



Setting The Pace 2009-2010 Rate Services Card

Radio Promotions

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|---|---|---|
| <input type="checkbox"/> Radio Promotions:
10 Stations

Budget: \$15,000.00 | or 15 Stations

Budget: \$20,000.00 | or 20 Stations

Budget: \$30,000.00 |
|---|---|---|

Video Promotions

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|--|-------------------|
| <input type="checkbox"/> Video Production (Includes Casting & Editing) | Rate: \$17,000.00 |
| <input type="checkbox"/> Video Promotion (1 st Tier-MTV Jams, Retail Outlets) | Rate: \$8000.00 |
| <input type="checkbox"/> Video Promotion (2 nd Tier- 106 & Park Countdown) | Rate: \$16,000.00 |

Digital & Online Promotions

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|---|---------------------|
| <input type="checkbox"/> National Email Campaign | Rate: \$500/month |
| MySpace Traffic Promotion | Rate: \$500/ month |
| YouTube Traffic Promotion | Rate: \$500/ month |
| MySpace Page Design | Rate: \$500 |
| Twitter Background Design | Rate: \$200 |
| Website Setup & Design | Rate: \$1000 and up |
| Website Webmaster Fee | Rate: \$500+ month |
| Itunes Setup | Rate: \$250 |
| Publishing Company Setup | Rate: \$250 |
| Business Setup (Tax ID, Incorporated, Business Lisc.) | Rate: \$2000 |

Street Team Promotions

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|---|---------------------|
| <input type="checkbox"/> Memphis Street Team | Rate: \$1000/month |
| National Street Team (depending on number of markets) | Rate: \$ negotiable |

Phase IV: Mobile Marketing

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|---|--------------|
| <input type="checkbox"/> Mobile Marketing | Rate: \$3500 |
| Monthly Retainer | Rate: \$1500 |