



CATSTONE PRESS 2010 RATE SHEET

digital publications

Pricing shown includes our statistics package, free hosting and full customization/branding capabilities.

We believe that your business should use these options to get your best marketing value from your publications. If you would like to discuss fewer options, we can provide non-customized and non-branded service if you feel this better suits your business. **All of our publications have audio, video and Flash available** - costs can be negotiated for non-branded customers.

PRICING:

BASIC Digital from supplied pdf, checking live links	\$8/page (up to 35 pages) Over 35 pages - flat rate \$280	- websites and email links checked for proper live activation
ENHANCED Digital from supplied pdf, adding custom links & supplied media	\$14 for pages that include custom links and media	- up to 4 custom links or 2 media items per page <i>(more custom links, e.g. a catalog - price negotiable)</i>
COMPLETE DESIGN We design and create your publication to your specifications, adding custom links & supplied media	\$70/page*	- up to 1 hour of design time per page <i>*Some publications may require more than 1 hour per page for design. We work with you to charge fairly for the overall design hours.</i>

MEDIA CONTENT CREATION:

Charges for **Designing and Creating Rich Media** are billed at \$50/hour for design time plus any charges incurred through hiring of outside parties such as videographers or sound equipment.

Sample charges for basic items:

Slideshow creation containing up to 10 jpgs without sound	\$35
Slideshow creation containing up to 10 jpgs with supplied sound	\$50
Soundbite editing for voice-overs or slideshows lasting up to 3 minutes	\$50
Simple Flash animation such as fading in text or simple logo manipulation	\$50
Keynote slideshow with special effects	\$65-\$75
Pop-ups for catalog items or more information	3 for \$5
Premium Ad Design (to include one of the above + complete design)	\$75

Customized Branding

Customized Intro Page with links, slideshow, animation or voice-over	\$75
Customized Edition and Page Loaders	\$75

DIRECT EMAIL MARKETING SERVICES:

CatStone Press can aid you in sending your email blasts and developing your email lists. We work directly with iContact, one of the premier bulk email companies in the US, to coordinate your database(s), create beautiful HTML emails and send your emails as soon as your digital publications are complete. For a minimum monthly fee of \$40, CatStone will email your publications as part of our digital service. CatStone also offers creation of a custom subscription form, that can be placed on both your websites and on the pages of your publications, to autosubscribe and autorespond to new readers.