



7020 High Grove Blvd.
Burr Ridge, IL 60527
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TheMxGroup.com

Jonathan Pink and Team,

I hope this finds you well and we appreciate being included in your review for a U.S.-based B2B creative partner. Included in this document you will find our response to your request for the pricing of various marketing materials.

As you will see, our pricing is competitive. And what makes The Mx Group even more compelling is the quality of the corresponding work we deliver at these costs. As one of the fastest-growing B2B agencies in the United States, we have been able to recruit top creative talent across the copy, design, interactive, and digital disciplines. Having all this talent in-house allows us the flexibility to price our deliverables based on the structure of our partnership with our clients.

For this exercise, we have assumed a working relationship directly with the LAB and as such created a level of efficiency that we don't see when working directly with marketing personnel. We assume that working directly with the LAB will provide us with access to templates, assets, images and information that will make the creation and execution of these elements highly efficient. We look forward to discussing these assumptions and our potential partnership in greater detail when we talk.

Please let us know if you have any questions, comments or concerns about the pricing contained within.

I look forward to hearing from you soon.

Respectfully,

Tony Riley
Agency President
The Mx Group

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Assumptions:

- Assets will be designed and executed as part of an integrated campaign effort and as such will allow for efficiencies in
- An overall campaign creative direction will be provided to establish a visual guideline for our work.
- A creative brief will be supplied with the details necessary for execution in the U.S. market.
- Access to a centralized photo/asset library used by existing agencies and creative teams will be provided.
- Reviews will be between The Mx Group and The LAB and not with the end customer.

Asset	Description	Price (USD \$)	Project-Level Assumptions
Ebook	Create copy and design visuals for a 4-page ebook. On approval to develop, optimize for PDF and supply electronically	\$ 13,000	
	Using supplied copy to create design visuals for a 4-page ebook. On approval to develop and supply in PDF	\$ 9,200	
PPT	Create copy and design visuals for a 12-slide PowerPoint (using supplied template). On approval to develop and supply in PPT format	\$ 15,000	
	Using supplied copy to create design visuals for a 12-slide PowerPoint (using supplied template). On approval to develop and supply in PPT format	\$ 12,500	
PPT Complex	Create copy and design visuals for a 12-slide PowerPoint (using supplied template). On approval to develop, including complex or animated transitions and supply in PPT format	\$ 17,500	The complex or animated transitions included are native to PPT and not motion graphic elements created outside of PPT and imported in. Motion graphic element approach would increase cost to \$19,200.
	Using supplied copy to create design visuals for a 12-slide PowerPoint (using supplied template). On approval to develop, including complex or animated transitions and supply in PPT	\$ 13,000	
Brochure	Create copy and design visuals for an 8pp brochure. On approval to develop, artwork for print and supply electronically	\$ 17,000	
	Using supplied copy to create design visuals for an 8pp brochure. On approval to develop, artwork for print and supply electronically	\$ 12,500	
Whitepaper	Create copy and design visuals for an 6pp whitepaper. On approval to develop, artwork for print and supply electronically	\$ 12,000	
	Using supplied copy to create design visuals for an 6pp whitepaper. On approval to develop, artwork for print and supply electronically	\$ 8,500	
Infographic	Create copy and design visuals for an infographic. On approval to develop, optimise for PDF and supply electronically. (Cost based on supplied research source material)	\$ 10,500	
	Using supplied copy to create design visuals for an infographic. On approval to develop and supply in PDF	\$ 9,000	
Email	Create copy and design visuals for an HTML email. On approval to develop, create HTML and supply for client upload to CRM	\$ 3,000	There is an already existing email template. Mx is providing HTML and not required to upload or code the templates in the CRM's template language.
	Using supplied copy to design visuals for an HTML email. On approval to develop, create HTML and supply for client upload to CRM	\$ 2,200	
Social Assets	Using supplied copy to create design for 1 x social ad. On approval to develop and create. Cost include placement but excludes media cost	\$ 800	Mx will have access to the social platform used to upload.
Video/Animation	To create copy and design visuals for a 90-second animation. On approval to develop, build and supply electronically	\$15,000 - \$25,000	Lower end of range: - Concepts: Treatments to convey the aesthetic. No storyboards. - Production level: Clean, smooth polished animation; leveraging existing footage/assets if applicable - Script writing: light narrative script writing.
	Using supplied copy to create design visuals for a 90-second animation. On approval to develop, build and supply electronically	\$12,500 - \$22,500	Higher end of range: - Concepts: Treatments to convey the aesthetic + sketched frame storyboards. - Production level: mixture of motion graphics and 3D (pre-existing 3D models used sparingly), some visual effects, more nuanced motion graphics, motion tracking. - Script writing: narrative script writing
Landing Page	Create copy and design visuals for an HTML LP/TYP. On approval to develop, create HTML and supply for client upload to CRM	\$ 5,500	There is an already existing landing page template. Mx is providing HTML and not required to upload or code the templates in the CRM's template language.
	Using supplied copy to design visuals for an HTML LP/TYP. On approval to develop, create HTML and supply for client upload to CRM	\$ 4,200	