

TRANSFORMER PROTECTOR CORP

November 2007



A WORKING RELATIONSHIP PROPOSAL

PARKER : HAYDEN

advertising + design

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WHO IS PARKER:HAYDEN

PARKER:HAYDEN is a Houston-based marketing service firm that combines advertising, design, public relations and Web to answer client challenges. We have a diverse portfolio of clients that range from the Sam Houston Area Council of the Boy Scouts to a Mexican restaurant chain and from a nationwide frozen food processor to national energy services companies.

We research, strategize, concept and produce print, outdoor and broadcast advertising campaigns in all media; design and execute brand identity programs; produce effective collateral materials; yield third-party endorsements through public relations; and enable our clients in web technology and new media marketing that get results.

Our clients work with us because we combine marketing acumen, brand prowess and design experience with compelling creative and a true passion for their success.



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WHAT DO WE DO

As a full-service firm, we provide the following turnkey services to our clients:

Advertising	Print, Broadcast (radio & television), Outdoor, Direct Mail, Online (creative & production)
Graphic Design	Brand Identity, Collateral Materials, Trade Shows, Promotional Advertising, Packaging
Marketing	Branding, Research, Planning, Positioning, Strategy
Public Relations	Press Releases, PR Management, Events
Web/New Media	Internet Design & Functionality, Information Management, SEO, Content Management, PPC, Social Networks
Media	Strategy, Planning, Negotiations, Buying & Placement
Ideas	Creative, Innovative, Practical, Bleeding-Edge, Effective



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HOW CAN WE WORK TOGETHER



Parker:Hayden works with clients of all sizes, business structures and disciplines. We are flexible enough to become your in-house marketing department or be your “go-to” group for creative concepts and execution. We currently work with some clients using a project-by-project relationship model, and others using all-encompassing monthly retainer agreements. We can help plan annual budgets and develop the identified projects according to established timelines, or jump in when needed. Retainer agreements are pre-paid and based on estimates to help mitigate costs over longer periods of time. Per-project relationships require downpayments of 50% upon initiation of project. Our professional rate for all services is \$175.00 per hour.



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PROJECT ESTIMATES*

Web Site Redesign (based on 16 pages)	\$19,000 - 23,000
Web Spanish Version (based on 16 pages)	\$6,000 - 8,000
Web Search Engine Optimization	\$2,500 - 3,000
Web Flash Elements	\$5,000 - 6,000
Web Pay Per Click Campaign	TBD
Web Hosting (up to 1 GB disk/10 GB transfer)	\$30/month
Web Maintenance (per hour basis)	\$175/hour
Print Ad Campaign (series of 3)	\$9,000 - 12,000
Direct Mail (postage/printing additional)	\$3,500 - 4,000 ea
PowerPoint Template (6 slide types)	\$2,500 - 3,000
PowerPoint Design & Production (150 slides)	TBD
Tradeshow (tabletop/popup)	TBD

*These are ballpark estimates based on current information. More detailed estimates can be developed upon better definition and clarification of specific projects. All couriers, deliveries, and transportation costs are billed as pass-through expenses. Web hosting based on pre-paid annually.



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THANK YOU



A handwritten signature in black ink, appearing to read 'Guy Parker', with a long horizontal stroke extending to the right.

Guy Parker

A handwritten signature in black ink, appearing to read 'Mark Hayden', with a long horizontal stroke extending to the right.

Mark Hayden

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