

Marketing Relationships And Fees

The Process

Research:

- Understand the Clients Perspective
- Identify All Client Products and/or Services
- Define All Current and Potential Market Segments
- Identify Competition and All Related Features/Benefits
- Identify Unique Client Product/Service Differentials
- Discuss Compelling Ways to Package and Market
- Identify, Analyze and Prioritize Marketing Opportunities

Planning:

- Review Marketing Activity/Business Success/Failures To-Date
- Review Historic Sales Generation and Patterns
- Estimate Potential Sales Generation Improvement Opportunity
- Identify Realistic Marketing Budget To Support and Drive Potential
- Develop Marketing Plan to Support Goals and Objectives

Implementation:

- Implement Marketing Plan
- Monitor Business Results
- Enhance Business and Marketing Plan, As Appropriate

Fee Arrangement Options

Typical Client Relationship Options:

1. **Hourly.** In this case the client commitment is very small, but usually represents the most expensive way for TMC to provide client services. Desired project(s) are identified along with any outside charges (e.g. printing). Then the project(s) are creatively developed and implemented with internal TMC resources. All work is charged to the client according to actual TMC hours invested in the project and all outside related costs.
2. **Project-To-Project.** Here project parameters and associated resources, internal and external, are identified with complete budget(s) which the client approves. Given that the project parameters are not changed and the client is only billed this flat pre-approved amount, notwithstanding the time and/or resources required to complete the project for the client. Once completed, the next project is addressed in the same way.
3. **Monthly Fee.** This is the most cost-effective and efficient way to set up a client relationship. This approach also provides for the greatest marketing continuity and consequently best results overall. This approach involves identifying a number of projects and objectives overtime (usually six to twelve months) to be addressed and achieved. An overall rough budget estimate is provided to the client covering internal (TMC) and external (e.g. printing) costs. The internal TMC costs can be reduced as much as 50% with this on-going client relationship approach.

Client Preference Tends Towards Cost-Effective A Monthly Fee Arrangement

- Creates TEAM Relationship That Is Most Productive
- Provides Marketing Continuity and Synergism

- The Most Cost-Effective Relationship For Client
- Provides Most Impactful Marketing Support and Benefits
- Achieves Better Results For Client Overtime

Client Billing Parameters

Invoices are sent out twice a month, on the 1st and 16th, covering all client related charges for the preceding period. All invoices are payable upon receipt.

1. **Outside Supplier** fees are billed as they are incurred in full, or in part, up front prior to delivery of the product or service, as may be the policy of the outside supplier.
2. **Travel** expenses are invoiced in the next billing period immediately after being incurred.
3. **Admin** costs are invoiced in the next billing period immediately after being incurred.
4. **Outside Services** mark up. Sales and marketing companies and advertising agencies typically mark up all outside vendor and supplier costs accessed to service their clients by a minimum of 17.65% to cover internal management, services and coordination associated with that outside support.

TMC Payment Options

All invoices are payable upon receipt and client agrees to make payments accordingly. Client understands that for all invoices that are not paid within 30 days of invoice date, incur an additional charge of 1.5% interest, per month. This interest is to be added to the original invoice amounts owed to TMC. The client is also responsible for any and all reasonable attorney's fees that may be incurred in the collection of valid TMC client charges

Fee Option Samples

TMC Services Support	Service Rates By Client Relationship (\$)		
	Hourly	Project	Monthly
Account Supervision	300.00	200.00	100.00
Account Management	200.00	150.00	75.00
Account Staff Services	100.00	75.00	50.00
Creative	300.00	200.00	100.00
Art	200.00	150.00	75.00
Copy	150.00	100.00	75.00
Production	100.00	75.00	50.00
Media Analysis	150.00	100.00	75.00
Media Planning	150.00	100.00	75.00
Media Placement	*	*	*
Administrative	50.00	35.00	20.00

TMC is paid a 15% commission on all gross media payments by the media used. For non-commissionable media, the placement cost is marked up to the client by 17.65% which, in effect, provides the standard industry 15% media commission. All prices quoted are samples and subject to change based on the mutual needs and interest of individual clients and The Marketing Corner.

Project Cost Estimate Parameters

The following estimates are provided for planning purposes only. Final project estimates are only provided to a client on a project-to-project basis taking into consideration individual job specifications. Each job is quoted individually once job parameters have been identified and the job can be estimated properly within a margin of plus, or minus, ten percent. That notwithstanding, the following are some from-to graphic art design parameters that can be used for overall marketing plan budgeting consideration.

Items	Estimated Price Parameters (\$)*
Newspaper Ads: 1-2 Color	
-Full Page:	1,500.00-2,500.00
-Half Page	1,000.00-1,500.00
-Quarter Page	750.00-1,000.00
Magazine Ads: 4 Colors	
-Full Page:	2,500.00-5,000.00
-Half Page	1,500.00-3,000.00
-Quarter Page	1,000.00-2,000.00
Consumer Brochure: 4 Color (Four Panel 9"X12"Flat/9"X4"Folded)	2,500.00-5,000.00
Magazine Type Brochure: 4 Color/Per Page (8.5" X 11.0" per page minimum 8 pages)	500.00-1,000.00
Sales Folder With Pockets: 2-4 Colors	1,000.00-2,000.00
Business Forms: 1-2 Color	250.00-500.00
Product Sheets-Flyers: 4 Colors (8.5" X 11.0" one side)	750.00-1,500.00
Corporate Identification Package: 2-4 Color (Includes business cards, letterhead, Envelopes)	1,500.00-3,000.00
Direct Mail-Oversized Postcards: 4 Color Per Panel (8.5" X 5.5" per panel)	1,000.00-1,500.00
Corporate Logo: 1-2 Color	1,500.00-3,000.00
Corporate Logo: 3-4 Color	2,500.00-5,000.00
Website Package-Dynamic and Interactive Design (Multiple pages with "Flash Animation" on Home Page)	8,000.00-12,000.00
Marketing Plan Development	6,000.00-12,000.00
Other Items	(To-Be-Determined)

* For budgeting purposes only. All projects require a specific estimate (design, printing, and/or print/production) and client approval prior to implementation. Due to the wide number of variables associated with printing (colors, size, paper, quantity, and other job specifications) related projects, print estimate parameters cannot be provided prior to the development of a specific job estimate.

