

Resources

of the YouthIsAllThat.org
and Choose not Booze Programs
of the Underage Drinking Prevention Task Force are
Available for Your Use

call www.lcmarketingdesign.com (970) 241-7992, or email pat@lcmarketingdesign.com for ordering



ABOUT THESE RESOURCES

The Underage Drinking Prevention Task Force of Mesa County has utilized grant funding to make a full suite of underage drinking prevention direct mail pieces, media kits, presentation CDs and other materials available at absolute minimal cost to any and all interested parties. Whatever your organization or business, if you want to announce alcohol-free events for youth, hold an underage drinking prevention event, announce an underage drinking prevention/cessation program, etc., these materials are available to you on fairly short notice.

The following pages illustrate what is available, to what degree it can be customized, and what the out-of-pocket cost will be to you. This program is designed to bring all the efforts to prevent underage drinking of everyone together, to coalesce our knowledge, expertise, and programs into one very affordable system of communication and education.

Thanks to the Mesa County Sheriff's Office, Mesa County Health Department, Build a Generation, Colorado Prevention Partners, Colorado Department of Human Services and it's Alcohol and Drug Abuse Division, we can help you have a tremendous, and positive influence on underage drinking prevention in Colorado and nationwide.

The following items are available as exhibited in this order on the following pages. Items are shipped directly to you (shipping and handling applied); you can pick up at our Grand Junction location, or free delivery within Grand Junction can be arranged.:

- Postings and approved links on the www.YouthIsAllThat.com web site.....2
- 4"x6" Direct Mail Postcards.....3
- Media Kit Folders.....4
- Complete Media Kits4
- Stationary w/ or w/o Content.....5
- Fact Sheets w/ or w/o Content.....5
- Press releases: stock or custom.....5
- CDs with Slide Show and TV Commercials
- DVDs with Slide Show and TV Commercials6
- Banners, signage, etc.6
- Rack card format brochure.....7
- Custom items of any kind available , rates attached, **call (970) 241-7992** for quote.



Postings on the www.YouthIsAllThat.com Web Site

There are two ways you can post news on this site.

If you have a **news story, announcement or link** (with or without photo or graphic) you can email the materials to pat@lcmarketingdesign.com and we will post it to a news or calendar page on the site (or to another suitable area of the site at our discretion). Note: we will regularly review the site to remove out of date postings. This service is free of charge.

You may choose to utilize the YouthIsAllThat list server by subscribing to it (simply send an email to list@YouthIsAllThat.org); then, when you want to send a notice to all the subscribers to the list, just email it to moderator@YouthIsAllThat.org and we will post it to the list (all postings are required to go through moderator so we can verify they are non-commercial in nature and do not have any content unsuitable for young people or off topic).

4"x6" Direct Mail Postcards

Following are samples of the six standard postcards available with the standard TouthIsAllThat.org message on the back. All of these mail at considerably less than anything in a number 10 envelope and have a 75% better chance of being read – so if your message is important, and it is, send a postcard.

You can purchase these stock pre-printed cards or customize them per the price list on the following page.

Fronts:

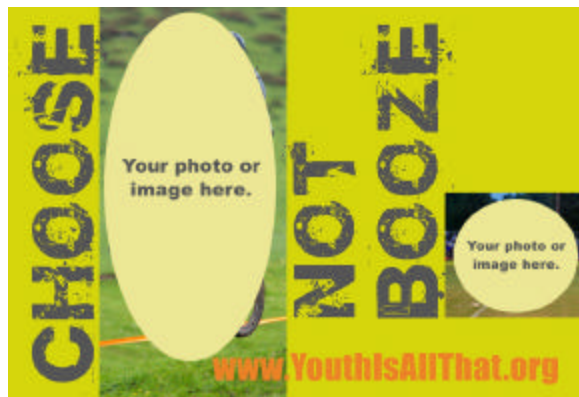


Back:



Utilizing the colors of the YouthIsAllThat/Choose not Booze campaign, we can customize any of the cards on the preceding pages to include your photographs/graphics and images, per the following example. Pick as few as 100 of any color:

Front:



Back: (you can also choose to leave the back blank and handwrite each card if you have the need for more personal messaging)



Pricing: add \$95.00 for each different card design to the following printing and deliver pricing.

Quantity	Single-sided	Double-sided
100	\$45.00	\$55.00
250	\$85.00	\$95.00
500	\$100.00	\$110.00
1,000	\$115.00	\$125.00
2,000	\$170.00	\$190.00
3,000	\$235.00	\$255.00
4,000	\$290.00	\$320.00
5,000	\$345.00	\$370.00
additional quantity quotes available on request		

Media Kit Folders

We are sorry, but we are unable to customize Media Kit Folders, however they do have a business card slot for your card or that of anyone within your organization. The top image below is the outside of the folder; the bottom is the inside flap (larger image on cover of this document).



Complete Media Kits

Complete media kits include all the stock fact sheets, stock presentation CD, and rack card. Your media kits can be customized with cover letter on YouthIsAllThat stationery and you may insert additional materials per your order from this document. Give us a **call at 241-7992** so we can work up a special package and reduced package prices for your custom media kits.

Pricing:

Quantity	Folders Only	w/Stock Items
50	\$50.00	\$90.00
100	\$75.00	\$105.00
250	\$110.00	\$185.00
additional quantity quotes available on request		

Stationary

This stationary can be delivered blank so you can craft your own message (whether it be a letter or any other relevant information), or you can supply us with the text, and we'll set the type – even images can be included.



Pricing: Add \$50 per design to insert your contact information; add \$75 set-up fee per message if we're typesetting the message, and an additional \$50/500 for copies with message.

<u>Quantity</u>	<u>Blank</u>	<u>w/Message</u>
100	\$10.00	\$15.00
250	\$25.00	\$40.00
500	\$50.00	\$75.00
1,000	\$100.00	\$125.00
2,000	\$200.00	\$230.00
3,000	\$300.00	\$350.00
4,000	\$290.00	\$380.00
5,000	\$345.00	\$425.00
additional quantity quotes available on request		

Fact Sheets

These pages can be delivered with our stock messages (**call 241-7992** for details as we're adding new information all the time), or blank so you can print them out with your message (or we can typeset it for you).





Note, all of the fact sheets (and other materials) imply the Choose --- fill in the blank – no Booze message; outdoor activities, day or night, with family and friends are subliminally encouraged as preferable activities to drinking. These fact sheets can be used to communicate any message, in any degree of detail, that supports this positive message.

Pricing: Add \$50 per design to insert your contact information; add \$75 set-up fee per message if we're typesetting the message, and an additional \$50/500 for copies with message.

<u>Quantity</u>	<u>Blank</u>	<u>w/Message</u>
100	\$10.00	\$15.00
250	\$25.00	\$40.00
500	\$50.00	\$75.00
1,000	\$100.00	\$125.00
2,000	\$200.00	\$230.00
3,000	\$300.00	\$350.00
4,000	\$290.00	\$380.00
5,000	\$345.00	\$425.00
additional quantity quotes available on request		

Press Releases

We can write your press releases for you for \$250 per 8-1/2x11 page and print them on the stationary of fact sheet paper of your choice per the previous pages and pricing. Just **call (970) 241-7992** and we'll interview you for content.

CDs or DVDs with TV Commercials and Slide Show

Perfect to project on a screen from your laptop at any gathering promoting underage drinking prevention, we can supply you with a CD or DVD that includes all currently available commercials and slide shows.

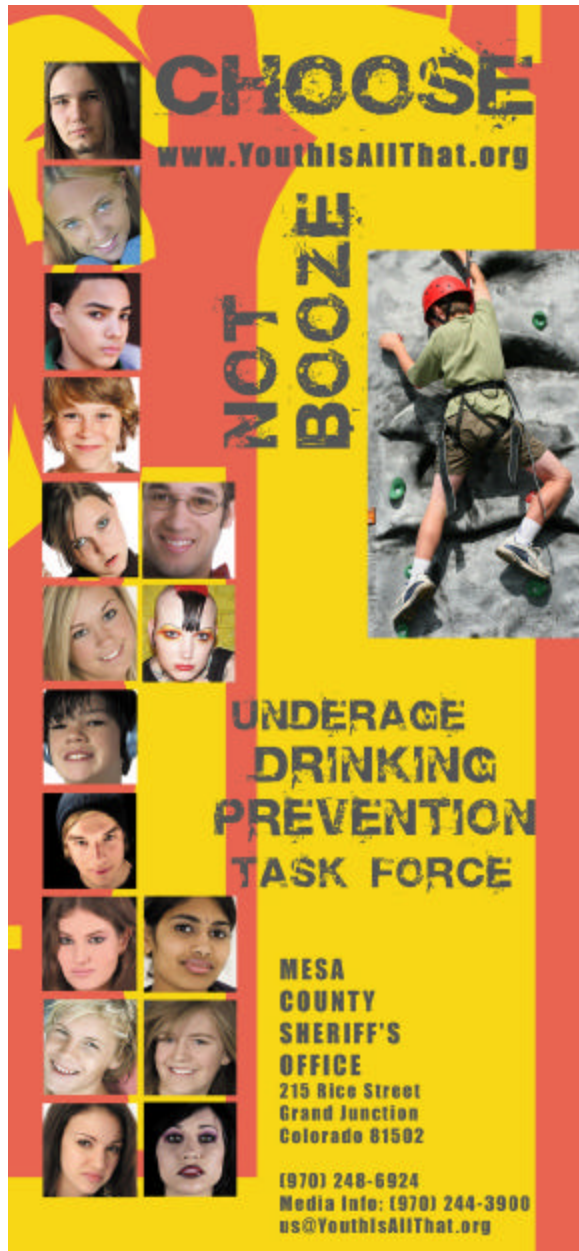
We'll send you one free for your presentations. If you want to include them in your media kits, CDs are \$.45 each and DVDs are \$.65. Large quantity discounts available **call (970) 241-7992**. We'll be happy to alter television commercials and slide shows to include your contact information; commercials at \$300, slide show at \$200. Your own custom commercial or slide show for \$1,500 and \$750 respectively.

Banners, Signage, etc.

We can create banners, signs and anything else you might need in print from the designs on these pages and get you the best possible printing and delivery rates, just **call us at (970) 241-7992** to discuss your needs.

Rack Card Brochure

This mini-brochure fits nicely in a #10 envelope. Add \$75 to customize.



Pricing:

<u>Quantity</u>	<u>Blank</u>
100	\$10.00
250	\$25.00
500	\$50.00
1,000	\$100.00
2,000	\$200.00
3,000	\$300.00
4,000	\$290.00
5,000	\$345.00

All materials produced by www.lcmarket-ingdesign.com on behalf of the Underage Drinking Prevention Task Force of Mesa County and its constituents.

SPECIAL RATES FOR UNDERAGE DRINKING PREVENTION & SIMILAR PROGRAMS

Contact info at www.lcmarketingdesign.com. The following special rates represent entirely unique designs and will be discounted 10-15% for any agencies, groups, companies or individuals active in Underage Drinking Prevention or similar programs.

Branding

Graphic Design: Logo.....	\$540.00+
Slogan (one to seven words).....	\$540.00+
Look and Feel (business identity for marketing campaign)	\$870.00+

Graphic Design and Layout

Business Cards: single-sided, initial design	\$85.00+
Business Cards: double-sided, initial design	\$170.00+
Business Cards: each additional card from a design	\$40.00+
Bookmark: 1.5x7 or 2x8, double-sided only	\$170.00
Brochures: standard 8.5x11 double-sided only	\$490.00+
Brochures: 8.5x14 double-sided only	\$540.00+
Brochures: 11x17 double-sided only	\$690.00+
Door Hanger: standard 4.5x11, single- or double-sided	\$390.00+
Flyer: standard 8.5x11 single-sided only	\$330.00+
Flyer: 8.5x14 single-sided only	\$400.00+
Flyer: 11x17 single-sided only	\$550.00+
Postcards: standard 4x6 double-sided only	\$360.00+
Postcards: 5x7 double-sided only	\$380.00+
Postcards: 4x9 double-sided only	\$400.00+
Postcards: 6x9 double-sided only	\$420.00+
Postcards: 8x10 double-sided only	\$440.00+
Poster: 13x19, single-sided only	\$790.00
Poster: 18x24, single-sided only	\$880.00
Poster: 19x27, single-sided only	\$970.00
Poster: 24x36, single-sided only	\$1,060.00
Poster: 24x38, single-sided only	\$1,150.00
Rack Card: standard 4x9, double-sided only	\$400.00+

Custom sizes not listed above, add 15% to closest dimensioned product

Desktop Publishing (Includes Graphic Design and Layout of all pages)

Booklet: 5.5x8.5, 8-, 12-, 16- and 32-page options, 8-page minimum, plus \$40.00 per page	\$680.00+
Booklet: 6x9, 8-, 12-, 16- and 32-page options, 8-page minimum, plus \$50.00 per page	\$760.00+
Book: starts at 8.5x11, \$110.00 per page base, add \$5.00 per square inch/page, 12-page minimum	\$1,760.00+
Calendar: 9.5x12, double-sided only, 12-, 24-, 28- and 32- page options, 12-page minimum plus \$60.00 per page	\$720.00+
Catalog: 11x17 folds to 8.5x11, self cover, double-sided only, 8-page minimum, plus \$90.00 per page	\$1,080.00+
Newsletter: 8.5x11, double-sided only, 4-page minimum (increments of four), \$110 per page	\$880.00+
Newsletter: 11x17, double-sided only, 4-page minimum (increments of four), \$160 per page	\$1,280.00+
Magazine: starts at 8.5x11, \$110.00 per page base, add \$5.00 per square inch/page, 12-page minimum	\$1,760.00+

Media/Presentation Kit Components, Stationary and Envelopes

Media/Presentation Folder: 4x6.....	\$490.00
Media/Presentation Folder: 9x12	\$690.00
Stationary, 8.5x11, single-sided only	\$280.00
Envelope: #9, single- or double-sided	\$190.00
Envelope: #10, single- or double-sided	\$240.00
Envelope: for Presentation Folders, single- or double-sided.....	\$340.00

Email and Snail Mail Direct Mail

Snail Mail Leads Lists: address only, < 1499 @ \$.80/lead, 1500-3499 @ \$.40/lead, 3500-4999 @ \$.30/lead, > 5000 @ \$.20/lead, 250 lead list minimum	\$200.00+
Snail Mail Leads Lists: address and phone number, < 1499 @ \$1/lead, 1500-3499 @ \$.60/lead, 3500-4999 @ \$.50/lead, > 5000 @ \$.40/lead, 250 lead list minimum	\$250.00+
Email Leads List: email address only, < 1499 @ \$2/lead, 1500-3499 @ \$1.60/lead, 3500-4999	

@ \$1.20/lead, > 5000 @ \$.90/lead, 250 lead list minimum	\$500.00+
Email Leads List: email and mailing address, < 1499 @ \$2.90/lead, 1500-3499 @ \$2.10/lead, 3500-4999 @ \$1.60/lead, > 5000 @ \$1.20/lead, 250 lead list minimum	\$725.00+
Email Leads List: email and mailing address, plus phone number, < 1499 @ \$3.30/lead, 1500-3499 @ \$2.50/lead, 3500-4999 @ \$1.90/lead, > 5000 @ \$1.60/lead, 250 lead list minimum	\$825.00+
Email Leads List: email and mailing address, plus phone number and web URL, < 1499 @ \$3.70/lead, 1500-3499 @ \$2.90/lead, 3500-4999 @ \$2.20/lead, > 5000 @ \$1.90/lead, 250 lead list minimum	\$925.00+

Brochure-style Web Sites

Look and Feel design at \$870.00 per above (unless already included in price of marketing campaign) plus \$340.00 per page up to four pages, \$290.00 per page up to 8 pages, \$240.00 per page up to 12 pages, \$200.00 per page up to 16 pages, then each additional page is \$90.00, four-page minimum.	\$1,360.00+
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E-commerce (and/or database driven) Web Sites

Look and Feel design at \$870.00 per above (unless already included in price of marketing campaign) plus \$440.00 per page up to four pages, \$390.00 per page up to 8 pages, \$340.00 per page up to 12 pages, \$300.00 per page up to 16 pages, then each additional page is \$140.00, four-page minimum.	\$1,760.00+
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Web Maintenance & Maintenance Training

\$95.00/hour for e-commerce sites, with three-hour per month minimum	\$285.00+
\$65.00/hour for e-commerce sites, with three-hour per month minimum	\$195.00+
\$500.00 manual plus \$115.00/hour with four-hour minimum, our location or yours	\$960.00+

Advertising

Television Commercial Storyboarding: 30 seconds	\$1,140.00+
Television Commercial Storyboarding: 60 seconds	\$1,860.00+
Radio Commercial Scripting: 30 seconds	\$760.00+
Radio Commercial Scripting: 60 seconds	\$1,040.00+
Print Ad Templates: small 2.5x2.5 to 8.5x11	\$690.00
Print Ad Templates: medium 9x12 to 11x17	\$980.00
Print Ad Templates: large over 11x17	\$1,270.00
Outdoor, Billboard, Bus/Bench, etc. base of \$690.00 plus \$30.00 per square foot	\$690.00+
Negotiating Media Buys: \$115.00 per hour, four-hour minimum	\$460.00+

Public & Press Relations

\$115.00 per hour with four-hour minimum	\$460.00+
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Business and/or Marketing Plan

Three-page minimum at \$590 plus \$85.00 per additional page	\$590.00+
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Research, Copywriting, Editing, Proofreading

\$85.00 per hour, eight-hour minimum	\$680.00+
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Event Management

\$235.00 per hour, 12-hour minimum	\$2,820.00+
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CAD Drafting & CAD Technical Illustration

Buildings and Property: \$.75 per square foot, 500 square-foot minimum	\$375.00+
Illustration: \$85.00 per hour (quoted pre-project), four-hour minimum	\$340.00+

Photography

\$1200.00 per seven-hour day, half-day minimum	\$600.00+
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Power Point and Other Presentations

\$85.00 per hour, eight hour minimum	\$680.00+
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Consulting Meetings

\$85.00 hour, includes in-person, phone consultation, etc. 1/hr. minimum.	\$85.00
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Rush Jobs: In the event the client needs services in a time frame that is deemed by LC Marketing & Design Co. to make the project a rush job, a 25% surcharge will be added to total of contract

NOTE: These rates reflect those of LC Marketing & Design Company creative services only. Not included in these rates are any services provided by additional vendors or contractors: URL registration, web hosting plans, e-commerce software (shopping carts), databasing software, video production, radio production, printing, postage, shipping, mailing house service, event venue rental, catering, decorator services, etc. LC Marketing & Design Co. is happy to help our clients find the best quality, most affordable solutions for any such associated services. LC Marketing & Design Company cannot offer guarantees for vendor or contractor services & products; client is responsible for paying vendor invoices direct.