

The ZANZICO Agency represents a creative attitude toward new marketing & creativity for the digital world. We accomplish this by combining new technology with creative ideas to form great content. The following pricing estimates are based on our average job per creative service.

Call 704-987-1288 Ext. 205

Print/Concept & Design

Advertising		
Magazine Ad Full Page	Concept and design are developed by experienced art directors, designers and	\$1,500.00
Magazine Ad 1/2 Page	creative writers. Communication begins with finding the right message aimed	\$1,200.00
Logo Development	at the right persons.	\$1,500.00
Creative Brand Campaigns		
	Creativity brings sales and profits. We have helped develop many campaigns to	\$15,000.00
	stimulate a company's growth.	
Direct Marketing		
One Page Mailer	Today's direct marketing requires multiple media formats to deliver your	\$1,500.00
Postcard	message to the right person.	\$1,200.00
E-Mail Design		\$850.00
Collateral		
One Page	Concept and design is developed by our experienced design team. All concept	\$1,500.00
4-page Foldout	and design comes to an average of \$500 per page.	\$2,000.00
8 Pages		\$4,000.00
16 Pages		\$8,000.00
34-Page Brochure		\$17,000.00
64-Page Product Catalog	We bring style and experience to your product catalogues to help increase	\$30,000.00
	sales.	
25 x 11 Tri-folds		\$2,000.00
Corporate Identity		
Package A	We offer comprehensive graphic standard guidelines to accommodate your	\$5,000.00
Package B	corporate branding across multiple media forms.	\$10,000.00
Standard Guidelines Package		\$15,000.00
Package/Display Design		
	We have experience in a wide range of packaging and display designs. From	\$3,000.00
	national tradeshows to consumer packaging.	
Custom Interface Design		
	We make the Internet work for you by designing your company's unique,	\$2,000.00
	branded look that appeals to your audience.	
Photography		
1/2 Day	Our in-house photographer has a wide range of experience with different	\$1,200.00
Full Day	product knowledge to create images for your company.	\$2,200.00

Media Production

Web Commercial		
	We help make the Internet work for you by developing cost efficient web communications from product presentations to fun, creative campaigns.	\$8,000.00
Broadcast Commercial		
	TV is an important, but costly part of advertising. We can offer reduced costs by managing the entire process from concept and production to final editing.	\$50,000.00
Video Post Production		
	Our editing team will take your video footage and develop the appropriate message for your brand. Average cost is \$200.00 per finished second of footage.	\$6,000.00
Audio/Podcasting		
	We have the audio production capabilities that allow us to communicate and distribute your podcast messages. Average is \$50 per finished second.	\$1,500.00
Videography		
	Our video professionals make sure your footage, lighting and audio make you look like a leader in your industry. We shoot video by the daily rate.	\$1,500.00

Internet

Custom Web Applications		
	Our team will make the Internet work for you. We build your web applications with open source or proprietary languages that empower you to conduct business effectively on the web. Projects are estimated on hourly rates.	\$10,000.00
Content Managers		
	Our easy to use Content Management Systems allow companies to efficiently manage their websites on a daily basis.	\$5,000.00
Resource Library		
	We offer a proven and efficient system of securely putting your company's resources online making them available to employees in the field and your customers, which saves time and money for your company.	\$5,000.00
E-Learning Packages		
	We have developed different, ready to use, online learning packages recognized by SCORM and AICC. These programs help companies save money by efficiently training their teams via the internet. Cost is per course hour.	\$10,000.00
Customized Media Gallery		
	Our media gallery is an efficient application that delivers images, video, information and any other branded content to your audience.	\$3,000.00
Interactive Product Demos		
	Adobe Flash motion graphics are an ideal way to educate your customers about your product and how it works, resulting in increased product sales.	\$5,000.00
E-Trivia Training		
	To save companies time and money, we developed an online, training trivia program, which allows sales teams to be quickly educated about products, introductions, updates or company policies.	\$4,000.00

Online Promotions		
	Successful online promotions are an ideal way to efficiently communicate your message—sales incentives, consumer sweepstakes or customer programs can be communicated quickly and measured through the Internet.	\$5,000.00
Online Surveys		
	It is not only important to communicate your message but to also continually gather information. Our survey package is easy to use and can help you understand your true communication status with your employees and customers.	\$2,000.00
Mobile Marketing Programs		
	From BlackBerries to iPhones and everything in between. You will need the right technology to make sure your message can be communicated to the right person who is on the go.	\$5,000.00
Internet Marketing and Intelligence		
Internet Marketing		
	Our team has the knowledge to put together a complete Internet marketing strategy to make your online communication successful.	\$3,000.00
Consumer Analytics		
	Today's most valuable consumer research information can be gathered from the Internet. We can gather information to determine exactly what your customers want and what they are interested in buying from you.	\$2,500.00
E-Mail Marketing		
	Sending approved email can be complex. New government regulations are watching companies for spam. We make sure your e-Newsletters and promotional messages are delivered to the right person in the most productive way.	\$1,500.00
SEO Packages		
Package A	Search Engine Optimization is a must when you are trying to sell or promote effective content successfully. We have the knowledge and skills to get your message to the right audience.	\$1,500.00
Package B		\$4,500.00
E-Commerce Package		
	We have developed a cost-effective e-Commerce package that can help you sell your products on the web with ease. Every company should be taking advantage of online sales.	\$5,000.00
Web Analytics		
	We gather valuable information and statistics about the performance of your web site that allows you to anticipate future online marketing plans.	\$5,000.00
Lead Generation Programs		
	We determine the best steps to use your website as a tool to gather leads generated by your website and how to market back to those leads.	\$5,000.00
Internet Monitoring		
	We monitor what your competitors and industry are doing online, allowing you to make the right competitive decisions. Packages start at \$2,500.00 per month.	\$2,500.00

Web Maintenance		
	For a website to be successful it needs to be maintained and updated constantly. We ensure your site's content is current and is working properly, whether it's on our servers or yours. Costs are per month.	\$1,500.00

Brand Marketing

Growth Strategy		
	For your company to be successful on the Internet it must have a specific plan to help achieve its goals and objectives. Our knowledgeable team can help you use the Internet to grow your sales and company.	\$10,000.00

Special Projects		
	Because we live and work on the Internet, we have the knowledge to help your company keep current with strategies and trends. We offer help as consultants or on a per project basis.	\$5,000.00

Media Connection

Internet Advertising		
Package A	Print and television advertising is no longer the leader in advertising communi- cations. The Internet is the new media form and should be a part of every marketing budget— It's effective and can be measured.	\$10,000.00
Package B		\$15,000.00
Package C		\$100,000.00

Media Buying Services		
	We recommend you spend advertising dollars on the Internet. But in some cases it is important to have a blended strategy. We can put together the appropriate blend of print advertising, broadcast and Internet campaigns to effectively broaden your market reach.	7% Comm.

RSS Advertising		
	Companies should be using this technology everyday for communicating messages. RSS delivers your customers the information they want instead of them having to search for it. Costs are per month.	\$2,500.00

Blog Management		
	Maintain a leadership role in your industry with a Blog. Blogs are the best way to take your public relations budget online, by strategically informing people about your company and products in real time. Costs are per month.	\$2,500.00

Public Relations		
Package A	We recommend public relations be web based. Some of our customers require daily press relations around the world and we release press information daily using the Internet to make your life easier.	\$10,000.00
Package B		\$15,000.00

Language Translations		
	Our team can help your company appropriately communicate to foreign audiences on the internet.	\$3,000.00

Network Forums		
	Our forum packages help like-minded users communicate with each other in the form of social networking. Users, your best sales people, use forums to commu- nicate to, and advise present and new users about your company and products.	\$3,000.00

Trade Show Displays		
	Our team can help you with design and plans for national trade show displays to attract prospective contacts for your products.	\$15,000.00
Sports Media		
Product Branding		
	We help sports celebrities develop identity, product names and product strategies that stand alone and build their own reputation.	\$15,000.00
Online Promotions		
	Sports on the Internet is so big it is almost immeasurable. We can help you use the Internet to excite the fan base to buy your products through brand entertainment programs. The only limitation to communicating your products online is your own imagination.	\$5,000.00
Media Relations		
	We have developed software applications that enable sports teams to send information to the press immediately, allowing them to control the accuracy of news events themselves.	\$5,000.00
Broadcast Commercials		
	Broadcast commercials can be delivered efficiently to the right audience. We have completed commercials that have helped solidify products with loyal sports fans.	\$50,000.00
Web Commercials		
	Commercials, viral campaigns or flash demonstrations can all create energy with loyal sports fans. Leverage the sponsorship dollars you spend reaching sports fans.	\$8,000 .00
Interactive Design		
	We develop interactive flash based projects for sponsors such as interactive screensavers, and two-way brand entertainment that brings awareness to your company's products.	\$10,000.00
Retail Activation Programs		
	Our team can help develop activation programs that blend the Internet into retail promotions. Making the Internet work for you is what we do.	\$5,000.00

Guidelines

All estimates are given based on the average project request for that category. We provide an estimate per project request based on our experience. Once we begin working on a project we provide an update based on specific creative briefs and final job requirements. All estimates are based on an hourly rate for the services required. That hourly rate is based on the expertise needed to deliver successful results.

Price Quotes

The above quotes are based on our creative services. When it comes to printing, production or other costs outside the scope of creative services, we will provide specific details on additional costs for any specific project request. However, the above price guide provides general estimates to help guide you on the typical projects to accomplish your requests.