

MJB Ballard Designs

Marketing Collateral

Marketing collateral, in sales, is the collection of media used to support the sales of a product or service. These tools are intended to make the salesperson's job easier and more effective. As markets grow increasingly competitive, companies who neglect their marketing collateral or fail to pay attention to good design principles put them at a serious disadvantage.



Business Starter Packages

Our business starter packages are the most cost-effective way for a business to develop an image and begin to develop brand awareness.

Starter Package A:

\$999.00

- Logo Design
- Business Cards
- Letterhead
- Envelope
- Mailing Labels

Starter Package B:

\$1,299.00

- Logo Design
- Business Cards
- Letterhead
- Envelope
- Tri-fold Brochure
- Mailing Labels

Web and Image Starter Package C:

\$1,899

- Logo Design
- Business Cards
- Letterhead
- Envelope
- Mailing Labels
- 6 Page Information Web Site

Web and Image Startup Package D:

\$2,199.00

- Logo Design
- Business Cards
- Letterhead
- Envelope
- Mailing Labels
- 6 Page Information Web Site
- Tri-fold Brochure

Please note: Prices are for design only. Customers may print on demand from their own computers or printers or materials can be set-up and sent to professional printers. Website prices include set up and domain registration. Monthly hosting fees vary and begin at \$6.99 per month, which is adequate for informational sites.

Brochures

Trifold or Z-fold Brochure Design - Custom Design - 4 Color

Include your logo photos and text.

8-1/2 by 11 inch flat size

Folded size 8.5"x3.6"

4 Color CMYK Colors

Design Cost: **\$375**

Gate Fold Brochure Design - Custom Design - 4 Color

This format is slightly larger than standard tri-fold. It has an additional fold. Include your logo photos and text.

8 1/2 by 14 inch flat size

4 Color CMYK Colors

Design Cost: **\$475**

4 Page Brochure Design – Custom Design - 4 Color

Include your logo, company photos and text.

11 by 17 inch flat size

Folded to 8 1/2 by 11 inch

4 Color CMYK Colors

Design Cost: **\$875**

6 Page Brochure Design – Custom Design - 4 Color

Include your logo, company photos and text.

11 by 25.5 inch flat size

Folded to 8 1/2 by 11 inch

4 Color CMYK Colors

Design Cost: **\$1,075**

8 Page Brochure Design – Custom Design - 4 Color

Include your logo, company photos and text.

11 by 17 inch flat size

Folded to 8 1/2 by 11 inch

4 Color CMYK Colors

Design Cost: **\$1,275**

12 Page Brochure Design – Custom Design - 4 Color

Include your logo, company photos and text.

11 by 17 inch flat size

Folded to 8 1/2 by 11 inch

4 Color CMYK Colors

Design Cost: **\$1,675**

Please note: For all brochure designs you must provide the final copy and photographs specific to your establishment. We will provide the custom design (two concepts on 6, 8, and 12 page designs), stock photos and final output in QuarkExpress, InDesign, Pagemaker or PDF format).

Presentation Folder Design

4 Panel Folder Design – (full color front / black and white back)

Folded to 9 by 12 inch with 4 inch flap
4 Color CMYK Colors

Design Cost: **\$375**

4 Panel Folder Design - (full color front / full color back)

Folded to 9 by 12 inch with 4 inch flap
Inside panel includes design and text
4 Color CMYK Colors

Design Cost: **\$575**

6 Panel Folder Design - (full color front / full color back)

Folded to 9 by 12 inch with 4 inch flap
2 Inside panels include design and text
4 Color CMYK Colors

Design Cost: **\$625**

Please note: On all presentation folders you must provide us with your logo, final copy and photos relevant to your establishment. We will provide custom design (2 concepts to choose from), and final output in QuarkExpress, InDesign, Pagemaker or PDF format.

Sell (Fly) Sheets

1 Sided Sell Sheet Design - 4/0

8 1/2 by 11 inches
1 Sided design and text

Design Cost: **\$175**

2 Sided Sell Sheet Design - 4/4

8 1/2 by 11 inches
2 Sided design and text

Design Cost: **\$275**

(5) Step Sheet Design - 4/0

8 1/2 by 11 inches
1 Sided design and text

Set of 5 - Design Cost: **\$875**

Please note: On all sell sheets you must provide us with your logo, final copy and photos relevant to your establishment. We will provide custom design and final output in QuarkExpress, InDesign, Pagemaker or PDF format.

Postcard / Mailer Design Prices

4 By 6 Mailer - 4/4

Ad or promotional with photos. Include your logo, company photos and text.
4 Color CMYK Colors / front and back

Design Cost: **\$325**

6 By 9 Mailer - 4/4

Ad or promotional with photos. Include your logo, company photos and text.
4 Color CMYK Colors / front and back

Design Cost: **\$425**

Please note: On all mailers you must provide us with your logo, final copy and photos relevant to your establishment. We will provide custom design and final output in QuarkExpress, InDesign, Pagemaker or PDF format.

Catalog Design Prices

12 Page Catalog Design – Custom Design - 4 Color

Custom catalog with photos. Include your logo, company photos and text.
11 by 17 inch flat size
Folded to 8 1/2 by 11 inch
4 Color CMYK Colors

Design Cost: **\$2,700**

16 Page Catalog Design – Custom Design - 4 Color

Custom catalog with photos. Include your logo, company photos and text.
11 by 17 inch flat size
Folded to 8 1/2 by 11 inch
4 Color CMYK Colors

Design Cost: **\$3,200**

20 Page Catalog Design – Custom Design - 4 Color

Custom catalog with photos. Include your logo, company photos and text.
11 by 17 inch flat size
Folded to 8 1/2 by 11 inch
4 Color CMYK Colors

Design Cost: **\$3,500**

Please note: On all catalogs you must provide us with your logo, final copy and photos. We will provide custom design and final output in QuarkExpress, InDesign, Pagemaker or PDF format. We can also shoot your entire catalog. Additional fees applicable for photography, models, and stylists. Travel and accommodation fees will apply for shoots on location.

Advertising Design Prices (Print)

Black & White 1/4 Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$175***

Black & White 1/2 Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$325***

Black & White Full Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$625***

Full Color 1/4 Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$225***

Full Color 1/2 Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$375***

Full Color Full Page Ad

Ad with photos. Include your logo, company photos and text.
4 Color CMYK Colors

Design Cost: ***\$675***

Advertising Design Prices (Television)

Billboards

Promotional graphic for a company aired for 10-15 seconds preceding specific program content that it sponsors. Can be aired in conjunction with a voiced-over promotion or tip from the company. Usually incorporates the company's logo, specific products, etc.

Samples:



Design Cost: **\$300**

E-Mail Campaigns and Newsletters



E-mail campaigns and newsletters are powerful tools in a successful marketing plan. They are used to stay in contact with clients; introduce new products and services; announce upcoming events, trade shows, etc., and communicate anything your prospective clients might find interesting!

We will design and layout each newsletter issue, 4 pages or less, using the latest typography, imaging and style to promote a message that will be remembered. Content and images are provided or we can develop them for additional fees. Monthly e-mail campaigns are:

- \$195 per issue, minimum 12 issues (based on selected template design)
- \$295 per issue, minimum 6 issues (based on selected template design)
- \$395 per issue, minimum 3 issues (based on selected template design)
- \$495 single issue (based on selected template design)
- Original designed e-mail templates range from \$400 to \$900

Website Design and Development

Today, the Internet is an indispensable tool for businesses, organizations, schools, churches and even individuals. It has leveled the playing field between many large and small companies by allowing equal access to an expanded customer base. It enables national as well as global business-to-business and business-to consumer/client communications and transactions. It has opened up the world for students, and as a teacher's tool, it provides a never-ending breadth of information, ideas and resources—many of which are free. It has made it possible for us to “virtually” sit together as a world community and share our ideas, promote our causes, collaborate on our work, and even pray together.

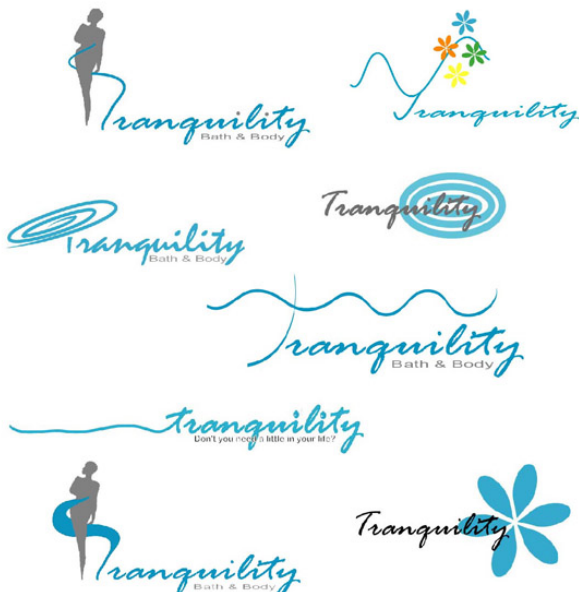
Today's World Wide Web is yesterday's telephone directory, fast becoming the way people with “needs” (material, emotional, financial, or spiritual) find people with the products and services to fulfill them. Having a website is the way you let the world know who you are, what you offer, and how they can connect with you.



Website Rates	Pages	Page Descriptions	Special Notations
\$899.00 Web Starter Package	1	Home Page	-Price assumes that all logos, text, photos, etc. will be sent electronically or furnished on a disk or CD. -Price includes a one-hour consultation. -Price includes domain registration and set-up
	1	About Us Page	
	3	Product/Services Pages	
	1	Contact Us Page	
\$1,699.00 Small Business/ Organization Package A	1	Home Page	-Price includes the development of a logo and photo scanning (max. 2 per page). Text must be provided through the e-mail or on a disk or CD. -Price includes three hours of consultations. -Price includes domain registration and set-up
	1	About Us Page	
	6	Product/Services Pages	
\$3,000.00 Small Business/ Organization Package B	1	Home Page	-Price includes the development of a logo and photo scanning (max. 2 per page) and text editing. Text must be provided through the e-mail or on a disk or CD. -Price includes domain registration and set-up -Price includes consultations as needed for project completion and three months of maintenance.
	1	About Us Page	
	20	Product/Services Pages	
	1	Contact Us Page	
\$6,000.00 Corporate/ Large Organization Package	3	Forms/Registration Pages	-Price includes the development of a logo and photo scanning (max. 2 per page), text typing and editing. -Price includes domain registration and set-up -Price includes consultations as needed for project completion and six months of maintenance.
	1	Home Page	
	1	About Us Page	
	30	Product/Services Pages	
	1	Contact Us Page	
5	Discussion Group Forms / Registration Pages		

Please note: Packages can be customized to the needs of the individual customer.

Logo Design



Original artwork. No clip or stock art.
5 concepts. Further revisions on 2 concepts.
Final concept developed and supplied in various sizes, color modes and file types for use in various applications.

Design Cost: **\$600**

Creative Consulting and Direction

M.G. Ballard provides creative consulting and direction for projects and organizations in their conceptualization, start-up and development and implementation phases. She overlooks the design of branding and advertising for clients, ensuring that they fit in with the clients' requirements and the image they wish to promote for their organization and/or its products and services. She helps to develop and interpret her clients' communications strategies and then develops and proposes creative approaches that align with those strategies.

Consultation fees are \$55.00 per hour with a one-hour minimum. Up to two hours of consultation fees will be credited to the cost of large jobs where deliverables are a part of the final overall scope of work.