



**MAKE THE MOST
OF WHAT YOU KNOW:**

**MARKET ARTS CREATIVE
FOR PR PROFESSIONALS**

Techno-groovy tools are, well, groovy. But the burst of podcasts, social networks and Tweet-like life blasts can leave even the most accomplished professionals feeling a bit fuzzy. We're here to help you make the most of what you already know; your clients, their key messages, their audiences and put it to work in new ways.

WHAT WE DO:

We're creators and producers of original content for web distribution. From concept to capture and post production, Market Arts Creative can help you add new media platforms to the client services you already provide. From an audio pod cast series to a video cast show, we work with you to create rich media that keeps you and your clients happy.

RICH MEDIA SERVICE MENU:

- Audio/video program format development
- Script development
- Program name & title design
- Program micro site design & development (up to 10 pages)
- Audio/video capture
- Editing and post production + licensed music selection
- Host/interviewer
- Social network & podcast directory listing

WHAT'S NOT INCLUDED:

- Airfare & travel to client meetings
- Original photography or stock license fees
- Music license fees
- Complex illustration/animation
- Postage and shipping of equipment

REQUIREMENTS:

- Single contact source for all client communication
- Monthly billing paid by the 15th of each month
- Billing cycle runs as scheduled in spite of client-driven delays
- Email notification of project specification changes or additional project requests

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FEE:

Audio podcasts beginning at \$5,600.00

Program format and title design

Audio capture

Editing and post production

**Number and length of episodes determined during pre-production*

Video podcasts beginning at \$10,000.00

Program format and title design

Digital video capture for web use

Editing and post production

**Number and length of episodes determined during pre-production*

OPTIONAL SERVICES:

Script writing	\$ 200.00/hr.
Host/interviewer	\$ 1,600.00/day
Micro site: design, edit content, back-end (10 pgs.)	\$ 6,500.00
Write original web content	\$ 200.00/hr
Podcast directory submission,	\$ 100.00/hr.

or as quoted in project

Prior to beginning work, the client approves the project specifications and fees.

Payments against the total project fee are due monthly.

The first month is due in order to begin work.

For projects up to \$14,999.00 we offer an agency discount of seven per cent.

For projects of \$15,000.00 to \$25,000.00 we offer an agency discount of twelve per cent.

For projects greater than \$25,000.00 we offer an agency discount of fifteen per cent.

*If you're ready to make an investment on behalf of your clients,
we're ready to invest ourselves in you.*