational success.

Focus Group

Test a product or judge customer interest to make better business decisions.



Market Analysis

Stay on top of changing market trends that affect your organization.

Search Engine Optimization: Competitive Analysis Guide



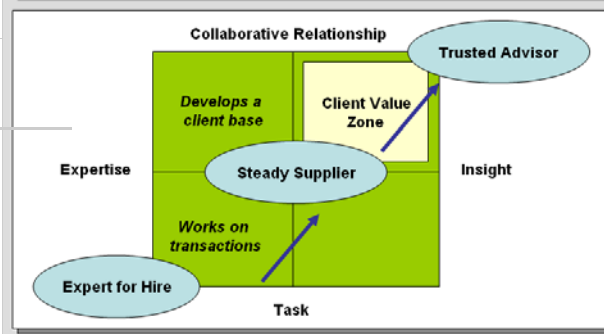
Competitive Analysis

Make sure you accurately measure the competitive landscape to ensure future success.

Annual Oil Market Forecast and Review 2007



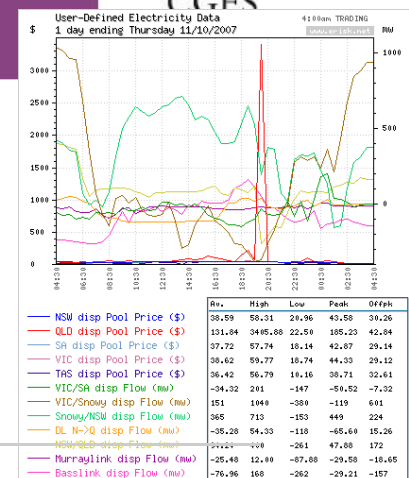
Moving Into The Client Value Zone



Client Service Analysis

Learn how to maintain better client relationships.

CGES



Price Analysis

Are you properly pricing your products or services? We'll help you find out.

Research

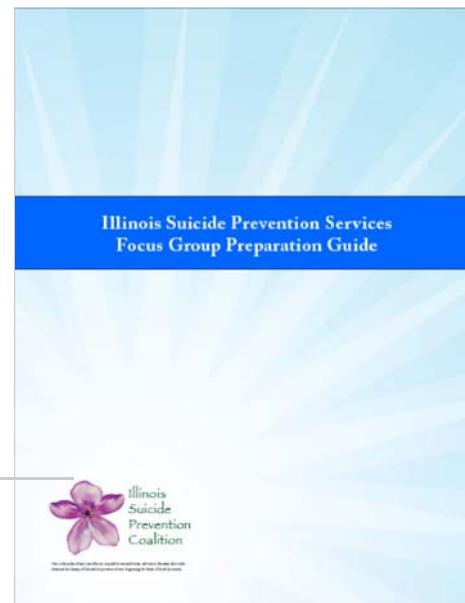
Media	Issue Day	Cost	July	August	September	October	November	December
			Water Sale - 15% off	CaesarsStone for the price of Laminate	CaesarsStone for the price of Laminate	Order now for delivery before X-mas	Order now for delivery by the New Year	CaesarsStone for the Price of Laminate
			4 11 18 25	1 8 15 22 29	6 12 19 26	3 10 17 24 31	7 14 21 28	5 12 19 26
Cumberland Home Living								
North Zone		\$ 2,330.00		1	1	1	1	1
Central Zone		\$ 2,330.00		1	1	1	1	1
Local Press								
High State Times	Tue	\$ 1,196.24						
Honolulu Advocate	Thu	\$ 1,205.48		1	1			
North Shore Times	Wed	\$ 2,213.06	1	1				
Northern District Times	Wed	\$ 1,629.87	1	1				
Central Coast Express	Fri	\$ 1,412.21	1	1				
Inner West Weekly	Thu	\$ 1,029.11						
The Gher	Thu	\$ 1,024.21						
Inner Western Courier	Tue	\$ 875.50	1	1				
Metropolitan Press								
Sun Herald	Sun	\$ 5,564.00	1	1	1	1	1	1
Television								
Channel 9								
Channel 7	Mo-Su	\$ 7,000.00		1	1	1	1	1
Channel 10								
SBS								
Leads			27 32 23 25 29 22 31 45 22 42 28 21 14 34 23 20 16 11	9 11 24 16 12 8 7 11				
Monthly Total			\$ 31,364.34	\$ 35,719.90	\$ 35,719.90	\$ 35,719.90	\$ 35,719.90	\$ 35,719.90

Media Plan

Develop multi-media or single line media plans to manage your advertising campaigns.

Focus Groups

Develop multi-media or single line media plans to manage your advertising campaigns.



Pay-Per-Click Strategy

Let our team of professionals develop and manage a comprehensive cross search engine pay-per-click advertising campaign.

Survey

Conduct research surveys to gain valuable feedback to guide your decisions.

Omnios™

Name: _____

Company: _____

Account Manager: _____

Software Program: _____ Version: _____

Installation Date: _____ Annual Project Expenditures: _____

1. In terms of service to your account, how do you rank OMNIO (scale of 1-10, 10 being the highest)?

1 2 3 4 5 6 7 8 9 10

Comments: _____

2. In terms of results delivered to your account, how do you rank OMNIO (scale of 1-10, 10 being the highest)?

1 2 3 4 5 6 7 8 9 10

Comments: _____

3. How do you rank OMNIO's strategic counsel to your account (scale of 1-10, 10 being the highest)?

1 2 3 4 5 6 7 8 9 10

Comments: _____

4. In terms of pricing and reporting process, how do you rank OMNIO (scale of 1-10, 10 being the highest)? (i.e. accuracy, complete with details, timely)

1 2 3 4 5 6 7 8 9 10

Comments: _____

5. What are your expectations of the OMNIO partnership?

6. Are we meeting these expectations?

7. Are the objectives still on target or have they changed?

8. If so, has OMNIO's program and focus changed appropriately?

9. Are you happy with the level of involvement by senior OMNIO partners on your account?

10. In what way would you like to see more involvement from senior OMNIO partners?



Coast Consulting
2424 McCawley, Suite 123
San Diego, CA 92108-0817
Tel: 619.737.1457
Fax: 619.737.4567
www.coastconsulting.com

February 15, 2004

Mr. Alan Howard
President
Acia Metals
Detroit, MI 48068

Dear Mr. Howard:

Are you getting the best price for your scrap by-products? Inadequate internal controls and practices such as "spot weighing" have recently been documented in industry trade journals and by association groups such as the Tooling & Manufacturing Association as the cause for losses and sometimes millions of dollars in lost revenue for scrap producers.

My name is Albert Cozart, and my firm, Coast Consulting Group, is a full-service waste and management consulting firm that specializes in the marketing of scrap, metal, paper and plastic. Founded and managed by the Coast family, one of the most successful and well-known names in the scrap business, Coast Consulting Group helps manufacturers, demolition companies, scrap companies and other generators of scrap products maximize the value and revenue generated from their recyclables stream.

For more than 35 years I am one of the largest scrap processing firms in the Midwest and the world as the former CEO of Coast Inc. in waste and scrap management. In doing this, my team and I developed a wide variety of proprietary marketplaces sales modes and international connections that we are now using to help scrap producers guarantee the best price returns on your scrap. Coast Consulting Group can also conduct custom analysis of environmental compliance, production, storage, transportation and financial processes that can save as well as add to your additional revenue.

A number of U.S. Department of Justice investigations have led to indictments and fines against companies that mismanage their scrap, raising industry sensitivity to the need to better monitor their scrap selling practices. Coast Consulting Group is one of the only firms with the skill sets and experience needed to help you protect your legal and financial interests as they relate to your scrap by-products.

At your convenience, I would like to arrange a meeting with you to show you just how much more money you could be making by maximizing the revenue potential of your scrap.

Sincerely,

Albert A. Cozart
Partner, Coast Consulting

COZZI

6
PAGE

PROMOTIONS AND SPECIAL EVENTS

The Illinois Lottery had a ball with both Illinois professional baseball teams in FY06. We kicked off the year by celebrating the White Sox World Series win and closed out the year with Winfield for the "Set for Life" finale.

On Oct. 26, 2005, Lotto ball ambassadors were scheduled to pass out Halloween candy in Chicago's Loop, but the event took an unexpected turn and turn when the city announced that the White Sox ticker tape

total available prizes. Lottery players sent in more than 580,000 entries consisting of \$30 worth of non-winning Pick 4 Play and instant tickets to qualify for the promotion. Over the course of 16 weeks, the Lottery drew a new finalist to participate in the grand finale event at Winfield. Each contestant had the chance to win the cash equivalent of a new leased car or a fabulous vacation for a lifetime. But only one would walk away with the grand prize: \$100,000 per year for life!

By the time they reached the finale, the 16 winners' excitement had reached a fever pitch. Just before the first inning, they gathered on the landmark baseball field with "Set for Life" agents—a treat in itself for the long-time Cuber fans in the group. Enormous baseball cards waited for them on the warning track, and each finalist lined up in front of their card. On cue, the

finalists peered off the covering of the ticket and 10 players won the cash equivalent of a luxury vacation every year for life. The remaining six finalists saw a pot of gold on their tickets, indicating they remained in the running for the grand prize.

By that point, both Cuber fans and the remaining "Set for Life" finalists were on the edge of their seats. Not only would one winner walk away with \$100,000 every year for the rest of his or her life, but 1,000 fans were about to receive the opportunity to change their lives in an instant. As fans entered Winfield Field, 16,000 baseball cards were passed out that corresponded to one of the "Set for Life" finalists. Each Cuber fan holding the grand prize winner's

baseball card was about to win a chance to become a millionaire with a free "\$500 Million - Millionaire Club" instant ticket.

The "Set for Life" agents had another twist up their sleeves. Each agent carried an attaché case that the players had randomly picked that morning. In "Deal or No Deal" fashion, players had the opportunity to keep their previously picked case or take a new one on the field. Each of the six finalists knew that only one case held the key to the grand prize. After making their decision and receiving a second cue from Lottery Marketing Director Sarah Cummings, the agents opened the attaché cases for each of the six finalists. The winner, Christy Davis of Yorkville, was understandably thrilled.

CHRISTY DAVIS
YORKVILLE

ILLINOIS LOTTERY 2006 ANNUAL REPORT

ILLINOIS LOTTERY 2006 ANNUAL REPORT

[illegible]

Reading the Price Guide

Overview

Our pricing system is structured to provide you, as the client, the most flexibility possible in deciding how to budget for and manage all your marketing projects. The prices outlined in this catalog are the same whether we are working with you one project at a time, or managing a comprehensive campaign. But it is important to note that we are capable of custom creating any marketing project, so if you don't see a price listed for something you decide to order, we will be able to provide an individual estimate for its completion. The following guide will show you how to read the price guide.

Collateral

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Promotional Material

Flyers/Handbills

Design (Standard)	\$150.00
Design (Illustrated)	\$300.00
Copy	\$150.00
Copy Edits	\$75.00

Pricing Example

- Each order comes with the standard items listed in the deliverables section of each category.
- When placing and order, you will have the following individual order options:
 1. Only design the project
 2. Only write copy
 3. Only edit copy you provide
- You can also combine individual order options in the following manner:
 1. Design and develop copy
 2. Design and edit copy provided
- For all design orders, you can choose between the following two options:
 1. Design (Standard): Design will be based on graphics or photos with no extensive image manipulation or custom illustration.
 2. Design (Illustrated): Design will be based on a custom illustration or require extensive image manipulation.

Online Ads, Web sites & Interactive

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Base Site

1 pg

Design/Programming (HTML)	\$500.00
Design/Programming (Flash)	\$1,000.00
Copy	\$250.00
Copy Edits	\$125.00

Pricing Example

- Each order comes with the standard items listed in the deliverables section of each category.
- When placing and order, you will have the following individual order options:
 1. Only design & program
 2. Only write copy
 3. Only edit copy you provide
- You can also combine individual order options in the following manner:
 1. Design, program and develop copy
 2. Design, program and edit copy provided
- For all design orders, you can choose between the following two options:
 1. Design/Programming (HTML): Design will be developed and programmed using HTML and JavaScript.
 2. Design/Programming (Flash): Design will be developed and programmed using Flash to increase interactivity.
- For Web site orders requiring advanced functionality, such as e-commerce store fronts or custom form fields to automate data collection, pricing is determined on a scaled level per product or form field.

Additional Options

Additional Options

Add Ons

Printer Coordination	\$250.00
Additional Concept (per concept)	\$300.00
Additional Revisions (per revision)	\$100.00

Pricing Example

- In each project order, if you are not satisfied with any of the original design concepts, we will redo them at no additional charge.
- However, if we receive approval to move into the first revision round, you will be charged an add on fee if the creative direction later changes and new original concepts are requested.
- If a project runs beyond the allotted number of revision rounds, you will be charged for each additional revision requested.

Brand

Design Deliverables

- Creative Brief Session
- *Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- *Revision Rounds
- Project Management

**The number of provided Design/Concept Sketches (C) and Revision Rounds (RR) is highlighted next to the corresponding project.
Additional concepts and revision rounds can be added as needed.

Brand

Logo

Basic Logo (3C - 3RR)	\$600.00
Developing Logo (5C - 5RR)	\$800.00
Advanced Logo (10C - 5RR)	\$1,000.00

Brand Elements

Letterhead (3C - 3RR)	\$500.00
#10 Mailing Envelope (3C - 3RR)	\$500.00
10 x 13 Envelope (3C - 3RR)	\$500.00
Folder (3C - 3RR)	\$500.00
PowerPoint Template (3C - 3RR)	\$500.00
Email Signature (3C - 3RR)	\$500.00

Identity Package (Quick Start)

Basic (Logo + 3 Brand Elements / 3C - 3RR)	\$1,500.00
Developing (Logo + 4 Brand Elements / 5C - 5RR)	\$3,500.00
Advanced (Logo + 5 Brand Elements / 10C - 5RR)	\$5,500.00

Identity Package (Enterprise)

25 - 75 Employees (20C - 10R)	\$7,500.00
76 - 150 Employees (20C - 15R)	\$10,500.00
151 - 250 Employees (25C - 15R)	\$13,500.00
251 - 500 Employees (30C - 20R)	\$15,500.00

Messaging & Strategy (B2B)

Messaging Workshop (1 - 3 Service Categories)	\$3,000.00
Messaging Workshop (4 - 5 Service Categories)	\$4,500.00
Messaging Workshop (6 - 7 Service Categories)	\$5,500.00
Messaging Workshop (8 - 9 Service Categories)	\$6,500.00
Messaging Workshop (10 - 11 Service Categories)	\$7,500.00
Messaging Workshop (11 - 12 Service Categories)	\$8,500.00
Messaging Workshop (13 - 14 Service Categories)	\$9,500.00
Messaging Workshop (15 - 16 Service Categories)	\$10,500.00
Messaging Workshop (17 - 18 Service Categories)	\$11,500.00
Messaging Workshop (19 - 20 Service Categories)	\$12,500.00

Messaging & Strategy (B2C)

Messaging Workshop (1 - 3 Products)	\$3,000.00
Messaging Workshop (4 - 10 Products)	\$4,500.00
Messaging Workshop (11 - 20 Products)	\$5,500.00
Messaging Workshop (21 - 30 Products)	\$6,500.00
Messaging Workshop (31 - 40 Products)	\$7,500.00
Messaging Workshop (41 - 50 Products)	\$8,500.00
Messaging Workshop (51 - 60 Products)	\$9,500.00
Messaging Workshop (61 - 70 Services)	\$10,500.00
Messaging Workshop (71 - 80 Products)	\$11,500.00
Messaging Workshop (81 - 90 Products)	\$12,500.00
Messaging Workshop (91 - 100 Products)	\$13,500.00
Messaging Workshop (101 - 120 Products)	\$14,500.00
Messaging Workshop (121 - 140 Products)	\$15,500.00
Messaging Workshop (141 - 160 Products)	\$16,500.00
Messaging Workshop (161 - 180 Products)	\$17,500.00
Messaging Workshop (181 - 200 Products)	\$18,500.00

Additional Options

Add Ons

Additional Concepts (per concept)	\$500.00
Printer Coordination	\$250.00
Additional Revisions (per revision)	\$100.00

Collateral

Options available to you include:
Brochures, Annual Reports, Catalogs, Event Programs, Newsletters, and Product Manuals

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Promotional Material

Fliers/Handbills

Design (Standard)	\$150.00
Design (Illustrated)	\$300.00
Copy	\$150.00
Copy Edits	\$75.00

Cards (w/envelope)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

Calendars

Design (Standard)	\$1,000.00
Design (Illustrated)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

Stickers

Design (Standard)	\$300.00
Design (Illustrated)	\$600.00
Copy	\$100.00
Copy Edits	\$50.00

Door Hangers

Design (Standard)	\$400.00
Design (Illustrated)	\$800.00
Copy	\$400.00
Copy Edits	\$200.00

Standard Fold Documents

Bi-fold

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Tri-Fold

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Gatefold

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Z-Fold

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Double Parallel

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Multi-Page Full Design

1 pg (single side)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$600.00
Copy Edits	\$300.00

2 pgs (double sided)

Design (Standard)	\$1,200.00
Design (Illustrated)	\$2,400.00
Copy	\$800.00
Copy Edits	\$400.00

3 - 10 pgs

Design (Standard)	\$3,000.00
Design (Illustrated)	\$5,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

11 - 20 pgs

Design (Standard)	\$4,000.00
Design (Illustrated)	\$6,000.00
Copy	\$2,000.00
Copy Edits	\$1,000.00

21 - 30 pgs

Design (Standard)	\$5,000.00
Design (Illustrated)	\$7,000.00
Copy	\$2,500.00
Copy Edits	\$1,250.00

31 - 40 pgs

Design (Standard)	\$6,000.00
Design (Illustrated)	\$8,000.00
Copy	\$3,000.00
Copy Edits	\$1,500.00

41 - 50 pgs

Design (Standard)	\$7,000.00
Design (Illustrated)	\$9,000.00
Copy	\$3,500.00
Copy Edits	\$1,750.00

51 - 60 pgs

Design (Standard)	\$9,000.00
Design (Illustrated)	\$12,000.00
Copy	\$4,500.00
Copy Edits	\$2,250.00

61 - 70 pgs

Design (Standard)	\$11,000.00
Design (Illustrated)	\$14,000.00
Copy	\$5,500.00
Copy Edits	\$2,750.00

71 - 80 pgs

Design (Standard)	\$13,000.00
Design (Illustrated)	\$16,000.00
Copy	\$6,500.00
Copy Edits	\$3,250.00

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Multi-Page Copy Format & Layout

Cover

Design (Text)	\$200.00
Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Document Template

Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Formatting & Layout

1 pg Format & Layout	\$250.00
2 - 3 pgs Format & Layout	\$550.00
4 - 10 pgs Format & Layout	\$850.00
11 - 20 pgs Format & Layout	\$1,150.00
21 - 30 pgs Format & Layout	\$1,450.00
31 - 40 pgs Format & Layout	\$1,750.00
41 - 50 pgs Format & Layout	\$2,050.00
51 - 60 pgs Format & Layout	\$2,350.00
61 - 70 pgs Format & Layout	\$2,650.00
71 - 80 pgs Format & Layout	\$2,950.00
81 - 90 pgs Format & Layout	\$3,250.00
91 - 100 pgs Format & Layout	\$3,550.00

Supplemental Graphics

Charts/Graphs

Design (1D - Standard)	\$150.00
Design (1D - Illustrated)	\$250.00
Design (2D - Standard)	\$300.00
Design (2D - Illustrated)	\$450.00
Design (3D)	\$600.00

Process Illustrations

Design (1D - Standard)	\$350.00
Design (1D - Illustrated)	\$500.00
Design (2D - Standard)	\$650.00
Design (2D - Illustrated)	\$800.00
Design (3D)	\$950.00

E-Newsletters

Template

Design (1 Active Pg)	\$800.00
Design (2 - 5 Active Pgs)	\$1,000.00
Design (6 - 10 Active Pgs)	\$2,000.00
Design (11 - 20 Active Pgs)	\$3,000.00

1 New Active Pg

Design/Programming (HTML)	\$1,000.00
Copy	\$500.00
Copy Edits	\$250.00

2 - 5 New Active Pgs

Design/Programming (HTML)	\$2,500.00
Copy	\$1,250.00
Copy Edits	\$625.00

E-Newsletters (Cont.)

6 - 10 New Active Pgs

Design/Programming (HTML)	\$4,000.00
Copy	\$2,000.00
Copy Edits	\$1,000.00

11 - 20 New Active Pgs

Design/Programming (HTML)	\$6,000.00
Copy	\$3,000.00
Copy Edits	\$1,500.00

PowerPoint Presentations

Template

Design	\$500.00
--------	----------

1 - 5 slides

Design (Graphic Selection & Layout)	\$800.00
Design (Animation)	\$250.00
Copy/Script	\$300.00
Copy/Script Edits	\$200.00

6 - 10 slides

Design (Graphic Selection & Layout)	\$1,000.00
Design (Animation)	\$500.00
Copy/Script	\$500.00
Copy/Script Edits	\$250.00

11 - 20 slides

Design (Graphic Selection & Layout)	\$1,500.00
Design (Animation)	\$750.00
Copy/Script	\$1,000.00
Copy/Script Edits	\$500.00

21 - 30 slides

Design (Graphic Selection & Layout)	\$2,000.00
Design (Animation)	\$1,000.00
Copy/Script	\$1,500.00
Copy/Script Edits	\$750.00

31 - 40 slides

Design (Graphic Selection & Layout)	\$2,500.00
Design (Animation)	\$1,250.00
Copy/Script	\$2,000.00
Copy/Script Edits	\$1,000.00

41 - 50 slides

Design (Graphic Selection & Layout)	\$3,000.00
Design (Animation)	\$1,500.00
Copy/Script	\$2,500.00
Copy/Script Edits	\$1,250.00

Additional Options

Add Ons

1 - 3 Additional Concepts	\$500.00
Printer Coordination	\$250.00
Additional Revisions (per revision)	\$100.00

Advertising

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Advertising Strategy

Strategy Planning Session

Start-Up	\$500.00
1 - 4 Employees	\$1,500.00
5 - 25 Employees	\$3,000.00
26 - 75 Employees	\$6,000.00
76 - 150 Employees	\$9,000.00
151 - 250 Employees	\$12,000.00
251 - 500 Employees	\$15,000.00

Newspaper

1/4 pg Vertical/Horizontal

Design (Standard)	\$600.00
Design (Illustrated)	\$1,200.00
Copy	\$300.00
Copy Edits	\$150.00

1/3 pg Vertical/Square

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

1/2 pg Vertical/Horizontal/Island

Design (Standard)	\$1,000.00
Design (Illustrated)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

2/3 pg

Design (Standard)	\$1,200.00
Design (Illustrated)	\$2,400.00
Copy	\$600.00
Copy Edits	\$300.00

Full pg

Design (Standard)	\$1,800.00
Design (Illustrated)	\$3,200.00
Copy	\$900.00
Copy Edits	\$450.00

2 pg Spread

Design (Standard)	\$2,400.00
Design (Illustrated)	\$4,800.00
Copy	\$1,200.00
Copy Edits	\$600.00

Magazine

1/4 pg Vertical/Horizontal

Design (Standard)	\$600.00
Design (Illustrated)	\$1,200.00
Copy	\$300.00
Copy Edits	\$150.00

1/3 pg Vertical/Square

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

Magazine (Cont.)

1/2 pg Vertical/Horizontal/Island

Design (Standard)	\$1,000.00
Design (Illustrated)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

2/3 pg

Design (Standard)	\$1,200.00
Design (Illustrated)	\$2,400.00
Copy	\$600.00
Copy Edits	\$300.00

Full pg

Design (Standard)	\$1,800.00
Design (Illustrated)	\$3,200.00
Copy	\$900.00
Copy Edits	\$450.00

2 pg Spread

Design (Standard)	\$2,400.00
Design (Illustrated)	\$4,800.00
Copy	\$1,200.00
Copy Edits	\$600.00

Program Booklet

1/4 pg Vertical/Horizontal

Design (Standard)	\$500.00
Design (Illustrated)	\$1,000.00
Copy	\$250.00
Copy Edits	\$125.00

1/3 pg Vertical/Square

Design (Standard)	\$600.00
Design (Illustrated)	\$1,200.00
Copy	\$300.00
Copy Edits	\$150.00

1/2 pg Vertical/Horizontal/Island

Design (Standard)	\$700.00
Design (Illustrated)	\$1,400.00
Copy	\$350.00
Copy Edits	\$175.00

2/3 pg

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

Full pg

Design (Standard)	\$900.00
Design (Illustrated)	\$1,800.00
Copy	\$450.00
Copy Edits	\$225.00

2 pg Spread

Design (Standard)	\$1,200.00
Design (Illustrated)	\$2,400.00
Copy	\$600.00
Copy Edits	\$300.00

Advertising

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Direct Mail

4 x 6 Postcard (single side)

Design (Standard)	\$600.00
Design (Illustrated)	\$1,200.00
Format & Layout	\$300.00
Copy	\$300.00
Copy Edits	\$150.00

4 x 6 Postcard (double sided)

Design (Standard)	\$700.00
Design (Illustrated)	\$1,400.00
Format & Layout	\$350.00
Copy	\$350.00
Copy Edits	\$175.00

6 x 9 Postcard (single side)

Design (Standard)	\$700.00
Design (Illustrated)	\$1,400.00
Format & Layout	\$350.00
Copy	\$350.00
Copy Edits	\$175.00

6 x 9 Postcard (double sided)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Format & Layout	\$400.00
Copy	\$400.00
Copy Edits	\$200.00

6 x 11 Postcard (single side)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Format & Layout	\$400.00
Copy	\$400.00
Copy Edits	\$200.00

6 x 11 Postcard (double sided)

Design (Standard)	\$900.00
Design (Illustrated)	\$1,800.00
Format & Layout	\$450.00
Copy	\$450.00
Copy Edits	\$225.00

Tri-Fold

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00
Format & Layout	\$750.00
Copy	\$750.00
Copy Edits	\$375.00

E-Blast

Template

Design (1 Active Pg)	\$800.00
Design (2 - 5 Active Pgs)	\$1,000.00
Design (6 - 10 Active Pgs)	\$2,000.00
Design (11 - 20 Active Pgs)	\$3,000.00

E-Blast (Cont.)

E-Blast (No Link or Link to Active Pg)

Design/Programming (HTML - Standard)	\$1,000.00
Design /Programming (HTML - Illustrated)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

E-Blast (Link & New Active Pg)

Design/Programming (HTML - Standard)	\$2,000.00
Design/Programming (HTML - Illustrated)	\$4,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

Rectangles & Pop-ups

300 x 250 Medium Rectangle

Design/Programming (Standard)	\$1,000.00
Design/Programming (Flash)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

250 x 250 Square Pop-Up

Design/Programming (Standard)	\$800.00
Design/Programming (Flash)	\$1,600.00
Copy	\$250.00
Copy Edits	\$125.00

240 x 400 Vertical Rectangle

Design/Programming (Standard)	\$1,200.00
Design/Programming (Flash)	\$2,400.00
Copy	\$750.00
Copy Edits	\$325.00

336 x 280 Large Rectangle

Design/Programming (Standard)	\$1,200.00
Design/Programming (Flash)	\$2,400.00
Copy	\$750.00
Copy Edits	\$325.00

180 x 150 Rectangle

Design/Programming (Standard)	\$800.00
Design/Programming (Flash)	\$1,200.00
Copy	\$125.00
Copy Edits	\$65.00

300 x 100 3:1 Rectangle

Design/Programming (Standard)	\$1,000.00
Design/Programming (Flash)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

425 x 425 Extra Large Rectangle

Design/Programming (Standard)	\$2,750.00
Design/Programming (Flash)	\$4,750.00
Copy	\$800.00
Copy Edits	\$400.00

Advertising

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Rectangles & Pop-ups (Cont.)

425 x 500 Extra Large Rectangle

Design/Programming (Standard)	\$3,000.00
Design/Programming (Flash)	\$5,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

425 x 600 Extra Large Rectangle

Design/Programming (Standard)	\$4,000.00
Design/Programming (Flash)	\$6,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

720 x 300 Pop-Under

Design/Programming (Standard)	\$5,000.00
Design/Programming (Flash)	\$7,000.00
Copy	\$2,000.00
Copy Edits	\$1,000.00

Banners & Buttons

728 x 90 Leaderboard

Design/Programming (Standard)	\$1,000.00
Design/Programming (Flash)	\$2,000.00
Copy	\$500.00
Copy Edits	\$250.00

468 x 60 Full Banner

Design/Programming (Standard)	\$800.00
Design/Programming (Flash)	\$1,600.00
Copy	\$250.00
Copy Edits	\$125.00

234 x 60 Half Banner

Design/Programming (Standard)	\$600.00
Design/Programming (Flash)	\$1,000.00
Copy	\$125.00
Copy Edits	\$65.00

120 x 240 Vertical Banner

Design/Programming (Standard)	\$800.00
Design/Programming (Flash)	\$1,200.00
Copy	\$125.00
Copy Edits	\$65.00

125 x 125 Square Button

Design/Programming (Standard)	\$600.00
Design/Programming (Flash)	\$800.00
Copy	\$125.00
Copy Edits	\$65.00

120 x 90 Button 1

Design/Programming (Standard)	\$400.00
Design/Programming (Flash)	\$600.00
Copy	\$125.00
Copy Edits	\$65.00

Banners & Buttons (Cont.)

120 x 60 Button 2

Design/Programming (Standard)	\$300.00
Design/Programming (Flash)	\$500.00
Copy	\$125.00
Copy Edits	\$65.00

88 x 31 Micro Button

Design/Programming (Standard)	\$200.00
Design/Programming (Flash)	\$400.00
Copy	\$125.00
Copy Edits	\$65.00

Skyscrapers

160 x 600 Wide Skyscraper

Design/Programming (Standard)	\$2,000.00
Design/Programming (Flash)	\$3,000.00
Copy	\$750.00
Copy Edits	\$375.00

120 x 600 Skyscraper

Design/Programming (Standard)	\$1,500.00
Design/Programming (Flash)	\$2,500.00
Copy	\$500.00
Copy Edits	\$250.00

300 x 600 Half Page Ad

Design/Programming (Standard)	\$3,000.00
Design/Programming (Flash)	\$4,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

Pay-Per-Click

Campaign Management (Per Month)

1 - 10 Words	\$100.00
11 - 20 Words	\$300.00
21 - 30 Words	\$600.00
31 - 40 Words	\$900.00
41 - 50 Words	\$1,200.00
51 - 60 Words	\$1,500.00
61 - 70 Words	\$1,800.00
81 - 90 Words	\$2,100.00
91 - 100 Words	\$2,400.00

Advertising

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Point-of-Purchase

Banners/Signs

Design (Standard)	\$250.00
Design (Illustrated)	\$500.00
Copy	\$250.00
Copy Edits	\$125.00

Posters/Small Billboards

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

1 pg Counter/Rack Card (single side)

Design (Standard)	\$400.00
Design (Illustrated)	\$800.00
Copy	\$200.00
Copy Edits	\$100.00

2 pg Counter/Rack Card (double sided)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

Counter Displays

Design/Copy (Standard)	\$1,000.00
Design/Copy (Illustrated)	\$2,000.00

Floor Displays

Design/Copy (Standard)	\$2,000.00
Design/Copy (Illustrated)	\$3,000.00

Wall Displays

Design/Copy (Standard)	\$2,000.00
Design/Copy (Illustrated)	\$3,000.00

Window Displays

Design/Copy (Standard)	\$3,000.00
Design/Copy (Illustrated)	\$4,000.00

Out-of-Home

Transit (Inside Panel)

Design (Standard)	\$1,600.00
Design (Illustrated)	\$3,200.00
Copy	\$800.00
Copy Edits	\$400.00

Transit (Outside Panel)

Design (Standard)	\$2,000.00
Design (Illustrated)	\$4,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

Transit (Bus/Train Stop)

Design (Standard)	\$2,000.00
Design (Illustrated)	\$4,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

Out-of-Home (Cont.)

Full Size Billboard/Corner Sign

Design (Standard)	\$3,000.00
Design (Illustrated)	\$6,000.00
Copy	\$1,500.00
Copy Edits	\$750.00

Restroom

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Copy	\$400.00
Copy Edits	\$200.00

Exhibits/Displays

Tabletop Panel

Design/Copy	\$400.00
-------------	----------

6' Tabletop

Design/Copy	\$500.00
-------------	----------

8' Tabletop

Design/Copy	\$600.00
-------------	----------

ShowStyle Tabletop

Design/Copy	\$400.00
-------------	----------

ShowMax Tabletop

Design/Copy	\$400.00
-------------	----------

Pactiva Tabletop

Design/Copy	\$400.00
-------------	----------

8' Pop-Up

Design/Copy	\$800.00
-------------	----------

8' Splash

Design/Copy	\$800.00
-------------	----------

10' Pop-Up

Design/Copy	\$1,000.00
-------------	------------

10' Straight Wall Pop-Up

Design/Copy	\$1,000.00
-------------	------------

10' Stingray

Design/Copy	\$1,000.00
-------------	------------

10' Sidewinder

Design/Copy	\$1,000.00
-------------	------------

10' Splash

Design/Copy	\$1,000.00
-------------	------------

20' Pop-Up

Design/Copy	\$2,000.00
-------------	------------

1x3 Expressions

Design/Copy	\$600.00
-------------	----------

2x2 Expressions

Design/Copy	\$700.00
-------------	----------

3x3 Expressions

Design/Copy	\$800.00
-------------	----------

4x3 Expressions

Design/Copy	\$900.00
-------------	----------

Pyramid Expressions

Design/Copy	\$1,000.00
-------------	------------

Advertising

Design Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- 5 Revision Rounds
- Project Management

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Exhibits/Displays (Cont.)

10' x 10' Visionary	\$2,000.00
Design/Copy	
10' x 20' Visionary	\$3,000.00
Design/Copy	
10' x 30' Visionary	\$700.00
Design/Copy	
20' x 20' Visionary	\$800.00
Design/Copy	
30' x 30' Visionary	\$900.00
Design/Copy	
40' x 40' Visionary	\$1,000.00
Design/Copy	
40' x 50' Visionary	\$1,500.00
Design/Copy	
Backwall	
8' Backwall	\$800.00
10' Backwall	\$1,000.00
10' x 10' Truss System	
Design/Copy	\$6,000.00
10' x 20' Truss System	
Design/Copy	\$8,000.00
20' x 20' Truss System	
Design/Copy	\$10,000.00
Single Sided Retractable Banner Stand	
33.5" x 77" (Design/Copy)	\$200.00
39" x 77" (Design/Copy)	\$200.00
Double Sided Retractable Banner Stand	
33.5" x 77" (Design/Copy)	\$400.00
Three Piece Retractable Banner Stand	
33.5" x 75.5" (Design/Copy)	\$400.00
39" x 78" (Design/Copy)	\$600.00
X-Base Double Sided	
23.5" x 63" (Design/Copy)	\$200.00
X Banner Stand	
23.5" x 62" (Design/Copy)	\$200.00
Primo Retractable Banner Stand	
33.5" x 77" (Design/Copy)	\$200.00
Adjustable Banner Standards	
24" (Design/Copy)	\$200.00
30" (Design/Copy)	\$200.00
36" (Design/Copy)	\$220.00
48" (Design/Copy)	\$250.00
Triangle Hanging Banner	\$150.00
4' (Design/Copy)	\$100.00
6' (Design/Copy)	\$120.00
8' (Design/Copy)	\$140.00
10' (Design/Copy)	\$160.00
12' (Design/Copy)	\$180.00
15' (Design/Copy)	\$200.00
20' (Design/Copy)	\$220.00

Square Hanging Banner

4' (Design/Copy)	\$100.00
6' (Design/Copy)	\$120.00
8' (Design/Copy)	\$140.00
10' (Design/Copy)	\$160.00
12' (Design/Copy)	\$180.00
15' (Design/Copy)	\$200.00
20' (Design/Copy)	\$220.00

Round Hanging Banner

6.58' (Design/Copy)	\$100.00
8.22' (Design/Copy)	\$120.00
9.87' (Design/Copy)	\$140.00
10.24' (Design/Copy)	\$160.00
14.80' (Design/Copy)	\$180.00
16.45' (Design/Copy)	\$200.00

Solo Mini Glass Podium

Design/Copy	\$250.00
-------------	----------

Solo Oval Top Podium

Design/Copy	\$250.00
-------------	----------

Solo Compter Podium

Design/Copy	\$350.00
-------------	----------

Solo Connector Podium

Design/Copy	\$450.00
-------------	----------

Solo Curve Podium

Design/Copy	\$300.00
-------------	----------

Solo Lecturn Podium

Design/Copy	\$250.00
-------------	----------

Solo Glass Counter Podium

Design/Copy	\$300.00
-------------	----------

Solo Table Top Podium

Design/Copy	\$250.00
-------------	----------

Solo Post Podium

Design/Copy	\$300.00
-------------	----------

Solo Three Way Podium

Design/Copy	\$600.00
-------------	----------

Solo Wings Podium

Design/Copy	\$550.00
-------------	----------

Table Cover

6' (Design/Copy)	\$80.00
8' (Design/Copy)	\$100.00

Additional Options

Add Ons

1 - 3 Additional Concepts	\$500.00
Printer Coordination	\$250.00
Additional Revisions (per revision)	\$100.00

Web sites

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Site Planning

Information Architecture/Wire Framing

1 - 20 pg site	\$500.00
21 - 60 pg site	\$1,500.00
61 - 100 pg site	\$3,000.00
100 - 200 pg site	\$6,000.00
200 - 300 pg site	\$9,000.00

Base Site

1 pg

Design/Programming (HTML)	\$1,000.00
Design/Programming (Flash)	\$3,000.00
Copy	\$500.00
Copy Edits	\$250.00

2 - 5 pgs

Design/Programming (HTML)	\$2,500.00
Design/Programming (Flash)	\$5,500.00
Copy	\$1,250.00
Copy Edits	\$625.00

6 - 10 pgs

Design/Programming (HTML)	\$4,000.00
Design/Programming (Flash)	\$6,000.00
Copy	\$2,000.00
Copy Edits	\$1,000.00

11 - 20 pgs

Design/Programming (HTML)	\$6,000.00
Design/Programming (Flash)	\$8,000.00
Copy	\$3,000.00
Copy Edits	\$1,500.00

21 - 40 pgs

Design/Programming (HTML)	\$8,000.00
Design/Programming (Flash)	\$10,000.00
Copy	\$4,000.00
Copy Edits	\$2,000.00

41 - 60 pgs

Design/Programming (HTML)	\$12,000.00
Design/Programming (Flash)	\$16,000.00
Copy	\$6,000.00
Copy Edits	\$3,000.00

61 - 80 pgs

Design/Programming (HTML)	\$16,000.00
Design/Programming (Flash)	\$20,000.00
Copy	\$8,000.00
Copy Edits	\$4,000.00

81 - 100 pgs

Design/Programming (HTML)	\$20,000.00
Design/Programming (Flash)	\$24,000.00
Copy	\$10,000.00
Copy Edits	\$5,000.00

E-Commerce

E-Commerce Skin Design (HTML)

1 - 5 products	\$1,500.00
6 - 25 products	\$2,500.00
26 - 50 products	\$3,500.00
51 - 100 products	\$4,500.00
101 - 200 products	\$5,500.00
201 - 300 products	\$6,500.00
301 - 400 products	\$7,500.00
401 - 500 products	\$8,500.00

E-Commerce Skin Design (Flash)

1 - 5 products	\$3,000.00
6 - 25 products	\$5,000.00
26 - 50 products	\$7,000.00
51 - 100 products	\$9,000.00
101 - 200 products	\$11,000.00
201 - 300 products	\$13,000.00
301 - 400 products	\$15,000.00
401 - 500 products	\$17,000.00

Thumbnail/Image Design (Category/Small/Medium/Large)

1 - 5 products	\$750.00
6 - 25 products	\$1,500.00
26 - 50 products	\$3,000.00
51 - 100 products	\$4,500.00
101 - 200 products	\$6,000.00
201 - 300 products	\$7,500.00
301 - 400 products	\$9,000.00
401 - 500 products	\$10,500.00

Product Copy

1 - 5 products	\$500.00
6 - 25 products	\$1,000.00
26 - 50 products	\$1,500.00
51 - 100 products	\$2,500.00
101 - 200 products	\$3,500.00
201 - 300 products	\$4,500.00
301 - 400 products	\$5,500.00
401 - 500 products	\$6,500.00

Store Set-Up (Advanced)

Self-Load	\$1,500.00
1 - 5 products	\$5,000.00
6 - 25 products	\$7,000.00
26 - 50 products	\$9,000.00
51 - 100 products	\$11,000.00
101 - 200 products	\$13,000.00
201 - 300 products	\$15,000.00
301 - 400 products	\$17,000.00
401 - 500 products	\$19,000.00

Web sites

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Custom Form Fields

Custom Form Fields (Email)

1 - 15 fields	\$500.00
16 - 25 fields	\$750.00
26 - 50 fields	\$1,000.00
51 - 75 fields	\$1,250.00
76 - 100 fields	\$1,500.00
101 - 125 fields	\$1,750.00
126 - 150 fields	\$2,000.00
151 - 175 fields	\$2,250.00
176 - 200 fields	\$2,500.00
201 - 225 fields	\$2,750.00
226 - 250 fields	\$3,000.00

Custom Form Fields (Database)

1 - 15 fields	\$2,000.00
16 - 25 fields	\$2,500.00
26 - 50 fields	\$3,000.00
51 - 75 fields	\$3,500.00
76 - 100 fields	\$4,000.00
101 - 125 fields	\$4,500.00
126 - 150 fields	\$5,000.00
151 - 175 fields	\$5,500.00
176 - 200 fields	\$6,000.00
201 - 225 fields	\$6,500.00
226 - 250 fields	\$7,000.00

Blogs

Blog Skins & Themes

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00

Programming & Set-Up

1 Content Category	\$1,500.00
2 - 5 Content Categories	\$3,000.00
6 - 10 Content Categories	\$6,000.00

Message Boards

Message Board Skins & Themes

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00

Programming & Set-Up

1 Content Category	\$1,500.00
2 - 5 Content Categories	\$3,000.00
6 - 10 Content Categories	\$6,000.00

Modules

Add-On Features

Flash Header (per tile)	\$750.00
Site Search	\$500.00
Splash Page	\$1,200.00
Newsletter sign-up	\$200.00
Calendar of Events	\$800.00
Photo Album (per photo)	\$10.00
RSS Feed Tags (per tag)	\$100.00
Audio Player Set-up	\$500.00
Audio File Uploads (per file)	\$50.00
Video Player Set-up	\$500.00
Video File Uploads (per file)	\$50.00
Zip Code Search	\$1,000.00

Content Management

Content Management System

1 - 3 Editable Sections	\$2,000.00
4 - 6 Editable Sections	\$3,000.00
7 - 9 Editable Sections	\$4,000.00
10 - 12 Editable Sections	\$5,000.00
13 - 15 Editable Sections	\$6,000.00
16 - 21 Editable Sections	\$7,000.00

Content Management Service (Per Month)

1 - 5 updates per month	\$125.00
6 - 10 updates per month	\$250.00
11 - 20 updates per month	\$375.00
21 - 30 updates per month	\$500.00
31 - 40 updates per month	\$625.00
41 - 50 updates per month	\$750.00

Search Engine Optimization

In-Site Search Engine Optimization (I-SEO)

2 - 5 pgs	\$300.00
6 - 10 pgs	\$405.00
11 - 20 pgs	\$546.75
21 - 40 pgs	\$738.11
41 - 60 pgs	\$996.45
61 - 80 pgs	\$1,345.21
81 - 100 pgs	\$1,816.03

Additional Options

Add Ons

1 - 3 Additional Concepts	\$500.00
Additional Revisions (per revision)	\$100.00

Interactive

Design/Programming Deliverables

- Creative Brief Session
- 3 Design/Concept Sketches
- Photo/Graphic Selection
- Text Input & Design Layout
- HTML/Flash Coding
- 5 Revision Rounds
- Project Management

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Flash Demos

1 - 2 chapters

Design/Programming (Standard Animation)	\$4,000.00
Design/Programming (Advanced Animation)	\$6,000.00
Copy/Script	\$2,000.00
Copy/Script (Edits)	\$1,000.00

3 - 5 chapters

Design/Programming (Standard Animation)	\$6,000.00
Design/Programming (Advanced Animation)	\$8,000.00
Copy/Script	\$3,000.00
Copy/Script (Edits)	\$1,500.00

6 - 10 chapters

Design/Programming (Standard Animation)	\$8,000.00
Design/Programming (Advanced Animation)	\$10,000.00
Copy/Script	\$4,000.00
Copy/Script (Edits)	\$2,000.00

11 - 15 chapters

Design/Programming (Standard Animation)	\$10,000.00
Design/Programming (Advanced Animation)	\$12,000.00
Copy/Script	\$5,000.00
Copy/Script (Edits)	\$2,500.00

16 - 20 chapters

Design/Programming (Standard Animation)	\$12,000.00
Design/Programming (Advanced Animation)	\$14,000.00
Copy/Script	\$6,000.00
Copy/Script (Edits)	\$3,000.00

Additional Options

Add Ons

1 - 3 Additional Concepts	\$500.00
Additional Revisions (per revision)	\$100.00

Public Relations

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

PR Strategy

Planning Session

Start-Up	\$500.00
1 - 4 Employees	\$1,500.00
5 - 25 Employees	\$3,000.00
26 - 75 Employees	\$6,000.00
76 - 150 Employees	\$9,000.00
151 - 250 Employees	\$12,000.00
251 - 500 Employees	\$15,000.00

Media Outreach

Outreach Tools

Media Pitch	\$300.00
Media Alert	\$500.00
Press Release (first page)	\$500.00
Press Release (second page)	\$250.00
Media List (per list)	\$100.00
Editorial Calendar Research (per media outlet)	\$50.00
Media Distribution (per distribution)	\$100.00
Pitching (per contact)	\$15.00

Talking Points/FAQ

1 - 5 Questions	\$600.00
6 - 10 Questions	\$800.00
11 - 20 Questions	\$1,000.00
21 - 30 Questions	\$1,200.00
31 - 40 Questions	\$1,400.00
41 - 50 Questions	\$1,600.00

Interview Coordination (Per Hour)

Executive	\$250.00
Senior	\$150.00
Mid-Level	\$65.00
Junior	\$45.00
Intern	\$30.00

Media Services

Media Call Center

Reporter Inquiries (per call)	\$50.00
-------------------------------	---------

Monitoring

Monitoring (per wk)	\$450.00
Monitoring (per month)	\$1,800.00

Clip Book

10 - 30 clips	\$500.00
31 - 60 clips	\$1,000.00
61 - 90 clips	\$1,500.00
91 - 120 clips	\$2,000.00
121 - 160 clips	\$2,500.00
161 - 200 clips	\$3,000.00

Media Kit

Design (Standard)	\$1,500.00
Design (Illustrated)	\$3,000.00

Media Services (Cont.)

Research

Conference/Tradeshow Research (per quarter)	\$300.00
Local Networking Research (per quarter)	\$300.00
Speaking Opportunity Research (per quarter)	\$300.00
Calendar Postings (per posting)	\$50.00

Media Training

Media Training Session (1 person)	\$1,500.00
Media Training Session (2 - 5 people)	\$3,000.00
Media Training Session (6 - 10 people)	\$5,000.00

Sales/Development

Copy Deliverables

- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Sales/Development

Sales Letters

Letter (first page)	\$600.00
Letter (second page)	\$200.00
Donation/Pledge Form (w/envelope)	\$150.00
Mailing List (per list)	\$100.00

Proposal Template

Cover

Design (Text)	\$200.00
Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Document Template

Design (Standard)	\$300.00
-------------------	----------

Formatting & Layout

1 pg Format & Layout	\$250.00
2 - 3 pgs Format & Layout	\$450.00
4 - 10 pgs Format & Layout	\$650.00
11 - 20 pgs Format & Layout	\$850.00
21 - 30 pgs Format & Layout	\$1,050.00
31 - 40 pgs Format & Layout	\$1,250.00
41 - 50 pgs Format & Layout	\$1,450.00
51 - 60 pgs Format & Layout	\$1,650.00
61 - 70 pgs Format & Layout	\$1,850.00
71 - 80 pgs Format & Layout	\$2,050.00
81 - 100 pgs Format & Layout	\$2,250.00

Case Study

Cover

Design (Text)	\$200.00
Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Document Template

Design (Standard)	\$300.00
-------------------	----------

Copy (Short Form)

1 paragraph	\$250.00
2 - 3 paragraphs	\$500.00

Copy Edits (Short Form)

1 paragraph	\$125.00
2 - 3 paragraphs	\$250.00

Copy (Long Form)

1 pg	\$1,000.00
2 - 3 pgs	\$2,000.00
4 - 10 pgs	\$3,000.00

Copy Edits (Long Form)

1 pg	\$500.00
2 - 3 pgs	\$1,000.00
4 - 10 pgs	\$1,500.00

Formatting & Layout

1 pg Format & Layout	\$250.00
2 - 3 pgs Format & Layout	\$450.00
4 - 10 pgs Format & Layout	\$650.00

Case Studies (Cont.)

Formatting & Layout

11 - 20 pgs Format & Layout	\$850.00
21 - 30 pgs Format & Layout	\$1,050.00
31 - 40 pgs Format & Layout	\$1,250.00
41 - 50 pgs Format & Layout	\$1,450.00
51 - 60 pgs Format & Layout	\$1,650.00
61 - 70 pgs Format & Layout	\$1,850.00
71 - 80 pgs Format & Layout	\$2,050.00
81 - 100 pgs Format & Layout	\$2,250.00

Whitepapers

Cover

Design (Text)	\$200.00
Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Document Template

Design (Standard)	\$300.00
-------------------	----------

Copy Edits (Long Form)

1 pg	\$500.00
2 - 3 pgs	\$1,000.00
4 - 10 pgs	\$1,500.00

Formatting & Layout

1 pg Format & Layout	\$250.00
2 - 3 pgs Format & Layout	\$450.00
4 - 10 pgs Format & Layout	\$650.00
11 - 20 pgs Format & Layout	\$850.00
21 - 30 pgs Format & Layout	\$1,050.00
31 - 40 pgs Format & Layout	\$1,250.00
41 - 50 pgs Format & Layout	\$1,450.00
51 - 60 pgs Format & Layout	\$1,650.00
61 - 70 pgs Format & Layout	\$1,850.00
71 - 80 pgs Format & Layout	\$2,050.00
81 - 100 pgs Format & Layout	\$2,250.00

Training

Presentation Critique

1 person	\$750.00
2 - 5 people	\$1,500.00
6 - 10 people	\$3,000.00

Events/Promotions

Event/Promotion Deliverables

- Event concept and work plan development
- Site selection assistance
- Menu selection/catering coordination
- Audio/visual/staging coordination
- Décor, table settings, floral and interior design
- Talent/entertainment arrangements
- Transportation coordination
- Security coordination
- Program script development
- Sponsor letter development
- Gift/award coordination
- On-site coordination

Events/Promotions

Planning/Logistics (Live Event)

1 - 5 attendees	\$500.00
6 - 25 attendees	\$1,000.00
26 - 50 attendees	\$2,000.00
51 - 100 attendees	\$4,000.00
101 - 250 attendees	\$6,000.00
251 - 500 attendees	\$8,000.00
501 - 750 attendees	\$10,000.00
751 - 1000 attendees	\$12,000.00

Planning/Logistics (Webinars)

1 - 25 attendees	\$1,000.00
26 - 50 attendees	\$1,500.00
51 - 100 attendees	\$2,000.00
101 - 250 attendees	\$2,500.00
251 - 500 attendees	\$3,000.00
501 - 750 attendees	\$3,500.00
751 - 1000 attendees	\$4,000.00

Invite w/envelope

4 x 6 Postcard (single side)

Design (Standard)	\$300.00
Design (Illustrated)	\$600.00
Format & Layout	\$150.00
Copy	\$150.00
Copy Edits	\$75.00

4 x 6 Postcard (double sided)

Design (Standard)	\$400.00
Design (Illustrated)	\$800.00
Format & Layout	\$200.00
Copy	\$200.00
Copy Edits	\$100.00

6 x 9 Postcard (single side)

Design (Standard)	\$500.00
Design (Illustrated)	\$1,000.00
Format & Layout	\$250.00
Copy	\$250.00
Copy Edits	\$125.00

6 x 9 Postcard (double sided)

Design (Standard)	\$600.00
Design (Illustrated)	\$1,200.00
Format & Layout	\$300.00
Copy	\$300.00
Copy Edits	\$150.00

6 x 11 Postcard (single side)

Design (Standard)	\$700.00
Design (Illustrated)	\$1,400.00
Format & Layout	\$350.00
Copy	\$350.00
Copy Edits	\$175.00

Invite w/envelope (Cont.)

6 x 11 Postcard (double sided)

Design (Standard)	\$800.00
Design (Illustrated)	\$1,600.00
Format & Layout	\$400.00
Copy	\$400.00
Copy Edits	\$200.00

Event Calendar Postings

Research & Submit

Per Post	\$50.00
----------	---------

Email

Template

Design (1 Active Pg)	\$800.00
Design (2 - 5 Active Pgs)	\$1,000.00
Design (6 - 10 Active Pgs)	\$2,000.00
Design (11 - 20 Active Pgs)	\$3,000.00

Invite (Link to Active Pg)

Design/Programming (HTML - Standard)	\$1,000.00
Design/Programming (HTML - Illustrated)	\$2,000.00
Copy	\$1,000.00
Copy Edits	\$500.00

Event Programs

Cover

Design (Text)	\$200.00
Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Document Template

Design (Standard)	\$400.00
Design (Illustrated)	\$800.00

Formatting & Layout

1 pg Format & Layout	\$250.00
2 - 3 pgs Format & Layout	\$550.00
4 - 10 pgs Format & Layout	\$850.00
11 - 20 pgs Format & Layout	\$1,150.00
21 - 30 pgs Format & Layout	\$1,450.00
31 - 40 pgs Format & Layout	\$1,750.00
41 - 50 pgs Format & Layout	\$2,050.00
51 - 60 pgs Format & Layout	\$2,350.00
61 - 70 pgs Format & Layout	\$2,650.00
71 - 80 pgs Format & Layout	\$2,950.00
81 - 90 pgs Format & Layout	\$3,250.00
91 - 100 pgs Format & Layout	\$3,250.00

Research

Research Deliverables

- Research Planning Session
- Summary Report

Research

Reports (per report)

Market Analysis	\$5,000.00
Competitive Analysis	\$5,000.00
Price Analysis	\$5,000.00
Partner Marketing (per industry and market)	\$2,500.00

Media Plan

Multi-Media (per market)	\$4,500.00
Newspaper (per market)	\$1,000.00
Magazine (per market)	\$1,000.00
Radio (per market)	\$1,000.00
Television (per market)	\$1,000.00
Online Banner (per market)	\$1,000.00

Pay-Per-Click Strategy (B2B)

1 - 3 Service Categories	\$1,000.00
4 - 5 Service Categories	\$2,000.00
6 - 7 Service Categories	\$3,000.00
8 - 9 Service Categories	\$4,000.00
10 - 11 Service Categories	\$5,000.00
11 - 12 Service Categories	\$6,000.00
13 - 14 Service Categories	\$7,000.00
15 - 16 Service Categories	\$8,000.00
17 - 18 Service Categories	\$9,000.00
19 - 20 Service Categories	\$10,000.00

Pay-Per-Click Strategy (B2C)

1 - 3 Products	\$1,000.00
4 - 10 Products	\$2,000.00
11 - 20 Products	\$3,000.00
21 - 30 Products	\$4,000.00
31 - 40 Products	\$5,000.00
41 - 50 Products	\$6,000.00
51 - 60 Products	\$7,000.00
61 - 70 Services	\$8,000.00
71 - 80 Products	\$9,000.00
81 - 90 Products	\$10,000.00
91 - 100 Products	\$11,000.00
101 - 120 Products	\$12,000.00
121 - 140 Products	\$13,000.00
141 - 160 Products	\$14,000.00
161 - 180 Products	\$15,000.00
181 - 200 Products	\$16,000.00

Research (Cont.)

Surveys (per survey)

1 - 5 questions	\$500.00
6 - 10 questions	\$750.00
11 - 20 questions	\$1,000.00
21 - 30 questions	\$1,250.00
31 - 40 questions	\$1,500.00
41 - 50 questions	\$2,000.00

Focus Groups (per focus group)

1 - 5 participants	\$2,000.00
6 - 10 participants	\$3,000.00
11 - 20 participants	\$4,000.00
21 - 30 participants	\$5,000.00
31 - 40 participants	\$6,000.00
41 - 50 participants	\$7,000.00

Copy

Copy Deliverables

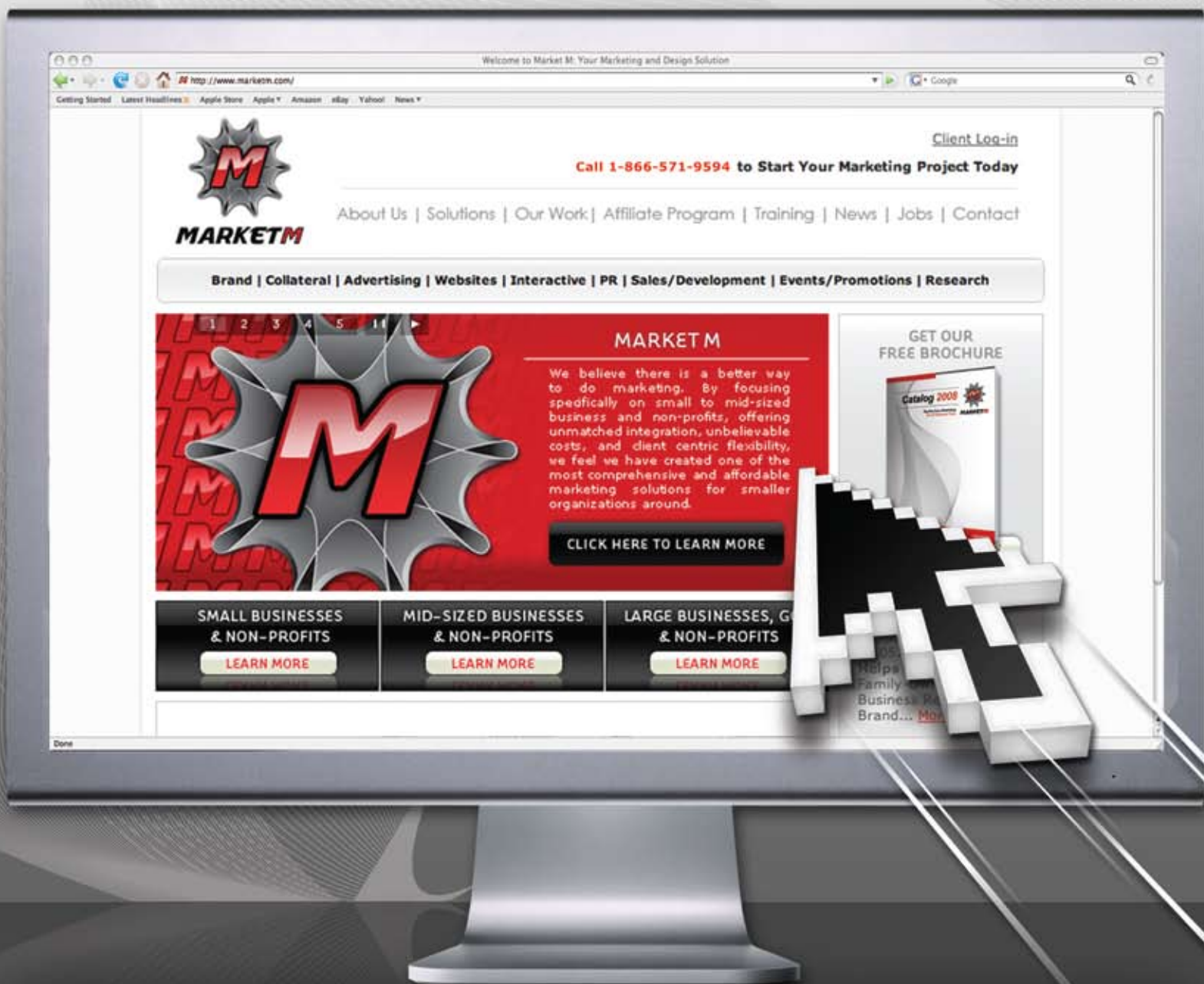
- Copy Development Session
- 1 Original Copy Document
- 5 Revision Rounds
- Project Management

Copy Edit Deliverables

- 1 Original Copy Edit Document
- 5 Revision Rounds
- Project Management

Copy

1 pg	
Copy	\$600.00
Copy Edits	\$300.00
2 pgs	
Copy	\$800.00
Copy Edits	\$400.00
4 - 10 pgs	
Copy	\$1,500.00
Copy Edits	\$750.00
11 - 20 pgs	
Copy	\$2,000.00
Copy Edits	\$1,000.00
21 - 30 pgs	
Copy	\$2,500.00
Copy Edits	\$1,250.00
31 - 40 pgs	
Copy	\$3,000.00
Copy Edits	\$1,500.00
41 - 50 pgs	
Copy	\$3,500.00
Copy Edits	\$1,750.00
51 - 60 pgs	
Copy	\$4,500.00
Copy Edits	\$2,250.00
61 - 70 pgs	
Copy	\$5,500.00
Copy Edits	\$2,750.00
71 - 80 pgs	
Copy	\$6,500.00
Copy Edits	\$3,250.00
81 - 100 pgs	
Copy	\$7,500.00
Copy Edits	\$3,750.00



Call 1-866-571-9594 to Start Your Marketing Project Today

Visit us online at www.marketm.com
to see more examples of our work.