



## ELECTRONIC THEATER

DIGITAL MEDIA PRODUCTION  
SPOTLIGHTING YOUR BUSINESS

2008

**Electronic Theater** is a full service direct sales, design and multimedia marketing department for mid-sized to national companies. **Electronic Theater** specializes in researching and developing marketing campaigns to include the sales, design, writing, production and fulfillment of high concept materials both in the digital and traditional worlds of media.

### ELECTRONIC THEATER'S SERVICES INCLUDE:

- Due diligence and market research reports
- Script and copy writing
- Design brochures, postcards, press kits, tradeshow booth displays and collateral materials
- Produce video, Flash and multimedia presentations
- Audio/video and voice narration services

We oversee every detail of your marketing campaign, manage timelines, deadlines, interact with all vendors, keep accounting and billing details, and act on your behalf as your direct line of communications just like having your own in-house marketing department.

For a current client list, please visit: [www.electronictheater.com](http://www.electronictheater.com). Please use the side menu options to view samples of our work.

The following pages will give you an overall concept for recommended start-up services and approximate costs.

I thank you in advance for allowing our team to support your company in all of your marketing endeavors.

***Your success is Our success!***

Best regards,

Jerri Nachman  
President  
Electronic Theater.com  
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Encinitas, CA 92024

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## DVD PRODUCTION: \$10,500 - \$24,500:

**COST TBD ON LENGTH @ \$1800 PER FINISHED MINUTE AND MEDIA TO BE ACQUIRED.**

The cost of producing a contemporary multimedia presentation depends upon the length and assets required for the project.

Electronic Theater produces state-of-the-art productions that include:

### Professional:

- scene to scene design with either video or still images
- capture of video or still images
- concept script and storyboard development
- voice narration, music & audio mixing
- presentation timeline development in either Flash or video
- authoring and compression for both online streaming and DVD
- packaging

As an award winning production company, DVD production and authoring is Electronic Theater's hallmark. Beginning with video and television production in the 1980s producer/director, Jerri Nachman, has over 20 years of hands on experience in cable and national broadcast television production.

The actual budget will be determined after a full assessment has been written and all elements have been detailed.

Normally, the menu options on the DVD include:

- About the Company
- The Offering including market - sub/market, advantages, benefits and property descriptions
- The Offering: 5 - 7 high point slides from the PPM
- Risk Factors/Disclaimers

DVD production will have independent terms and a budget to be determined by assets, DVD replication and packaging.

## REVISIONS

Electronic Theater works diligently to extrapolate your ideas and concepts, and transform them into top notch media that will emulate your message. From time to time, you will wish to make changes and revisions to your submitted text, photos, images and concepts after the design elements have been completed. We will keep an accounting of these revisions and add them to the final invoice.

If technical or production skills are required that are not in our skill-set, we will hire third-party providers. Those providers will issue invoices at their rates and their billing will be added into the invoicing process.

## GREAT SERVICE

Electronic Theater offers personal service and is far more available to you than most production companies. Our turn around is normally half the time of larger advertising agencies.

We care about you as a client and care about your experience in this creative process.

**Ultimately, your success is our success!**



## WEBSITE DESIGN: \$5,050 - \$10,000

Electronic Theater will design and produce a contemporary website. Initial start-up will consist of Home + 8 pages:

Phase I:	Design home and content page:	\$1200
Phase II:	Program framework and server side includes:	\$2500
Phase III:	Populate content pages with submitted text and approved images:	\$1350 (\$150 p/page: home + 8 pages)
	Start-up:	\$5,050.00

- Additional:
- Flash animation: \$2500 per episode
  - Copywriting @ \$75 p/hr.
  - Pages at \$150 per page
  - Animations, graphs, graphics
  - Images purchased for specific topics

We will assess all of the actual needs of your specific website and give you a quote based upon those facts.

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## POSTCARD: DIRECT MAIL: CREATIVE CONCEPTS & DESIGNS: \$1,500

Electronic Theater will design a series of 3 different full color, 8.5" x 5.5", theme postcards to peak interest with a call to action to attend a seminar, request more information, call your representative, or visit your website. The designs will be original and catchy with compliance in mind.

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## 4-PAGE BROCHURE: \$1250 SET-UP + EDITING

Electronic Theater will design original contemporary brochures that compliment your company's logo and color scheme. The start-up fee includes design and layout of an 8.5" x 11" full color 4-page brochure using text submitted by your team. Services include: Preparing files for printer and PDF electronic delivery.

Additional pages are charged at \$200 per page.

Plus Editing: Copywriting services are additional and will depend upon the amount of research and materials necessary to accomplish the task.

Revisions: Text layout and image changes are charged at \$75 per hour for text editing, layout of images, resizing to fit pages. Electronic Theater will submit an accounting of work accomplished and revisions by the hour.

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## FULL PAGE COLOR ADVERTISEMENT: \$850

### PRINTING:

Electronic Theater is not a printer. Electronic Theater will contact your printer and prepare the files following their guidelines. Client will pay printer directly.

## EMAIL CAMPAIGN IN HTML: \$500 SET-UP + CONTENT EDITING & LANDING PAGE

An email template will be designed in an HTML software program using your branding. The email campaign will reflect the postcard campaign and will drive viewers to:

1. Your company's website
2. Ability to download PDF documents and offerings
3. Invitation to a Webinar

After template set-up, content design and text layout will be charged at \$75 per hour. It is estimated it will require 5 hours of work per email campaign after text and images have been approved. Hourly rates include concepts, revisions, communications with Client, email tracking and reporting.

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## TRADE SHOW BOOTH/TABLE TOP DISPLAY: DESIGN: \$850

**Plus: Choose size and quality**

### **10-foot curved floor design tradeshow booth:**

- Snap up framework: 116"w x 88"hi x 38"d
  - Standard Kit: \$1200
  - Show Kit: \$1700
  - Show Kit Plus: \$2200

### **6-foot curved table top display:**

- Snap up framework: 92"w x 60"h x 28"d
  - Standard Kit: \$ 900
  - Show Kit: \$1200
  - Show Kit Plus: \$1500

### **Plus Printing:**

Please contact us for printing and delivery charges.

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## WEBINARS: \$500 SET-UP + DEVELOPMENT OF MEDIA @ \$75 PER HOUR

WebEx.com is offering small business usage at \$0.33 per minute per attendee plus toll free 800 number usage at \$0.14 per minute per attendee.

There are some time consuming account functionality set-up, so please be aware there will be a \$500 set-up fee. This fee includes setting up the webinar, testing the presentation prior to going live, assisting during the presentation, collecting and reporting on data gathered such as who logged in, how long they stayed, etc.

We can use portions of your PowerPoint presentation, however, the presentation will be edited down to an 6 - 8 minute presentation. If you do not have a presentation, Electronic Theater will develop one for you. There is a \$500 set-up fee for PowerPoint development, plus text and image layout charged at \$75 per hour.

If you are not comfortable with narrating the online presentation, you can submit a script, and for an extra charge, we will record a professional narrator.

Using WebEx, you can utilize their email system to send and track invitations to your webinar, allow visitors to listen to your commentary either through their computer speakers or by calling a toll free 800 number.

For more information, visit this link: [www.webex.com/individual/payperuse.html](http://www.webex.com/individual/payperuse.html)

## RECORD, EDIT, AND PLAYBACK

Meeting Center allows you to record and edit meeting content for future viewing in training, sales demonstrations, and to share important data within your team at a later time.

## VIDEO/FLASH

WebEx also allows video or Flash playback for an extra fee. After we have flushed out the needs of your webinar, we will give you estimated costs for all of the services you require. If you do not have a video or Flash presentation, we can produce one for you.

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## TERMS: WEBSITE

Client will pay for domain registration and web hosting service.

Electronic Theater will use generic images from their library. If Client requests images not found in Electronic Theater's library, the cost of images will be added.

Password protection: As long as the hosting service your company uses/will use allows password protection, the website will have the capability to secure certain pages or documents. If your hosting service does not accommodate password protection, you can either move to another hosting service, or forego the ability for password protection.

Backend database or Intranet/Extranet services have not been included in this proposal. Such services will require exact criteria and requirements before a quote will be given.

## DEPOSIT

A 50% deposit of the total cost is required to begin Phase I.

## WEBSITE UPDATES AND REVISIONS

Content development is charged at \$75 per hour. Structural development is charged at \$150 per hour.

## COMPLIANCE

Client will receive all compliance approvals on marketing materials as well as any costs associated with compliance approvals from FINRA/SEC.

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## TERMS: POSTCARD

Client will pay print services, mailing lists, fulfillment and postage.

Images not found in Electronic Theater's library will be added to the final payment. Hourly rates of \$75 per hour include revisions and communications with Client.

A fifty percent (50%) deposit is required to begin designs. The balance is due upon completion of designs and layout, and prior to uploading files to the printer.

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## TERMS: BROCHURE

Client will submit text, and pay for print services, mailing lists, fulfillment and postage.

Images not found in Electronic Theater's library will be added to the final payment. Hourly rates of \$75 per hour include revisions and communications with Client.

A fifty percent (50%) deposit is required to begin designs. The balance is due upon completion of designs and layout, and prior to uploading files to the printer.

## TERMS: EMAIL CAMPAIGN

Client will pay for online email system that will track the campaign, give results as to who opened the email message, and who clicked through to the website. An additional website "landing page" can be constructed with targeted information for each campaign, such as specific offerings. The landing page content will include offering text, images and a downloadable PDF brochure.

Landing page construction will be charged at \$75 per hour for design, layout and images.

Client will submit database with email addresses.

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## TERMS: TRADE SHOW BOOTH

100% is due upon the initial order.

Additional charges: Shipping.

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## TERMS: WEBINARS

Client will pay for the Webinar service directly.

Client will pay Electronic Theater for account set-up, production and creative services directly.

Production services will include enhancing/editing a previously created PowerPoint or developing a new one. Audio/Video production includes voice narration and multimedia presentation development. Music and voice narration will be added to the budget.

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## TERMS: MULTIMEDIA

- A fifty percent (50%) deposit is due upon start of each project.
- A twenty five percent (25%) incremental payment is due at first approval.
- The final payment is due at completion of work.
- All quotes will be honored for thirty (30) days.
- Company checks and major credit cards will be accepted.
- Credit Card Charges: 3% of the total budget will be added to the final invoice.
- Electronic Theater will not release website, print design, printed materials, media, video, DVD/CD-ROM, Flash or computer animation until final payment has been received.
- Electronic Theater will not be held responsible for payment of royalty fees or legal action associated with the usage of media submitted by the consultant, agency, or client. If legal action is necessary, Electronic Theater elects to use a qualified intermediary or arbitrator rather than attorneys to remedy any and all actions.
- Not all computers are able to access websites or are optimized for current technologies such as Flash, QuickTime®, ASP applications, or any other plug in used in contemporary website design. Electronic Theater utilizes current technologies in the development of websites and online presentations.
- Revisions after client has submitted approved text, photos or images will be charged at \$75.00 per hour for preproduction content, \$500 per hour for voice recording, \$150 per hour for presentation changes, and \$250 per hour for structural changes. Multimedia programming: \$1800 per finished minute.