

**ShoeSchool**  
communications

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P.O. Box 1349

Port Townsend, Washington 98368

Phone/Fax: (360) 385.6164

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Let us help you be more profitable...  
**stand out in your market by making the most of your media!**

**For business and industry:**

Trade shows, press releases, new product launch...we can **re-purpose** your existing video footage, print & graphics, or we can create **new!**

**For authors, writers, poets,  
artists and editors:**

Publish your book, presentation, portfolio or resume in a digital format. Convert your existing work to the digital age ...add narration, graphics, video, for computer viewing on a CD-Rom.

**FLAT RATE MEDIA DEVELOPMENT MENU**

**CD ROM Business Cards**

**Website-on-a-CD**

**\$500**

We will take your web content and make it ready for deployment on CD. With your website on a CD, you don't have to worry about whether the user is connected to the Internet or the speed of their modem.

**E-Brochure**

**\$2,500**

We will create a multimedia presentation based on your current brochure. You provide all of the copy and the graphics; we bring it alive with multimedia effects.

**Virtual Presentation**

**\$3,500**

We create a presentation that combines the features of the E-Brochure plus a video recording of you giving a presentation.

**Video-on-a-CD**

**call for quote**

We will take a VHS or Hi8 tape from you, digitize the video, and put together a CD presentation that plays the video and has a link to your Website.

## ADD-ON SERVICES

### **CD Label Artwork            \$250**

We will design & customize artwork to go on the label of the CD, including your logo, contact information and custom graphics. This fee is waived for orders of 10,000 or more.

### **Royalty-free Music            \$900 and up**

Enhance your presentation with professionally produced royalty-free music.

### **Audio Voice-Over            \$1,000 and up**

You provide the script and we will record an audio track to accompany your presentation.

### **Video Editing                \$100 per hour**

Our video producers will take your raw video footage and edit it for content or length.

### **Video Production            \$1,500 and up**

From shots as simple as a "talking head" that introduces your product or service, to complex scenes, we can produce video content that you can use in promotional videotapes or in a digital format CD-ROM or web streaming.

### **Encoding for Webcasting    call for quote**

Re-purpose existing video for streaming live on your website. Create promotional clips or encode the complete video. Affordable high-tech communications.

## CUSTOM MEDIA DEVELOPMENT

### **Custom Development: Basic            \$4,000 - \$8,000**

In addition to using your existing marketing materials, we can add full motion video, additional graphics, and multimedia components including sounds and narration.

### **Custom Development: Ultimate        \$8,000 and Up**

If you need even more from your multimedia presentation, we can put together a project that will knock your socks off!

### **Touch Screen Kiosk Development    call for quote**

Your presentations can be formatted to operate on a touch screen kiosk for retail point of purchase, trade show demonstrations, customer service or informational content.

Custom presentations vary in price depending on the complexity of the project, but most fall into the \$5,000 to \$20,000 price range. The possibilities are endless, but here are some examples of what you can do with a custom presentation:

**Press Release**  
**Product Catalog**  
**Website Promotion**  
**Portfolio / Resume**

**Personal Business Card**  
**Product / Service Showcase**  
**Training / Support**  
**Business Plan**