

r o s s m e d i a g r o u p i n c

Partner with us.

GENERAL SERVICES DIRECTORY

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SERVICES MENU

A

DESIGN SERVICES \$75 hr.

Let us design a beautiful brand signature for your business and help you achieve brand recognition through consistency in all your communication and marketing materials.

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|---|-------------------|
| 1. Logo | \$395 |
| <i>Give your business a great-looking visual identity.</i> | |
| 2. Business Cards | \$95 |
| <i>Get your name across with distinctive business cards.</i> | |
| 3. Letterhead | \$95 |
| <i>Make your company letters stand out.</i> | |
| 4. Envelopes | \$95 |
| <i>Ensure your letters are easily identifiable in the mail pile.</i> | |
| 5. Postcards / Direct Mailers | \$275 |
| <i>Get your message across quickly and memorably.</i> | |
| 6. Brochures | \$595 |
| <i>Trifold, 6-panel, 8.5" x 11.0"</i> | |
| 7. Media / Marketing Kits | TBD |
| <i>Gather up all your key marketing messages in one attractive package.</i> | |
| 8. Ad Design | \$75 / hr. |
| <i>For print, billboards, online ads – Make sure your ad is noticed.</i> | |
| 9. Newsletter / Magazine Design | \$95 / pg. |
| <i>Give your publication a clean, pleasing, readable design.</i> | |

B

PRINT SERVICES

Got all your marketing materials designed and ready to go? Let us find you the best deal in town for getting it all printed.

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| 10. Business Cards | TBD |
| 11. Letterhead | TBD |
| 12. Envelopes | TBD |
| 13. Flyers | TBD |
| 14. Postcards / Direct Mailers | TBD |
| 15. Brochures | TBD |
| 16. Media / Marketing Kits | TBD |

C

WEB SERVICES \$75 hr.

Whether you're starting a website from scratch, revamping it, or creating an entirely new one, we can help from start to finish: from finding the right domain name to building an e-commerce site.

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| 17. Custom Website Design | \$1,995 & up |
| <i>Up to 5 pages, 2 template design proposals, no Content Management System.</i> | |
| 18. Custom Website with Content Management System | \$3,995 & up |
| <i>Up to 10 pages, 2 template design proposals, w/ Content Management System.</i> | |
| 19. Website Face-lift | \$2,250 & up |
| <i>Give your website a new look & feel but keep your current content.</i> | |
| 20. E-commerce Website | \$5,000 & up |
| <i>Up to 10 pages, custom design, shopping cart, inventory mgmt., w/ CMS.</i> | |
| 21. Extra Features & Functions for Your Website | \$350 & up |
| <i>Add useful site functions like Events, Newsroom, Testimonials, and Reviews.</i> | |
| 22. Website Copy | \$75 / page |
| <i>Let us write your website content for you.</i> | |
| 23. Website Photo Selection | \$35 / photo |
| <i>Let us find the right stock photos for your website pages.</i> | |
| 24. Flash / Animation | \$75 / hr. |
| <i>Give your home page some extra pizzazz.</i> | |
| 25. Site Map | \$250 |
| <i>Give users an easy way to understand how your site is organized.</i> | |
| 26. Splash Page | \$225 |
| <i>Get a nice 'placeholder' for your domain name while you build your site.</i> | |
| 27. Facebook Link to Website | \$95 |
| <i>Bring your website into the age of social media – Link it to Facebook.</i> | |
| 28. Mobile Phone & iPhone Usability for Your Website | TBD |
| <i>Make your website easy for users to access from their mobile device.</i> | |
| 29. Annual Hosting | \$295 / yr. |
| <i>Host your domain name, company email accounts, and website.</i> | |
| 30. Annual Hosting & Maintenance | \$995 / yr. |
| <i>Includes unlimited text & photo content updates—NOT design changes.</i> | |

D

SEARCH ENGINE OPTIMIZATION \$30 hr.

Don't overlook the key ingredient for your website's success. A beautiful design is simply not enough. Let us help ensure that customers find you on the Web.

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| 31. Search Engine Optimization (SEO) Monthly Package | \$110 & up |
| <i>A beautiful website isn't enough. Improve your organic search ranking.</i> | |
| 32. Site Analysis | \$150 & up |
| <i>Get a detailed baseline status report on your website's 'search-friendliness.'</i> | |
| 33. Metatags & Content Optimization | \$150 & up |
| <i>Is your website set up the right way so search engines can find it?</i> | |
| 34. Directory Listings | \$350 & up |
| <i>Make sure your website is listed in search-friendly online directories.</i> | |
| 35. SEO-Focused Online Article | \$350 & up |
| <i>Writing & submission of articles on your business to online article directories.</i> | |
| 36. Top Bloggers Product Review | \$300 & up |
| <i>Have your product reviewed by top bloggers in your business niche.</i> | |
| 37. Social Bookmarking | \$250 & up |
| <i>Submit your site to social bookmark sites with high page rankings.</i> | |
| 38. Paid Search Account Setup (Google Adwords, Yahoo) | \$150 & up |
| <i>Let us run your paid search campaign on Google or Yahoo for you.</i> | |

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| 40. Paid Search Management (Google Adwords, Yahoo)
<i>We charge 15% of your predetermined paid search budget.</i> | TBD |
| 41. Paid Advertising on High-Traffic Blogs
<i>Let us run your paid search campaign on Google or Yahoo for you.</i> | \$150 & up |
| 42. Paid Blog Advertising Management
<i>We charge 15% of your predetermined paid advertising budget.</i> | TBD |

E

SOCIAL MEDIA \$30 hr.

Social media isn't just all about fun. It's serious business because it does wonders for your search ranking and connects you to an unlimited audience. Let us help you navigate this affordable but confusing medium.

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| 43. Facebook Fan Page Setup
<i>No time for Facebook but know you need it? Let us deal with all that for you.</i> | \$395 |
| 44. Facebook Fan Page Maintenance
<i>Let us keep your fan page updated and interesting to your audience.</i> | \$995 / yr. |
| 45. Facebook Ads / Facebook Invitations
<i>We help you build your 'fan base' on Facebook.</i> | TBD |
| 46. Facebook Username
<i>Get a Facebook link you can easily print on all your marketing materials.</i> | \$150 |
| 47. Blog Setup
<i>Boost your website presence through the blogosphere.</i> | \$150 & up |
| 48. Blog Listing in Directories
<i>Get your blog listed in directories, boosting its organic search ranking.</i> | \$150 |
| 49. Blog Maintenance (Blog & Forum Posting)
<i>Too busy to promote and maintain your blog? We can do it for you!</i> | \$150 & up |
| 50. SEO-Focused Content Generation for Your Blog
<i>Ensure your blog's content is geared towards keywords search engines love!</i> | \$150 & up |

F

EDITORIAL SERVICES \$75 hr.

Take advantage of our in-house editorial capability to achieve great written pieces about your product, company, or business.

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| 51. Press Releases
<i>Create your own publicity on the Web through online press releases or with direct distribution.</i> | \$495 |
| 52. Magazine / Article Writing
<i>Get professional-quality articles highlighting key features of your business.</i> | \$75 / hr. |
| 53. Newsletter Copy
<i>Do you have a marketing newsletter? Too busy to write it yourself? We can do it for you!</i> | \$75 / hr. |
| 54. Copyediting / Proofreading
<i>With a keen eye, we can edit and proofread copy for you.</i> | \$75 / hr. |

G

MARKETING CONSULTING \$75 hr.

Our passion is helping you get your brand name and message out to the right audience. Let us help you get the basics right.

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| 55. Taglines
<i>Shortlist of 3 catchy phrases that capture your value & differentiation.</i> | \$75 / hr. |
| 56. Ad Copywriting
<i>In advertising, less is more. We'll help you get the right message across.</i> | \$75 / hr. |
| 57. Media Placement
<i>Target the right market by selecting the right ad vehicle for your business.</i> | TBD |