

2 June 2008

Ms. Rebecca Kopf
Mr. John Frana
THEFRANAGROUP
PR Etc.
220 East State Street, Suite G2
Rockford, IL 61104

Dear Rebecca and John:

We at Design/Graphics would be very pleased with the opportunity to work with PR Etc. in developing the graphics promoting THEFRANAGROUP.

As the attached biographies indicate, Design/Graphics is a young, aggressive and dynamic studio offering a team-approach to a full range of design services including consultation, creative copy writing, layout, illustration and mechanical production, print coordination, Web design, and audio-visual, film and video production. With our Macintosh Design System consisting of seven work stations, our web site www.lasalledesigngraphics.com, America Online designation Fpatlasal@AOL, and FAX, we look forward to faster and simpler communication with our clients.

THEFRANAGROUP is a healthcare consulting firm that provides solutions to healthcare organization's challenges. PR Etc. successfully markets their client with creativity, commitment and results. Design/Graphics would help PR Etc. with the graphics involved including the following: 1.) creating a new *Logo* design; 2.) redesigning the *Web Site*; and, 3.) developing a *Collateral Piece*.

The procedures which follow are the norms for any design project, and will be the guidelines that Design/Graphics use in proposing this graphic program:

- ✦ Initial Orientation
- ✦ Research, Analysis, Report
- ✦ Design Development
- ✦ Client Approvals, Refinement
- ✦ Design Applications
- ✦ Finished Art Preparation: may include illustration, typography, photography, keyline, specifications and acquiring printing bids.
- ✦ Printing or Internet Supervision

2.

A suggested Time Schedule in weeks is necessary to assure that planning will work in the allotted time. (This schedule is an ideal time line – we realize that anything can be “RUSH”):

JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

••• ORIENTATION

••••• *Logo Graphics* DEVELOPMENT

•• CLIENT APPROVAL

••• FINISHED ART – STRIKE SHEET/DISK Arrangement

• CLIENT APPROVALS

•• TO SERVICE BUREAU

• READY TO INCORPORATE

••••••• *Web site* DEVELOPMENT

••• CLIENT APPROVAL

••••••• FINAL ART PREPARATION

••• CLIENT APPROVAL

••• TO HOST SITE

••• ADJUST OR ADD COPY (over time)

••••• *Collateral Piece* DEVELOPMENT

•• CLIENT APPROVAL

••• COPY WRITING

••• PHOTOGRAPHY/ILLUSTRATIONS

••••• FINAL ART PREPARATION

••• CLIENT REVIEW

••••••• TO PRINTER

This Fee Schedule represents cost ranges of past jobs completed by Design/Graphics. After research of your immediate needs, more accurate cost estimates will be acquired.

A working estimate of \$1,1250.00 – \$1,575.00 for the *Logo Graphics* would cover 3-5 presentation layouts, client revisions, finished art, typography and reprostats. A Disk and Strike Sheet of various sizes of logos will be provided for your use on specialty advertising, checks, etc.

Re-designing the *Web Site* would include the home page with a brief capabilities history of THEFRANAGROUP, as well as hot buttons linked to: Grant Writing, Implementation, Training, Pharmacy, etc.; Industry Links, and an E-mail Contact Form. Labor for preparation of web site would include research, layouts, client revisions, and production for approximately \$1,000.00 – 1,550.00. Website name registration and Web Hosting fees will be acquired if a change is needed. Budgeting fees to safely use would be \$15.00 for Registration and a yearly Hosting Fee of \$120.00. The above fees include entering the site via several search engines, a counter to monitor traffic and other perks. Client will have preview of site before it is finally placed on the Web.

3.

Web site maintenance may include designing new pages to link to the Home page (also adding another link button to the Home page), dropping or changing page information:

1. Design/Graphics fee for page design \$150.00 – \$250.00/page
2. To place a new page on the Internet (Host fee) \$30.00/page
3. Deletion of pages on the Internet (Host fee) \$15.00/page

Design of a *Collateral Piece* would include 2-3 layouts, art direction, research, client revisions, mechanical art, typography and reprostats, estimated at \$1,050.00 – \$1,750.00. Separate costs for optional illustrations or photography would be acquired if needed after an initial layout has been chosen (use an average cost of \$159.65 per photo to include film, talent, travel, location and studio photography). Printers' quotes for a small quantity will be provided after the layouts have been approved – the following are guides for you to use:

- Multi-color film negatives to release to the printer would be an extra charge of \$16.50 – \$25.00 per color, per side. Two color printing in the past has averaged between \$650.00 per thousand to \$950.00 per thousand depending on the quantity ordered.
- 4-color film negatives to release to the printer would be an extra charge (use a range between \$1,175.00 – \$1,875.00 depending on the size of the piece and number of 4-color subjects). 4-color printing in the past has averaged between \$1,251.00 per thousand to \$1,503.00 per thousand depending on the number of 4-color subjects and the quantity ordered.

The Schedule of Fee Payment is as follows for graphics projects:

- 1/3 retainer
- 1/3 upon completion
- 1/3, Hourly and supplier bills due in 30 days

Design/Graphics is eager to work with you in achieving your goals. When may we begin to be of assistance to both PR Etc. and THEFRANAGROUP?

Thank you again for this opportunity.

F. Patrick La Salle • Design/Graphics

FPL/vb