

Marketing Services Rate Card - 2011

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Ad hoc Project Work

Hourly rate: £68 / hour + expenses (excluding VAT)

Effective from May 2010

Larger Project Work /Monthly Retainer or Fixed Price projects

Prices and project related expenses by contract agreement depending on time and work required.

Press Release Research, Writing & Circulation Service

Depending on what level of service is needed, two press release service options are offered:

1 Standard Press Release Service

Details Provided - Article Writing - Circulation

This service is offered based on receiving a detailed written brief of the news, topic, case study application story you would like written and circulated to the press. Key information needs to be provided, with details about the key contacts to speak with to clarify details, along with supporting sales brochures, technical data, photos, internal or customer quotes and any other useful related information.

- **Option (A)**
Short news press release (up to 350 words)
@ £340 / press release.
- **Option (B)**
Mid size press release / Case Study Application story (up to 800 words)
@ £650 / press release.

2 Premium Press Release Service

Research & Information Gathering – Article Writing - Circulation

This service option provides a full application story service working off a basic high level brief and being provided with a list of internal and external key people to contact to get more details. Detailed research is then carried out about the application with the sales person involved, a key supplier and/or customer, conducting telephone interviews. Then the article is written, approved and circulated.

- **Option (A)**
Short press release (up to 350 words)
@ £460 / press release.
- **Option (B)**
Mid size press release article/
Application story (up to 800 words)
@ £870 / press release.

Press Release Research, Writing & Circulation Service (Cont)



Prices per press release for all options include:

- Discussion and agreement on objectives, scope and partners to be included in the press release to get across the desired messages for high impact and interest in order to maximize the effectiveness and cross promotional opportunities of the press release.
- Desk research, reading up on brief and supporting documents supplied on products, partners and topic.
- Identifying up to 20 suitable publications and websites in your key sectors to send press releases.
- Press release writing (in English) and proof checking with all partners involved.
- Obtaining print approval from all parties involved prior to publication.
- All UK phone calls.
- Electronic circulation of the final approved press release to up to 20 editors of websites and magazines .

NB: Overseas telephone calls outside of the UK are not included and will be charged separately, but Skype (free PC to PC) and VoiP will be used where possible to keep overseas phone costs to a minimum.

Brochure / Website Copy Writing Service

- Rates for numbers of words as per Press Release Service Option (1).
- Inclusive of time to do desk research on topic.

Additional Bought-in Marketing Services

Any bought-in services purchased on your behalf as requested, such as photography, design, print etc. to be agreed in advance and charged separately from the above.

Travel & living expenses for non office based client activities

- Car @ 40p /mile
- Hotel rate: Travel Lodge / B&B rates at cost by agreement
- Meals charges up to £35/ day max
- Overseas expenses: At cost by agreement

Terms & Conditions

- All above rates are payments in £UK Sterling are exclusive of VAT, charged at the standard rates.
- Invoicing on completion of ad hoc hourly rate project work.
Monthly invoicing for ongoing project work.
- Payment terms : Payment received within 20 days from date of invoice.
- Preferred payment method: by BACS transfer to bank account as detailed below.

Outsourcing B2B Marketing Business Bank Account Details:

HSBC Branch ID Code: MIDLGB2111U. Sort Code : 40-32-04 A/C number : 21679899

Outsourcing B2B Marketing VAT registration number: : 971 5708 9