

*All the benefits and expertise of a big marketing team,
but only when you need it.*



INDUSTRIAL MARKETING & PR

**Marketing & PR Specialists for Composites,
Engineering Plastics and Adhesives**

tel +44 1536 210133 mobile +44 7545 695984

VAT registration number: 971 5708 95

www.ob2bindustrialmarketing.com

Marketing Services Rate Card

Ad hoc Project Work

- Hourly rate @ **£98 / hour** + expenses (excluding VAT)

Larger Project Work / Monthly Retainer / Fixed Price projects

- Quoted as required by contract agreement depending on time and work required.

Press Release Research, Writing & Circulation Service

Depending on what level of service is needed, two press release (PR) service options are offered:

(1) Standard Press Release Service - Details Provided - Article writing - 1 x circulation to media list.

This service is offered based on receiving a detailed written brief and an explanation (which can be done over the phone) of the news, topic, case study application story you would like written and circulated to key magazine and web media. Key information needs to be provided, details about the key contacts to speak with, plus supporting brochures, technical data, photos, quotes and related information. **[NB: All prices are excluding VAT.]**

- ◆ **Option (A)** - Short News press release (up to 350 words) @ **£290** /press release.
- ◆ **Option (B)** - Mid size News press release (up to 850 words) @ **£450** /press release.
- ◆ **Option (C)** - Mid size Application story / Business story (up to 1800 words) @ **£790** /press release
- ◆ **Option (D)** - Major article writing for a specified magazine: (~ 1500 - 2500 words) @ **£1130** /article.

(2) Premium Press Release Service - Research & information gathering – Article writing - 1 x circulation.

This service option provides a full application story service working off a basic high level brief and being provided with a list of internal and external key people to contact to get more details. Detailed research to be carried out about the application with sales person involved, key suppliers and the customer, conducting telephone interviews, if necessary doing a site visit (at extra cost), obtaining suitable photos and quotes to include in the story.

- ◆ **Option (A)** - Short press release (up to 350 words) @ **£400** / press release.
- ◆ **Option (B)** - Mid size News press release (up to 850 words) @ **£560** / press release.
- ◆ **Option (C)** - Mid size Application story / Business story (up to 1800 words) @ **£920** /press release.
- ◆ **Option (D)** - Major article writing for a specified magazine: (~ 1500 - 2500 words) @ **£1325** /article.

For all above PR Services, a 'two phase circulation (print then web) is also offered @ £140 /release extra.

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Press Release Services

Prices per press release for all options include the following:

- Discussion and agreement on objectives, scope and partners to be included in the press release to get across the desired messages for high impact and interest in order to maximize the effectiveness and cross promotional opportunities of the press release.
- Desk research, reading up on brief and supporting documents supplied on products, partners and topic.
- Press release writing (in English) and proof checking with all partners involved.
- Obtaining print approval from all parties involved prior to publication.
- All UK phone calls.
- 1 x electronic circulation of final approved press release to (min 20) editors of websites and magazines.

NB: Overseas telephone calls outside of the UK are not included and will be charged separately, but Skype (free PC to PC) and VoIP will be used where possible to keep overseas phone costs to a minimum.

Brochure / Website Copy Writing Service

- Rates for numbers of words as per Press Release Service Option (1).
- Inclusive of time to do desk research on topic.

Additional Bought-in Marketing Services

Any bought-in services purchased on your behalf as requested, such as photography, design, print etc. to be agreed in advance and charged separately.

Travel & living expenses for non office based client activities

- Car @ 45p /mile.
- Hotel rate: Travel Lodge / B&B rates at cost by agreement.
- Meals charges up to £55 /day max.
- Overseas expenses: At cost by agreement.

Terms & Conditions [VAT registration number: 971 5708 95]

All above rates are in UK £ Sterling exclusive of VAT, charged at the standard rates. Invoicing on completion of ad hoc hourly rate project work. Monthly invoicing for ongoing long term project work by agreement.

- **Payment terms:** Payment received within 20 days from date of invoice.
- **Preferred payment method by BACS transfer.**
- **Business Bank Account Details:** Mr N O'Dea T/A : Outsourcing B2B Marketing/ OB2B Industrial Marketing

The Co-operative bank, PO Box 250, Delf House, Southway, Skemersdale, WN8 6WT, England.

Sort Code : 08-92-50 **A/C number:** 68570695

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