

Marketing made simple.™

2007 Rate Card

This flexible marketing program gives you three distinct levels to choose from. All program levels involve identical marketing tactics but vary with frequency and total number of targeted prospects and customers. Choose the level that best fits your marketing goals and budget.

Level of Marketing Commitment

Marketing Tactic	Basic	Advanced	Aggressive
Sound Business Newsletter	4 times	6 times	12 times
Sound Business e-Newsletter	4 times	6 times	12 times
National Advertising (in print)	1 time (basic size)	2 times (basic size)	2 times (super size)
National Advertising (digital)	1 time	2 times	2 times
Reprints of Ad Campaign	1 version	2 versions	4 versions
Direct Mail Campaign *	1 time	2 times	4 times
Media Relations/PR	2 press releases	4 press releases	6 press releases
Total Targeted Buyers/Influencers	100 individuals	250 individuals	500 individuals
Per Person Investment	\$150 per person	\$120 per person	\$100 per person
Total Annual Investment	\$15,000	\$30,000	\$50,000

* Direct mail campaign to include cover letter on your stationary and copy of the advertisement reprint.

All three levels include:

1. **Strategic Planning Session**, which involves facilitated discussions on business goals and objectives, SWOT analysis, and development of the *MindMap*™ Tool for consistent, messaging.
2. **Customer Benchmark Research** to identify current perceptions of your target market before you begin your *Marketing Made Simple*™ campaign.
3. **Measurable Results Research** conducted after the first annual anniversary of your *Marketing Made Simple*™ campaign to identify the progress made in changing perceptions and attitudes, as well as overall purchasing patterns of your company's products and services.

