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**PRICE LIST**

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## MARKETING VALET

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# Introduction

Welcome to Marketing Valet. Our Price List and MVP Customer Loyalty Program are designed to help you plan ahead and maximize the return on your spending.

In production, predictability drives efficiency. Our vision is to drive predictability into production without compromising quality.

Our fixed pricing allows us to serve you better and for much less than other agencies. Years of experience with demanding clients like Adobe, Verizon Wireless, Nokia and others prove that our system works.

You get even greater discounts and benefits by joining the MVP Customer Loyalty Program. All we ask is that you commit to a fixed monthly production budget. This helps you and us plan ahead.

Our operating philosophy is based on “valet service.” Everything we do is designed to provide convenience and quality to you, the busy professional.

Thank you for choosing Marketing Valet!

**Ted Fong**  
**President**  
**Marketing Valet**

## MVP Customer Loyalty Program

The MVP Customer Loyalty Program rewards clients who commit to using Marketing Valet on a monthly basis. Predictability allows us to assign the right resources to your account, fine tune workflows, and, most importantly, get to know you. With these ingredients, our production team can work faster and more efficiently. The money we save is passed onto you in the form of discounts and other benefits.

	<b>Committed Amount<sup>1</sup></b>	<b>Minimum Term<sup>2</sup></b>	<b>Production Discount<sup>3</sup></b>	<b>24x7 Production<sup>4</sup></b>	<b>Consulting Hours Included<sup>5</sup></b>	<b>MV Specials<sup>6</sup></b>	<b>Rush Charges<sup>7</sup></b>
Level 1	\$2,500/month	6 months	10%	Most services	2 hrs./month	Most	50% waived
Level 2	\$5,000/month	6 months	15%	All services	4 hrs./month	All	50% waived
Level 3	\$10,000/month	12 months	20%	All services	6 hrs./month	All	75% waived

### Notes:

1. Committed Amount is the minimum amount the client must spend on MV services to receive discounts and other benefits assigned to the Program Level (1, 2, or 3). Each month, MV will send the client an invoice for the "Committed Amount" and apply it to services rendered for that month. If the amount of services rendered exceeds the Committed Amount, MV will include the additional charges in its monthly invoice. Unused portions of the "Committed Amount" will be carried forward as credit, but this credit will expire at the end of the contract term.
2. Minimum Term is the minimum duration of the contract. Client may cancel the MVP program with a 30-day, written notice.
3. Production Discount is a discount that applies to production services. Writing, consulting, and certain art direction services are excluded.
4. 24x7 Production means that MV production is available to work on your projects 24x7 for fast turnaround and at no extra cost.
5. An MV consultant or an outside consultant of your choosing will provide any type of consulting work you need performed, and MV will pay for it at a maximum rate of \$100 per hour.
6. MV Specials are discounts and other promotions that are available to MVP customers only.
7. Our standard rush charge is 30%. MVP customers can request rush service at any time and have a portion of the rush charge waived.

## Frequently-Asked Questions

### 1. Why does Marketing Valet use fix pricing instead of hourly rates?

We have established a proven system for producing a range of enterprise marketing campaigns. This allows us to predict our costs accurately and thereby offer clients fixed pricing on most services. Fixed pricing also forces us to deliver quality deliverables on time. It eliminates hidden charges and scope creep for our clients.

### 2. Is the MVP Customer Loyalty Program the same as a retainer?

It is similar in that clients pay a set monthly fee. But with the MVP program, 100% of your monthly fee is applied towards tangible production deliverables. This increases transparency and minimizes guesswork, especially when you are trying to allocate your scarce marketing budget. The MVP program rewards you for planning ahead. It helps us lower costs and gives us the best chances of exceeding your marketing goals.

### 3. What if the service I need is not on the price list?

Consult with your account manager or contact [marketing@marketingvalet.com](mailto:marketing@marketingvalet.com). We'll quickly assess your needs and prepare a quotation for services.

### 4. What triggers a rush charge?

It all depends on the current queue. For non-MVP customers, a 30% rush charge is applied if we have to re-arrange our production schedule to accommodate your job. But since we operate production 24/7, we can usually offer incredibly-short turnaround times on most services without incurring a rush fee. 50% of the rush fee will be waived for MVP Level 1 and Level 2 customers. 75% of the rush fee will be waived for MVP Level 3 customers.

### 5. What are the limits of what Marketing Valet can do for me?

We specialize in automating the creative process that supports marketing campaigns. As such, 80% of our projects take less than 3 weeks to complete. 50% take less than a week. Small projects and tasks are completed overnight. We typically do not take on projects like onsite event management, commercial TV production, and large scale web development projects that take more than 3 months to complete. We partner with others who offer these services.

### 6. How is Marketing Valet different from other agencies?

Our key differentiators are 24x7 production (availability and speed), "valet service" mentality, and fixed pricing.

### 7. What are the key factors that will drive the success of my projects with Marketing Valet?

The client must provide clear goals, speedy reviews and approvals, and be willing to build a strong relationship with his/her Marketing Valet project manager. The Marketing Valet project manager must be the client's "trusted advisor" in all things related to marketing and production and must be available directly or through a back-up PM at all times.

### 8. Bonus Question: What does the Marketing Valet logo mean?

One of the logo elements is a clock. This represents urgency and on-time delivery. The other element is a check mark that represents quality and customer satisfaction.

## Email Newsletters

<b>EN10</b>	<b>Template development</b> Includes design consulting, 3 design studies, and template encoding in email and web page formats.	<b>\$1,200</b>	<b>per template</b>
<b>EN15</b>	<b>Project management and production</b> Includes managing content contributors, developing static banners, and encoding newsletter in email and web page formats. Writing and editing not included.	<b>\$1,200</b>	<b>per issue</b>
<b>EN20</b>	<b>Email blasting, up to 5,000 names</b> List(s) provided by client.	<b>\$300</b>	<b>per blast</b>
<b>EN25</b>	<b>Email blasting, additional 5,000 names</b> List(s) provided by client.	<b>\$150</b>	<b>per additional 5000 names</b>
<b>PS15</b>	<b>Production package, 6 issues</b> Same scope of work as EN15. For MVP Level 2 and 3 customers only.	<b>\$5,040</b>	<b>per package</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b> Recommended for clients who need help with their content strategy, editorial calendar, distribution plan, and design consulting.	<b>\$100</b>	<b>per hour</b>

## Web Banners

<b>WB10</b>	<b>Flash banner, art direction and production</b> Animated text and graphics based on up to 5 key frames. Includes 3 design studies.	<b>\$1,200</b>	<b>per project</b>
<b>WB15</b>	<b>Flash banner, production only</b> Animated text and graphics based on up to 5 key frames. Client provides art direction.	<b>\$600</b>	<b>per project</b>
<b>WB20</b>	<b>Flash banner ad, art direction and production</b> For paid placements. Animated text and graphics based on 3 key frames. Includes 3 design studies.	<b>\$800</b>	<b>per project</b>
<b>WB25</b>	<b>Flash banner ad, production only</b> For paid placements. Animated text and graphics based on 3 key frames. Client provides art direction.	<b>\$400</b>	<b>per project</b>
<b>WB30</b>	<b>Static banner, art direction and production</b>	<b>\$600</b>	<b>per project</b>
<b>WB35</b>	<b>Static banner, production only</b>	<b>\$300</b>	<b>per project</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Web Page Development

<b>WP10</b>	<b>Landing page, art direction and production</b> Includes 3 design studies and static banner.	<b>\$600</b>	<b>each design</b>
<b>WP15</b>	<b>Landing page, production only</b> Art direction on an existing design or template. Includes static banner.	<b>\$300</b>	<b>per page</b>
<b>WP20</b>	<b>Content page, art direction and production</b> Includes 3 design studies and static banner.	<b>\$300</b>	<b>each design</b>
<b>WP25</b>	<b>Content page, production only</b> Art direction based on an existing design, template, or branding guidelines. Does not include banner.	<b>\$150</b>	<b>per page</b>
<b>WP30</b>	<b>Web form with standard fields</b> Includes up to 8 form fields.	<b>\$300</b>	<b>per form</b>
<b>WP35</b>	<b>Web form with custom fields</b> Includes up to 15 custom form fields. Other programming charges may apply.	<b>\$400</b>	<b>per form</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Microsite (Portal) Development

<b>MD10</b>	<b>10-page static website</b> Includes site design, home-page Flash banner, HTML production, 3 web forms, and password-protected access.	<b>\$3,500</b>	<b>per site</b>
<b>MD15</b>	<b>WordPress Option</b> Purchased in conjunction with MD10. Microsite will be built in WordPress. Includes configuration of up to 5 open-source features and plug-ins such as blogs, galleries, enhanced forms, comments, and analytics.	<b>\$500</b>	<b>per site</b>
<b>MD20</b>	<b>Additional content pages</b>	<b>\$150</b>	<b>per page</b>
<b>MD25</b>	<b>Additional web forms with standard fields</b>	<b>\$200</b>	<b>per form</b>
<b>MD30</b>	<b>Additional web forms with custom fields</b>	<b>\$300</b>	<b>per form</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Flash Demos

<b>FL10</b>	<b>Turnkey production without script, 2 minutes</b> Includes project management, creative concept, storyboard, Flash and video production, and voice-over recording. Does not include script writing, 3D product modeling, or on-camera talent.	<b>\$4,800</b>	<b>per demo</b>
<b>FL15</b>	<b>Turnkey production without script, each additional minute</b> Same scope of work as FL10.	<b>\$1,500</b>	<b>per minute</b>
<b>FL20</b>	<b>Post production only, 2 minutes</b> Includes Flash and video production and voice-over recording. Does not include 3D product modeling, or on-camera talent. Client provides creative concept, script, and storyboard.	<b>\$3,000</b>	<b>per demo</b>
<b>FL25</b>	<b>Post production only, each additional minute</b> Same scope of work as FL20.	<b>\$1,000</b>	<b>per minute</b>
<b>FL30</b>	<b>On-cam talent or spokesperson</b> Includes talent search, auditions, recording studio, talent fee, and in perpetuity usage fee. Actual price may be lower.	<b>\$3,000</b>	<b>per demo</b>
<b>FL35</b>	<b>Scriptwriting, 2 minute script</b>	<b>\$1,500</b>	<b>per demo</b>
<b>FL40</b>	<b>Scriptwriting, each additional minute</b>	<b>\$300</b>	<b>per minute</b>
<b>PS20</b>	<b>4-demo turnkey package with scripts, 2 minutes each</b> Production of 4 Flash demos. Includes project management, creative concept, script, storyboard, Flash and video production, and voice-over recording. Does not include 3D product modeling or on-camera talent. For MVP Level 2 and Level 3 customers only.	<b>\$16,200</b>	<b>per package</b>
<b>PS25</b>	<b>4-demo turnkey package with scripts, 5 minutes each</b> Production of 4 Flash demos. Includes project management, creative concept, script, storyboard, Flash and video production, and voice-over recording. Does not include 3D product modeling or on-camera talent. For MVP Level 2 and Level 3 customers only.	<b>\$32,700</b>	<b>per package</b>
<b>FL55</b>	<b>3D product tour, 30-second animation</b> Client to provide technical drawings, photos, and physical product (if possible).	<b>\$1,800</b>	<b>per project</b>
<b>FL60</b>	<b>3D product model with user controlled rotation</b> Client to provide technical drawings, photos, and physical product (if possible).	<b>\$1,800</b>	<b>per project</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Customer Videos

<b>CV10</b>	<b>Turnkey production, 2 minutes</b> Includes project management, creative direction, storyboard, and Flash and video post production.	<b>Call</b>	<b>per project</b>
<b>CV15</b>	<b>Turnkey production, each additional minute</b> Same scope of work as CV10.	<b>Call</b>	<b>per project</b>
<b>CV20</b>	<b>Post production only</b> Includes Flash and video post production. Client provides creative direction and raw video footage.	<b>Call</b>	<b>per project</b>
<b>CV25</b>	<b>Post production only, each additional minute</b> Same scope of work as CV20	<b>Call</b>	<b>per project</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Web Shows

<b>WS10</b>	<b>Turnkey production, 6 minutes</b> Includes project management, creative direction, script development, storyboard, Flash and video post production, and voice-over recording.	<b>Call</b>	<b>per project</b>
<b>WS15</b>	<b>Turnkey production, each additional minute</b> Same scope of work as WS10	<b>Call</b>	<b>per project</b>
<b>MV10</b>	<b>Writing and editing</b>	<b>\$85</b>	<b>per hour</b>
<b>MV20</b>	<b>Consulting</b>	<b>\$100</b>	<b>per hour</b>

## Sales Collateral

SC10	<b>Sales flyer, art direction and production</b> Copy provided by client.	\$600	each design
SC15	<b>Sales flyer, production only</b>	\$300	each design
SC20	<b>Corporate “one sheet,” art direction and production</b> Copy provided by client.	\$600	each design
SC25	<b>Corporate “one sheet,” production only</b>	\$300	each design
SC30	<b>Pocket guide, art direction and production</b> Copy provided by client.	\$1,500	each design
SC35	<b>Pocket guide, production only</b>	\$800	each design
SC40	<b>Image piece, art direction and production</b> Copy provided by client.	\$2,200	each design
SC45	<b>Image piece, production only</b>	\$1,200	each design
SC50	<b>Postcard, art direction and production</b> Copy provided by client.	\$600	each design
SC55	<b>Postcard, production only</b>	\$300	each design
SC60	<b>Whitepaper template, art direction and production</b> Includes production of all graphics including, diagrams, charts, and icons. Copy provided by client.	\$400	each design
SC65	<b>Whitepaper production only</b> Includes production of all graphics including, diagrams, charts, and icons. Copy provided by client.	\$75	per page
SC70	<b>Datasheet template, art direction and production</b>	\$1,200	each design
SC75	<b>Datasheet production, 2 sided</b> Includes production of all graphics including, diagrams, charts, and icons. Copy provided by client.	\$300	per datasheet
MV10	<b>Writing and editing</b>	\$85	per hour
MV20	<b>Consulting</b>	\$100	per hour

## Event Marketing and Production

EM10	Table top sign	\$50	each design
EM15	Agenda poster	\$150	each design
EM20	Name badge	\$50	each design
EM25	Large format sign, art direction and layout	\$400	each design
EM30	Large-format sign, layout only	\$300	each design
EM35	Booth wall graphic, art direction and layout	\$800	each design
EM40	Booth wall graphic, layout only	\$500	each design
EM45	Directional signs, layout	\$50	each design
EM50	Door hanger, art direction and layout	\$200	each design
EM55	Door hanger, layout only	\$200	each design
EM60	Reminder calls	\$2.50	per call
EM65	Event theme development	\$2,500	per event
	Includes creation of tagline, event logo, and reference designs for web, print, and Flash collateral. Fee may be waived if other event production services are purchased.		
EM70	Events promotion package, 1 event	\$1,200	per event
	Includes art direction, web landing page, email invite, registration form, confirmation email, reminder email, thank you email, web hosting, and registration updates.		
PS12	Events promotion package, 4 events	\$3,600	per package
	Includes art direction, web landing page, email invite, registration form, confirmation email, reminder email, thank you email, web hosting, and registration updates. For MVP customers only.		
MV20	Consulting	\$100	per hour

## Print Ads

PA10	Full page, art direction and production	\$1,200	each design
PA15	Full page, production only	\$600	each ad
PA20	Half page, art direction and production	\$900	each design
PA25	Half page, production only	\$450	each ad
PA30	Marketplace ad, art direction and production	\$300	each ad
MV10	Writing and editing	\$85	per hour
MV20	Consulting	\$100	per hour

## PowerPoint

PP10	<b>Template development</b> <small>Includes design consulting and 3 design studies.</small>	\$1,200	per template
PP15	Slide development including all graphics	\$75	per slide
PP20	Diagrams, icons, and charts separately	\$50	per item
MV20	Consulting	\$100	per hour

## Special Applications

SP10	Online calculator	\$2,200	per project
SP15	Sales widget	\$3,500	per project
SP20	Custom portfolio or photo gallery	\$1,200	per project
MV20	Consulting	\$100	per hour

## Packaged Services

Note: These packages are discounted beyond the regular MVP Level 3 rates and are for MVP customers only. The discounts override the regular MVP discounts.

<b>PS12</b>	<b>Events promotion package, 4 events</b>	<b>\$3,600</b>	<b>per package</b>
	Includes art direction, web landing page, email invite, registration form, confirmation email, reminder email, thank you email, web hosting, and registration updates. For MVP customers only.		
<b>PS15</b>	<b>Newsletter production package, 6 issues</b>	<b>\$5,040</b>	<b>per package</b>
	Includes managing content contributors, developing static banners, and encoding newsletter in email and web page formats. Writing and editing not included. For MVP Level 2 and Level 3 customers only.		
<b>PS20</b>	<b>4-demo turnkey package with scripts, 2 minutes each</b>	<b>\$16,200</b>	<b>per package</b>
	Production of 4 Flash demos. Includes project management, creative concept, script, storyboard, Flash and video production, and voice-over recording. Does not include 3D product modeling or on-camera talent. For MVP Level 2 and Level 3 customers only.		
<b>PS25</b>	<b>4-demo turnkey package with scripts, 5 minutes each</b>	<b>\$32,700</b>	<b>per package</b>
	Production of 4 Flash demos. Includes project management, creative concept, script, storyboard, Flash and video production, and voice-over recording. Does not include 3D product modeling or on-camera talent. For MVP Level 2 and Level 3 customers only.		

## Maximum Hourly Rates

MV10	Writing and editing	\$85	per hour
MV20	Consulting	\$100	per hour
MV25	Art Direction	\$75	per hour
MV30	Programming	\$75	per hour
MV35	Production	\$75	per hour
MV40	Project management	\$75	per hour
MV45	Admin and data processing	\$35	per hour