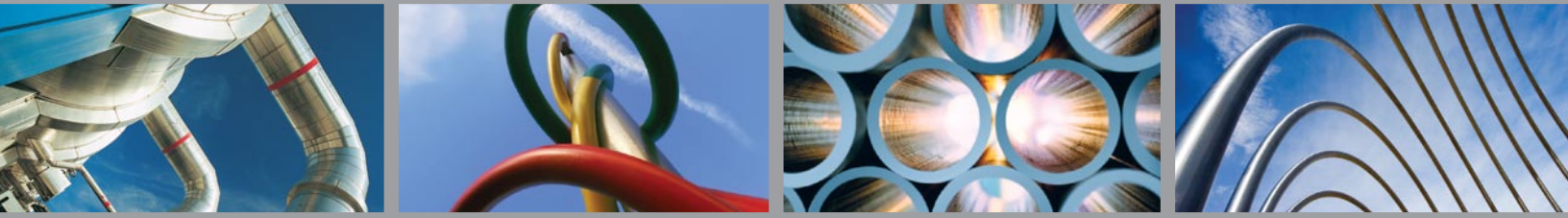


Creative Services



Do You Want to Increase the Public's Awareness of Your Business, Products and Corporate Leadership?

Help your sales team meet its goals with eye-catching and informative collateral. Generate a more dynamic first impression with your Web site to attract new business. Make an impact in the market and increase your bottom line with Accuity's Creative Services.

What are Accuity's Creative Services?

Accuity's Creative Services offers a team of knowledgeable, skilled and dedicated professionals focused on assisting businesses that market to banks and financial service institutions with their marketing and design requirements. Our experienced team can provide help with the following:

- > Media releases
- > Sales collateral
- > Direct mail
- > Print advertising
- > Tradeshow promotion
- > E-mail blasts
- > Fax blasts
- > Web design

Why do I need Accuity's Creative Services?

Our team of dedicated and seasoned marketing and design professionals will research your competition, develop a strategy and implement a campaign specifically designed to fit your needs and budget. Accuity's Creative Services team takes a strategic integrated marketing approach to your account and creates seamless messages that encompass many forms including advertising, public relations, sales promotion, direct response, event and trade show marketing and Web presence to reach your target prospects.

What Accuity's Creative Services can do for you

You can be assured that when you call on us to provide creative assistance and direction you will get honest answers and professional service from a team that cares about your business. Accuity's Creative Services combines extensive experience in the financial industry with cutting edge marketing and lead generation ideas to provide you with a cohesive and effective approach to your marketing needs.

Make a difference and stand out in the financial industry with the help of a leader

Key Features

- > Enhances your brand
- > Customized marketing materials
- > Knowledge of the industry
- > Decades of experience

Creative Services



Specifications

Program

US\$ per hour

Direct Mail Programs:

Concept Development	200
Copywriting	150
Graphic Design	150
Lettershop	Net Cost + 20%
Print Brokerage/Management	Net Cost + 20%
List Selection and Procurement	150–275 per thousand (dependent upon list selected)

Sales Support Collateral:

Concept Development	200
Copywriting	150
Graphic Design	150
Lettershop	Net Cost + 20%

Tradeshow Promotion:

Concept Development	200
Consulting (on-site, if available)	100 (+ travel expenses)
Copywriting	150
Graphic Design	150
Lettershop	Net Cost + 20%
Print Brokerage/Management	Net Cost + 20%
List Selection and Procurement	150–275 per thousand (dependent upon list selected)

Public Relations/Press Release:

Copywriting	150
Lettershop	Net Cost + 20%
Print Brokerage/Management	Net Cost + 20%
List Selection and Procurement	150–275 per thousand (dependent upon list selected)

Web Design, Development and Marketing:

Concept Development	200
Copywriting	150
Graphic Design	150

Miscellaneous:

Telemarketing/Telesales	dependent upon project
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Prices subject to change. Minimum invoice per job = \$500

For More Information

The Americas 1 800 321 3373 or +1 847 676 9600

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