

Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation

**What are Promotional Documents?**

Have a nice poster laid out to to promote your upcoming event, sale, business opening, etc. (17x11). Add to your event by having tickets designed with full price details, location, time (5.75x3). Finally have a nice postcard to hand out to your consumer to promote the event (4x6). All these documents laid out in a consistent matter with the colours of your choice and designs, borders of your choice. A promotional document that represents elegance, funk or is corporate designed just for you to increase consumers. Incorporate your logo as well.

**What are Designs?**

Have your own company logo that represents you, typographic, pictorial, image, symbol with colours of your choice. You can even have a cartoon or image drawn by a a-z with creative manner, either from an image you saw or from scratch. A logo hat represents elegance, funk or is corporate designed just for you.

**What is a Layout?**

Either it is your book, your magazine, your article, your newsletter, your manual, proposal, Invoice, purchase order form, etc. You will get a nice layout to fit your style with colours of your choices, images and all the information provided. A document that represents elegance, funk or is corporately designed just for you. Incorporate your logo as well on a regular 11x8.5 document.

**What is Web Design?**

Have your business promoted with an elegant, a funky, a corporate or a classy template of your choice. A very interactive way of promoting on the web to get clients globally. Have your website with active links to move easily from one page to another with and about page, gallery, contact information, video section is available for your needs depending on what image you want to convey for your consumers. For the gallery you may have image thumbnail to click on and the image appears in a frame beside it or even have a Flash Website to add movement to your site. You will need a web host to upload your website to be viewed online. Incorporate your logo as well. Have your site with a clean, concise look fitting the page to avoid scrolling and maximize the time for someone to look at your page and get all the information needed.



### What is a Business Identity?

You are opening a new business and need a document to show the consumer what the company will offer in terms of products (Letter Heads with a nice company introduction: 11x8.5, business cards: 2x3.5, logos, product labels (size depends on the product), door knob hangers: 62.x11, posters: 17x11, post cards: 8.5x5.5, envelopes:3.5x6). Your designs in a well presented folder: 18x11.625, pocket height 3" with your logo on the cover.

### What is a Proposal?

Have your proposal to propose a sale, an idea or project to another company. Have your proposal with full details of your services, prices and how it can benefit other companies. With your unique layout and design, attract your collaborator's eye.

### What is a Slideshow and Video Montage?

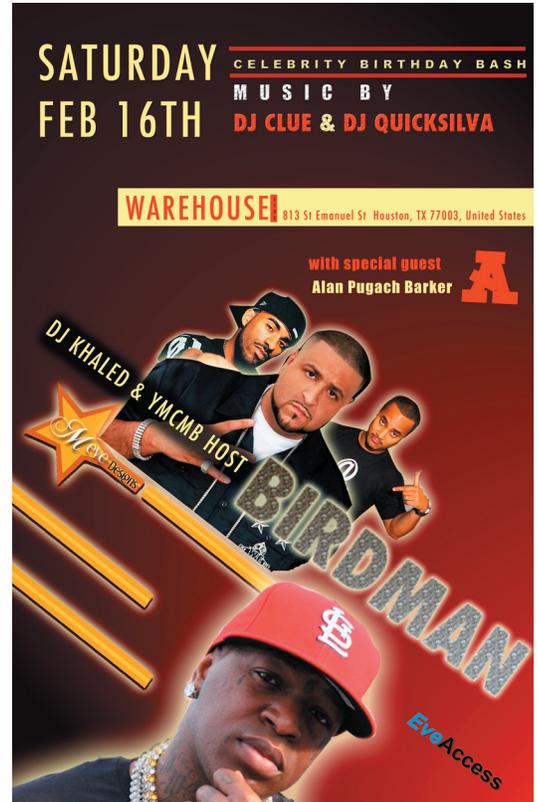
You need a nice presentation for an event or for your company or video montage. Have your own slideshow with your company logo and a nice presentation with background music of your choice and all the information in point form, pictures to keep your crowd entertained: with an introduction, main idea and ending. Have a nice video montage to show videos in clips or in flash sequence to give your viewers an idea of what is to come for your event or company. Even have your own personalized videoclip.

### What is Promotion & Bookings?

You will get a variety of promotions on different online platforms: Facebook, Twitter, Blogs, Linkedin, Google+, etc. Even send some of your promotional documents to be given out. Many options are available by creating a Facebook page or a group to have people join them and share amongst their connection. Get all your promotions needed and bookings for your artist in Montreal or Canada for a venue, theatre, open for your favourite artist or even beneficial shows. You will get the documents that come along with it as well: posters, flyers, tickets for sale.

### What are Lyrics & Poems

You will get a variety of lyrics that is unique, nothing you heard before. Get poems, a thought for the soul, M.E. style. Lyrics and poems that will touch the consumer straight through their heart.



### What is a Greeting Card?

You want to share a holiday thought or wish with your client or consumer. Get you single greeting card with the design of your choice and thought or a box of 20 cards for: Birthdays, Christmas, Easter, Halloween, Thanksgiving, Hanukkah, etc.

### What is a Blog?

The best way for you to get an interactive website to share by adding a share widget and having a comment section underneath each post. Your personalized business banner on the top of the blog and statistics to see who has been viewing your blog and in which part of the country. You may even have your blog linked to your website and use it as a fan-club

#### Single Projects:

Flyers & Tickets \$90 - Logos \$100 - Website & Flash \$500  
- Business Identities \$300 - Proposals \$100 - Letters \$50 -  
Slideshows & Video Edition \$370 - Media Promotion & Booking \$600 - Lyrics & Poems \$70 - Greeting Cards \$1.99 to \$6.99 & Boxes 12 \$ - Blogs \$200

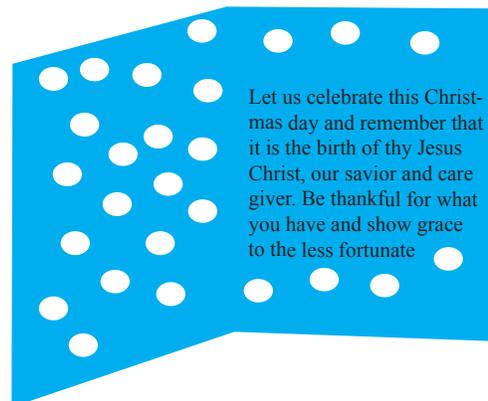
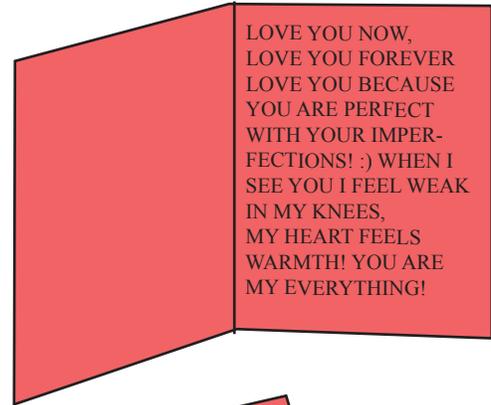
## Press Kits

### What is a Press Kit?

A Press Kit, often referred to as a media kit or promo package, is a collection of music or corporate tools that will help to increase overall media exposure for your band or your business. With your Meve Designed Press Kits work for any business model. For artists they will help to increase future bookings, radio airplay and draw attention to your company and give out the best possible first impression.

### Why Do You Need A Press Kit?

Marketing and promoting your project effectively in today's industry requires a few staples including a website, recorded music (when applicable), live performance experience among others. Equally important is a promotional media kit designed to effectively market your band or company to record labels, booking agents, venue promoters, radio directors and other music reps or in other cases to the corporate world. Press Kits are for an Industry and are required on many levels for making industry contacts.



**Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation**

## Meve Designs Press Kits

Meve Designs understands the importance of the 'first impression' and understands the critical importance of an effective promotional package. The focus is to produce a Press Kit package that will incite your curiosity and heighten interest in your band at first glance. Meve Designs will facilitate the creation of a complete and progressive Press Kit. As we walk together through each process Meve Designs ensures your package will rival that of the most professional and established Industry artists. Your Kits will include your band's information on an impressive color printed, all-inclusive accentuated by an EPK (Electronic Press Kit) with a complete and dynamic presentation of your project. A benefit to this layout is that there will be no loose papers to potentially be lost or thrown away. The recipient of your promotional package will find an easy-to-access and very informative presentation of your entire project. For a visual representation see the pictures below.

## Press Kit Contents

As a band or business, you have the option of what you wish to include in your press kit. The amount of information may vary from artist to artist or company to company. Well established acts may have more to present in their Press Kit than artists who are just starting out. Whether you have a little, or a lot, a custom Press Kit is an extremely valuable marketing tool. Content includes, but not limited to the following:

- **Promotional Photo(s)**
- **Project Logo**
- **Contact information/Website URL**
- **CD Sampler**
- **Band Facts/Member(s) ID**
- **Bio**
- **Quotes**
- **Newspaper/Article Clippings**
- **News Release**
- **Lyrics**
- **Gigs/Past Performance Record**

Your color print folder will be custom designed and include a photo of the band, band logo, contact information and snippets of information from your Press Kit content. Your information, in its entirety, will be loaded onto a CD in an EPK (Electronic Press Kit) format. In addition to your featured songs, the CD will contain a slide show presentation with links to your Bio, Press Clippings, Lyrics, etc. The recipient of your custom Press Kit will have easy electronic access to your music and all pertinent information needed to move forward on your project.



To have 1 copy of the Presskit, it is 400 \$



Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation

**Content Medium:**

- **Content Medium** - Photo, Logo, Contact Information, Interesting Quotes, Basic Bio, Interesting Facts, etc..
- **Content Medium** - News Release, Full Bio, Fact Sheet, Quotes Sheet, Photo Gallery, Lyrics, Past/Future, Performances, etc..

**Press Kit Pricing Options**

**Press Kit Designs/Set Up**

Includes:

- Press Kit Design
- Layout Design
- Flash EPK (CD Format)

**Additional Fees May Include**

- Shipping & Handling
- Press Kit Assembly - \$0.10 per kit

**Small Run Specials:**

5 1/2 x 8 1/2 - One Fold

- 50 Press Kits - \$425.00!! (Cost per kit on reorder - \$3.50 per kit)
- 75 Press Kits - \$475.00!! (Cost per kit on reorder -\$3.00 per kit)
- 100 Press Kits - \$499.00!!(Cost per kit on reorder-\$2.50 per kit)
- 250 Press Kits - \$799.00!!(Cost per kit on reorder-\$2.25 per kit)
- \*\*Custom quotes available

5.5" x 5.5" (One Fold)  
\$0.25 less per kit

**Large Run Specials:**

5 1/2 x 8 1/2 - One Fold

- 1,000 Press Kits - \$1499.00 (Cost per kit on reorder - \$1.50 per kit)
- 2,500 Press Kits - \$2750.00 (Cost per kit on reorder - \$1.00 per kit)

5.5" x11" Folders (Tri-Fold)  
\$0.75 more per kit

**Media Creation**

If you need assistance producing the written text for your Press Kit, Meve Designs can help! We can draft all, or a portion, of the documents provided in your custom Press Kit. A basic breakdown of each option is listed below with a pricing table for reference. A more detailed breakdown of each option is available upon request.

**Cover Letter** - This professional and concise cover letter customization with your logo, will be the first document that your Press Kit recipient will receive. A template copy will be provided for easy customization for each Press Kit recipient.

**Fact Sheet** - This sheet will organise and present all pertinent band information according to industry standards.

**Bio Redraft** - We will work to redraft and touch up your current bio for presentation in your custom Press Kit.

**Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation**

- **Custom Bio** - We will draft a professional and informative band biography that will be designed to engage and incite curiosity, drawing attention to your project.
- **Quote Sheet** - This sheet will provide a professional organization of industry quotes. If you do not have quotes, we can help direct you where to receive them.
- **New Article/Clippings** - We will help you to gather and organize your article and newspaper clippings for presentation in your custom Press Kit.
- **News Release** - This sheet will list all important and relevant news releases organized for presentation in your custom Press Kit.
- **Lyrics Sheet** - Presentation of lyrics to songs featured in your custom Press Kit.
- **Gig Sheet** - This sheet will feature important live performances from the past as well as future dates of relevance to your Press Kit recipient.

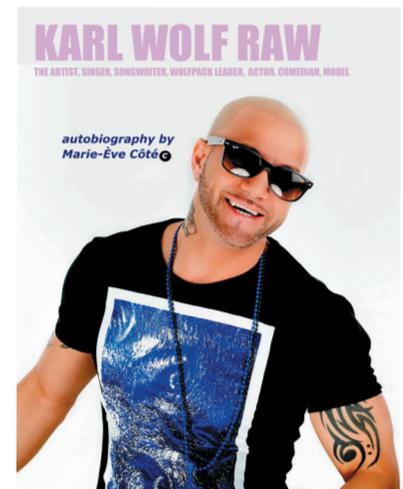
**Piece Pricing**

<b>Cover Letter</b>	<b>\$ 30.00</b>	<b>News Clippings</b>	<b>\$ 30.00</b>
<b>Fact Sheet</b>	<b>\$ 15.00</b>	<b>News Release</b>	<b>\$ 15.00</b>
<b>Bio Redraft</b>	<b>\$ 35.00</b>	<b>Lyrics Sheet</b>	<b>\$ 35.00</b>
<b>Quote Sheet</b>	<b>\$ 25.00</b>	<b>Quote Sheet</b>	<b>\$ 25.00</b>
<b>Custom Bio</b>	<b>\$ 100.00</b>		

**Auto-Biography, Story**

For your artist, have a biography written to commemorate their achievements over the years to share with their fans. Schedule your meeting with Meve Designs today. As we start the writing process, the artist will be asked to introduce and describe himself or herself. In addition, they will be asked what made them famous. The artist will be asked to give a brief history of themselves. The artists history will be written in detail starting from their childhood until their current life. Interviews with friends, family and business associates will give Meve Designs a wider, less biased perspective on the artist's life. An overview of their career and their current aspirations and their inspirations.

Meve Designs may include information that is controversial to write an honest biography and will not shy away from material that may be unflattering. That does not mean that the audience will be trashed. The objective is to write a fair, unbiased account of events in the artist's life without glossing anything over.



**Sample design of an idea for a book cover to write about Karl Wolf**

## Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation

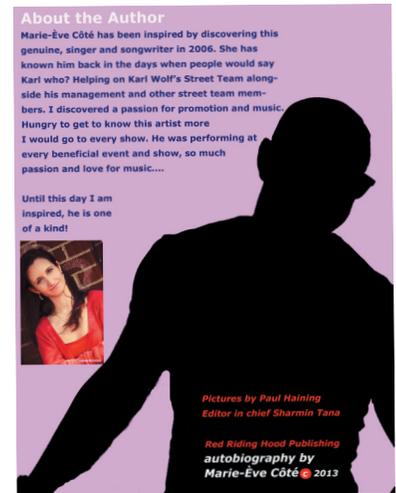
During the writing and outlining process, Meve Designs will keep record by recording the conversations. The artist, friends, family and business associates will be asked to talk freely about the subject, mention anecdotes, flashbacks, current and inciteful information. Questions may be asked to Meve Designs to clarify something.

A transcript will be provided to you and your artist to have an overview of what the artists thinks, have an honest opinion of thoughts, feelings after reading the piece. It will also be given to friends, family and business associates that gave helpful information to contribute to this piece and feedback will be greatly acknowledged by Meve Designs. A final transcript may be sent to various publishers examples: Scholastic (Toronto), TVA Publications (Montreal), Les éditions Un monde différent (Montreal), Atria Books, a division of Simon & Shuster, Inc. (New-York), SODEC, SOCAN. A final meeting with the transcript in hand will be asked to discuss where to send out the transcript and the commission that the writer, photographer of the photos published and editor.

Meve Designs requires an advance by the publisher divided by the people involved in the project. An advance is payment, in advance, based on the expected initial earnings of the book. It is a negotiable amount, but once the publisher pays this to the writer, the advance belongs to the writer whether or not the book ever sells a copy. Meve Designs advances range from a few thousand dollars, to about twenty-thousand dollars in the United States.

In order for Meve Designs to make more writer money, than the advance, a book has to sell well. If it does, Meve Designs payment as the author comes from royalties, which you can calculate using the system below. A book that sells moderately well, but is not a bestseller, may or may not make the author a few extra thousand dollars. Royalties (ranging from 4% to 8% in most cases) are generally based on the cover price of the book, but that does not include books that are discounted or remaindered. So, for the sake of argument, say the publisher sold 20,000 full-price copies of a paperback priced at \$7 (I know it would more likely be \$6.95 but I am going to use round numbers.) Meve Designs royalty percentage will be a generous 8% of what the publisher would make from a total of \$11,200. Meve Designs works on a equity program, therefore those involved will receive their share of profit at the, for example: \$11,200 divided the number of people involved.

Now remember that Meve Designs advance is an advance on these royalties, so the publisher would subtract the initial advance from the \$11,200. If Meve Designs initial advance equaled \$10,000 would eventually be receive \$1,200 in additional to royalties. Meve Designs autobiographical that makes a total of \$50,000 or more from a fiction book is doing very well.



Sample design of an idea for a book back cover to write about Karl Wolf



## Promotional Documents|Designs|Layout|Web|Video Montage|Promotion|Flash Animation

For the sake of argument, however, let us say that Oprah Winfrey chooses Meve Designs` book for her book club and sell 500,000 copies of the book. With this same formula, at 8% Meve Designs would make \$280,000 and would have no trouble finding a publisher and getting a big advance for a next book. Again everyone involved gets their part based on an equal division.

Surprisingly, the publisher does not make most of the money from your book. The party that makes the most money off the sale of a book is the retailer. By the time a publisher pays all of the related expenses of publishing a book (production, distribution, salaries, promotion, etc.), they generally clear a profit of about a dollar a book for a book with sales of about 20,000. Therefore, the publisher made more than you, but not that much more and they took on all the risk. Remember, if the book never sells a copy, Meve Designs still gets to keep your advance and will divide it equally among people involved.

For this reason, the market for mid-range books (under 100,000 copy sellers) is very tough, and major publishers are looking for books they expect to sell in large numbers. This is why it is hard to get a fiction book published in today's market. A first-time author or even an author with modest previous sales is going to have a hard time finding a publisher. When they do, they can expect very little by way of promotion because the publisher expects so little return for their investment.

If Meve Designs and you get your book published, and want it to sell well, be prepared to spend a great deal of your own time marketing the book. Meve Designs offers promotions to promote the sale of the book and is the one who really needs to be out there making phone calls to bookstores, lining up press interviews and setting up readings and signings. The artists will be asked to be present for conferences and signings to share how working with Meve Designs was, as a team!