



## PROPOSAL

Marketing Services

Frankfurt am Main, 15.04.2012

## 360° MARKETING LOCALISATION SERVICE OFFER

comServio is happy to submit for the Marketing Localisation Service following proposal.

comServio Services and offer cover following areas:

### TRANSLATION

- Technical content translation for DACH as well as further European countries (content delivered by customer)
- Localisation of the main Marketing Messages and Adverts, Website, press release, etc.

### PR

- PR and Media localisation (translation and localisation of the Press Release, Media Ops, Identification, Distribution and Connection to influencer of the regional media)

### SEO

- Localisation of Website, including SEO and GoogleAdwords

### MARKETING COLLATERALS & PRINT

- Layout and Graphic Design based of CI guide lines i.e. Flyer, Brochure, Roll Up, Info sheets, Invite, etc.
- Text editing (the customer delivers the text)
- Image (picture) editing (the customer delivers the image)
- Logo-Integration (delivered by customer)
- 3 amendments included
- Delivery of a Print-Ready PDF per E-Mail/FTP
- Localisation of the images based on European culture: i.e. select images that fit European look
- **Printing of all collaterals (we select best price/quality printing house and ship your collaterals)**

### Amendments/Changes

Upon request of the customer we will apply desired amendments/changes quickly and send the document again for your approval. In our prices are included three amendments. Further amendments can be bought for 45€ each. When everything is correct and we have received your final approval, we will generate the print-PDF file.

**Please find below our summary of Prices:**

**Translation (Text Copy Localisation)**

For the localisation of the text copies we are offering native speaker engineers and copy writers that understand both the product and marketing message. This guaranties a high quality of the deliverables.

<b>Native Speaker Translation</b>	<b>Standardtext € per line</b>	<b>Technicaltext € per line</b>
German, Dutch, Polish, Hungarian, Rumanian, Croatia, Serbia	1,20	1,80
1 x Page (standard of 30 lines per page)	36	54
2 x Page	70	95
4 x Pages	120	180
Framework agreement for 20 pages per month, any additional work will be invoiced separately (price see above)	680€ per month	900€ per month

**PR SERVICES**

<b>Task</b>	<b>Cost per month in €</b>		
	1st Month	2nd Month	3rd Month
Compilation of master target media list	240 €		
Deliver press release for selected media incl. shipping		290 €	
Deliver press release incl. shipping			180 €
Drafting of four specific releases directed to selected markets incl. shipping			580 €
Retrieval of expert statements and consent to interviews			450 €
Securing of 2-3 Media Opps in media except staffing of potential interviews		780 €	
Pressebox fee for 10 news per year	1499		
Social Media (Twitter & Facebook)	80€	80€	80€
Monthly Total	1819 €	1150 €	1290 €
Total cost of project			4259€

## MARKETING COLLATERALS and PRINT

### Flyer

For example DIN Lang, 100 x 210 mm  
Text and Image delivered by customer  
Price starts at

**180,00 Euro**

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### Brochure

For example DIN A4, 210 x 297 mm, 4 pages  
Text and Image delivered by customer  
Price starts at

**199,00 Euro**

same as above, but 8-pages  
Text and Image delivered by customer  
Price starts at

**330,00 Euro**

same as above, but 12-pages  
Text and Image delivered by customer  
Price starts at

**461,00 Euro**

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### Info Sheet (Product sheet)

For example DIN A4, 210 x 297 mm  
Text and Image delivered by customer  
Price starts at

**120,00 Euro**

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### Invitation

For example 105 x 74 mm  
Text and Image delivered by customer  
Price starts at

**89,00 Euro**

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### Roll Up

For example 90 x 200 mm  
Text and Image delivered by customer  
Price starts at

**159,00 Euro**

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All items above are examples of work and prices. comServio will be happy create other format of collateral or advertisement upon request.

### SEO Services

There are two ways comServio is recommending to proceed to improve the web ranking of your website. One is the classical SEO and in addition to that SEM based on customer recommendation combined with Google Adwords. An amount of 800 € to 1200 € per month should be planned for such activities. We are happy to provide details in a separate proposal.

### Terms of Payment

Each of the services can be separately booked and ordered. However, 50% of the respective amount is due upon order placement. The remaining 50% is due upon delivery.

All prices are without VAT (19%).