

MEDIA KIT 2017



HELLO!

Thank you for your interest in Nest Media Company. We are a team of highly skilled design, marketing and advertising experts who are passionate about their craft and dedicated to insuring clients' satisfaction and success.

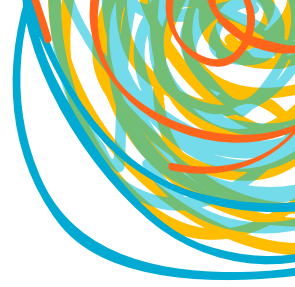
We help business owners like you define their brand, hone their message and create unique and engaging media to help their companies grow. Every company has a story and at Nest Media Co. we specialize in creating that special narrative for your business that will help it bloom.

We are experienced in just about every area of design, marketing and advertising, with an emphasis on branding.

We offer several packages of services to help your business take flight. Each package includes an explanation of exactly what you will receive, a timeline and pricing. We hope you will find a package, (or two), that will suit your needs.

Our capabilities are extensive and are not limited to what you will find here. If your needs are not covered by one of the packages within, please contact us and we will provide and custom quote, project description and timeline for your project.

BUSINESS BRANDING PACKAGE



Nest Media Co. offers the perfect solution for companies who are just starting out or looking to re-brand. We take the time to get to know your business and develop a customized look and messaging for your brand that will both engage your audience and promote brand loyalty. Our Branding Package will provide you with the basics to effectively market your business.

WHAT'S INCLUDED?

- 3-5 branding concepts, this includes logo designs, font and imagery recommendations.
- Stationery design: business card, letterhead, second sheet, business envelope, and mailing label.
- A branding guide with color recommendations, fonts, coordinating patterns and / or photography style recommendations will be created and delivered to you as a PDF file.

WHAT IS THE TIME-LINE?

2-4 weeks

WHAT DOES IT COST?

Contact us for current pricing

WHAT IF I WANT ADDITIONAL MATERIALS DEVELOPED?

We'll be happy to accommodate you. Just let us know what you need and we will provide an estimate for additional services.

HOW DO I PAY?

Payment can be made via check, credit card or PayPal. A 50% non-refundable deposit is due at the beginning of the project. The balance is due upon delivery of the files to you or your vendor.

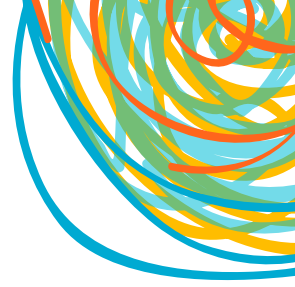
WHAT'S THE PROCESS?

1. Phone or in person meeting to review your needs.
2. Research, to define your audience & competition.
3. Concept development. We create 3-5 unique branding concepts that effectively capture and display your brand essence.
4. Presentation. We present the branding concepts to you in person or via PDF.
5. Brand selection. You review the concepts and select your favorite.
6. Tweaking. We make any needed tweaks to the winning design and then proceed with creating your stationery package.
7. We deliver to you or your printer press ready files.
8. We deliver to you your branding package which includes your branding guide and your logo in color and black and white versions, optimized for both print and web.



Please note all package details listed herein are subject to change. In addition to what is included in this document we offer a variety of other services. For a custom quote for your project please contact Nest Media Company. Additional revisions not included in the original package will be billed separately at an hourly rate. We ask that when working with Nest Media Company on a project you respond to emails and give feedback in a timely manner. To keep projects on track quick communication is essential. Any lags may cause your project to be delayed. Nest Media Company reserves the right to display any and all work created as a result of this agreement.

SOCIAL MEDIA STARTER PACKAGE



At Nest Media Co. we're always on the lookout for ways to help our clients get ahead. Launching a social media campaign with beautifully designed, well-thought out imagery and messaging is essential to marketing success. Our Social Media Starter Kit is perfect for companies looking to start a social media campaign or to revamp their current social media presence.

WHAT'S INCLUDED?

- Profile and cover options for up to 5 social media platforms including: Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest, etc.
- Social media report and guide with overall social media campaign recommendations, including: the best platforms for your business, posting recommendations: including time of day to post, post styling and content guidance.

WHAT IS THE TIME-LINE?

1-3 weeks

WHAT DOES IT COST?

Contact us for current pricing

WHAT IF I NEED ADDITIONAL GUIDANCE OR POSTS DEVELOPED?

We'll be happy to help you. Just let us know what you need and we will provide an estimate for additional services.

HOW DO I PAY?

Payment can be made via check, credit card or PayPal. A 50% non-refundable deposit is due at the beginning of the project. The balance is due upon delivery of the files and social media report.

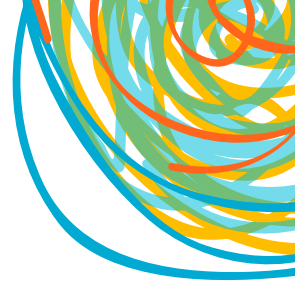
WHAT'S THE PROCESS?

1. Phone or in person meeting to review your needs.
2. Research, to determine the best social media strategy for your business.
3. Profile and cover options developed.
4. Presentation. We present the social media concepts to you in person or via PDF.
5. Selection. You pick the concept you like best.
6. Tweaking. We make any needed tweaks to the winning designs.
7. We deliver to you web ready files.
8. We create and deliver to you via PDF a social media report and guide to help you launch and maintain an effective social media presence.



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WEBSITE DESIGN PACKAGE



Having a killer website is a must in today's internet driven economy. At Nest Media Co. we've been building outstanding sites for decades. We'll create a custom site and establish an online presence for your company that is both memorable and functional and provides visitors with everything they could want and more. Your site will work seamlessly with your branding and help propel your business forward. Plus, all of our sites are built mobile-friendly.

WHAT'S INCLUDED?

- A fully functioning custom built WordPress site.
- 1-2 design concepts for you to choose from; to include a home page, and linking page.
- Once a look is established an additional up to 5 pages to be stylized.
- Your site will be built on a test server and transferred to your domain upon approval.
- Site guide book to teach you how to easily make changes to your site once it's live.

WHAT IS THE TIME-LINE?

Approximately 6 to 8 weeks

WHAT DOES IT COST?

Contact us for current pricing

WHAT IF I WANT ADDITIONAL PAGES DEVELOPED?

We'll be happy to accommodate you. Just let us know what you need and we will provide an estimate for additional services.

HOW DO I PAY?

Payment can be made via check, credit card or PayPal. A 50% non-refundable deposit is due at the beginning of the project. The balance is due upon delivery of the files to you or your vendor.

WHAT'S THE PROCESS?

1. Phone or in person meeting to review your needs.
2. Research and planning to determine the best content and structure for your site.
3. Design concepts created. We create 1-2 concepts to determine the overall look, feel and functionality of your site.
4. Presentation. We present the website designs to you in person or via PDF.
5. Site design selection. You review the concepts and pick your favorite.
6. Design tweaking. We make any needed changes to the design you selected.
7. Content gathering and creation. You supply us with and/or we develop content to be included on your site.
8. We post the site on a test server for your review.
9. We make any final changes to the site appearance and/or content.
10. We upload the site to your server and it goes live! Woohoo!



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ADDITIONAL SERVICES



BRANDING

Brand Development / Brand Messaging
Brand Strategy / Brand Naming
Tagline Creation
Logo Design & Development

PRINT MARKETING

Corporate Identity Packages / Ad Design
Brochure Design / Direct Mail
Newsletters / Annual Reports
Corporate Identity Standards Manual

OUTDOOR ADVERTISING, EXHIBITS & SIGNAGE

Trade Show Booth Design
Billboard Design / Display Design
Environmental Design

WEB MARKETING

Web Sites / Banner Ads
Email Campaigns

SOCIAL MEDIA (WWW.NESTSOCIALMEDIA)

Facebook, Twitter, Instagram, Pinterest, etc.
Profile and Cover Image Graphics
Posting Strategy

OTHER SERVICES

Blogging / Press Releases
Copy-writing / Copy Editing
Powerpoint Presentations
Promotional Videos

NEED SOMETHING DONE YOU DON'T SEE LISTED HERE? JUST ASK. With our years of experience most likely we've encountered something like it before and if not we love taking on new challenges!

Email us here or call 772.766.4926.

