

Marketing Price Comparison

What traditional advertising and marketing agencies do not want you to know...

..we prefer you do. Why spend extra money that you do not have to?

Project	Traditional Agency	myMarketingGuide.com
Paid Advertising Program (Print, Radio, TV, Web)	\$100 an hour +	\$50 an hour
Direct Mail Sales Letter	\$500 and up	Free
Marketing Strategy Development	\$200 an hour +	\$49 a year for VIP Site Membership
Marketing Plan	\$10,000 - \$30,000	Free templates or \$49 a year for VIP Site Membership
Press Kit	\$3,000 +	Free templates or Basic Kit Package of \$750
News Release 1-2 pages	\$600+	Free templates or \$150 Release Package
Special Event Management	\$1000 a day +	Free Event Templates & Checklists
Sales Development Programs	\$5000 and up	Start at \$100
Basic web coding	\$90 an hour and up	Free online tools
Website maintenance and repair	\$90 an hour and up	Instant Support options start at \$25
Set up Ecommerce website	\$5,000 - \$50,000 +	\$99 Get Started Package
Do It Yourself Website	Not available	Starts at \$9.95 a month

Compiled by nxtConcepts staff based on phone and web surveys of average agency rates as of February 2006 for myMarketingGuide.com.

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