



grow business. need goo.

# DO YOU NEED BASIC BUSINESS MARKETING COLLATERAL?

**Simply indicate your marketing item needed** by ticking a priority, with 1 = low priority, 5 = high priority, and ! = HELP, fill in contact details on this sheet and hand to us.

Brand item	What will be needed	Who is targeted?	Priority						
Standard printed basics	Letterhead, Email templates, Business cards, Fax form, Envelopes DL & C4	Current clients, Potential clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
1	3	5							
2	4	!							
Newsletters/Publications	Templates, Layout, Monthly, Bi-monthly, Quarterly, Copy, Photography, Graphics, Delivery	Returning clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
1	3	5							
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Seminar series	Teasers – email/post, Brochure, Registration form, Web information/page, Presentation, Banners	Current clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
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Functions	Initiations, Hosting and setup, Presentation, Follow up, Client retention	Current targeted clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
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Writing articles	Copy, Press release kit	Potential clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
1	3	5							
2	4	!							
Advertising in key media	Photography, Copy, Advert, TVC, Radio, Direct Marketing	Potential clients Existing clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
1	3	5							
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Information packs	Brochure, Folder/containing device, Sample product, Profile, Team information	Prospective clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
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Website	Copy, Photography, Site plan, Shopping system, CMS	Potential clients Existing clients Current Targeted clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
1	3	5							
2	4	!							
Campaign and planning	Strategy, Media research, Media placement, Media liaison, Reviews	Current Targeted clients	<table border="1"> <tr> <td>1</td> <td>3</td> <td>5</td> </tr> <tr> <td>2</td> <td>4</td> <td>!</td> </tr> </table>	1	3	5	2	4	!
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# BUSINESS MARKETING COLLATERAL CREATION PRICE LIST

Standard marketing collateral basics and estimated cost in design time, this includes up to 3 rough concepts and then final artwork of concept chosen for you be able to reproduce from or implement.

Collateral to Design	Description	Estimated Design Cost
Logo	basic business logo	\$1500+GST
Office stationery set	letterhead, compliments slip, email text signature, business card.	\$1500+GST
Copy writing	per A4 page	\$100+GST
Business signage	banner, plaque and reception	\$1200+GST
Website	one GUI template	\$1200+GST
Profile	A4, 2 sides, full colour	\$600+GST
DL brochure	six panel, gate fold, full colour	\$800+GST
Advert	per ± A4 size template	\$200+GST
Direct marketing mailout	per DL card/flyer	\$400+GST
Web banners	per flash file	\$100+GST
Point of sale	A2 poster	\$100+GST
Presentation folder	oversized A4 with pocket	\$400+GST
Newsletter	one A4 Template	\$800+GST

## ITEMISED COLLATERAL

These prices are an indication, all collateral needed will be costed based on hourly rates.

The above is a guide only.

**DON'T FORGET TO ATTACH YOUR BUSINESS CARD, OR FILL IN BELOW, SO WE CAN TALK**

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Your Full Name

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Your preferred contact (i.e. telephone, mobile, email etc):