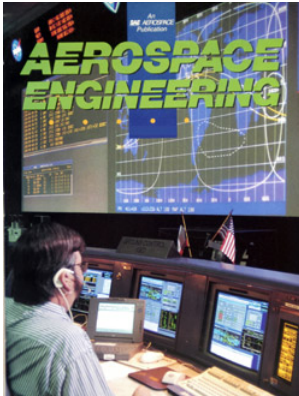


## 2006 Customer Price List

### 1. Article



Customer application articles and case studies consist of an abstract (a one-to-two page outline of the main points to be covered), text (from one to six printed pages), up to eight hours of photography, trade publication contact services and when available cover placement. **\$7,000\***  
*\*(Multiple article discounts are available.)*

### 2. Customer Profile Brochure



A customer profile brochure is a customer application or case study, focusing on how the solution--a product or service solved the customer's needs. It contains marketing information like product photos, features and benefits that cannot be in the published article. Profiles range from 2-8 pages depending on budget and content. The customer application article services as the basis of the brochure with additional client supplied images, drawings and marketing text added to the article.  
**Quoted by project basis**

### 3. HTML Newsletter



An HTML email newsletter is company or division newsletter that is based around one or more customer application stories. Marketing information (product photos, features and benefits), Company news, including; major sales, new product announcements, new employees, trade shows etc. may also be added to the newsletter. **\$2,750**

#### 4. Application Advertorial



ArticleTech will work closely with your marketing department, the advertising and editorial staff of the trade publication of your choice. Together we will create an application advertorial that is similar in content to a customer profile including side-bars with product features and benefits as well numerous product application photographs. To enhance credibility of the advertorial and reduce your overall cost, ArticleTech will contact manufacturers of non-competitive products used by the customer to solicit co-payment of the advertorial. Media reps for the publication will also contact manufacturers included in the article to sell advertising space, again reducing your overall costs of creating and placing an advertorial.

Advertorials can be as short as one page or as long as 16 pages depending on content and co-advertising partners. **Quoted by project basis**

#### 5. Customer Application Web Page



If your site already has a customer solution area, ArticleTech can format the article to look like your existing solutions, and develop a broad range of case studies or application briefs, which meet various product, service or industry needs. If you do not have a solutions section on your Web site ArticleTech can create a new section that will maintain the look and format of your existing site. Solution focused success stories are rated as the most valuable resource. **Quoted by project basis**

## Additional Services

### 1. Article Placement in a Different Publications

Many times an article can be rewritten for a different market or for a different type of publication. With planning for multiple placements, ArticleTech can shoot different photographs of the same application and rewrite the article with a different slant so that it can be placed in two publications. **\$2,750**

### 2. Location Photography

Includes up to eight hours of photography.  
Does not include travel expenses or supplies. **\$1,500**

### 3. Photoshop Montage Cover

Includes art direction and Photoshop to create a photomontage magazine cover. **\$1,750**

5. Whitepapers **Quoted by project basis**

6. Newsletters **Quoted by project basis**

7. Direct mailers **Quoted by project basis**

8. Web content writing services **Quoted by project basis**

## Travel, Expenses, and Consultation Fees

### 1. Travel to Location Outside of the San Francisco Bay Area:

Location photography includes one eight-hour day. Additional travel days will be billed at \$400 a day. The Bay Area is defined as San Francisco, Santa Clara, Santa Cruz, Alameda, Monterey and Contra Costa counties.

### 2. Out-of-Pocket Expenses:

Travel expenses (lodging, meals, rental car, etc.), express mail, and long-distance telephone fees will be billed at cost.

### 3. Photographic Supplies:

Film, processing, printing, and other costs involving outside vendors will be itemized and billed to the client.

### 4. Additional Photography:

Approved photography after the first eight hour **\$150/hour**