



Menu of Services

Ad Insertion Services & Trafficking **\$40/hour**

Ad insertion services includes processing advertising sales contracts and preparing a creative brief for the Art Department. Trafficking includes gathering ad components, ensuring press quality artwork and shipping CD files, and advertising proofs to/from the client.

Advertising Sales **\$85/hour + mileage***

Advertising Sales includes soliciting prospects with the purpose of selling sponsorship or advertising in your custom publication.

Art Direction **\$85/per hour + mileage where applicable**

Art Direction includes prototyping designs, folds, dye cuts or other specialty products and embellishments. Art Direction incorporates developing a brand identify across your custom publications and creating design concepts for graphic designers to follow.

Consulting **\$125/hour + mileage where applicable**

Consulting is the general billing rate for custom services not noted on our Service Menu.

Mission

Our mission is to provide the utmost attention to clients, their publications, and an award-winning focus that yields polished, pristine, and astute publications.

Copywriting **\$40/hour**

Copywriting includes writing text for your custom publication, presentation. Copyright is not equivalent to Editorial Services.

Distribution Services **\$40/hour + mileage/shipping/freight**

Distribution Services include transporting your publication products to designated destinations. Distribution Services do not include Logistic Planning Services.

Vision

Our vision is to take a practical approach regarding the integration of traditional and online media through a balanced publishing and PR plan by offering clients the option of an à-la-carte publishing service menu or a turn-key publishing solution.

Editing & Proofing Services **\$65/hour + mileage where applicable**

Editing and Proofing Services include reviewing publications to check for a variety of errors including but far more comprehensive than typographical mistakes. Editing and Proofing Services include but are not limited to file errors, low-quality images, misalignments, binding errors, and proofs at every print production stage including press-proofs, trimming proofs, folding proofs and database verification.

Editorial Services **\$90/hour + mileage where applicable**

Editorial Services include research, interviews, writing, and any necessary tasks associated with writing quality articles for publication.

**Leigh Publishing utilizes the United States IRS mileage rates for client billing purposes.*



Integrated Marketing Communication**\$125/hour**

Integrated Marketing Communication includes developing a marketing and public relation plan that includes identifying an appropriate strategy, objectives, and goals for your publication. It also includes a specific, detailed and measurable plan that is a step-by-step publication release guide.

Logistic Planning Services**\$125/hour**

Logistic Planning Services includes assisting in formulating target distribution points, providing specific quantities, address locations, and a detailed restocking plan.

Photography**\$125/hour + mileage* & travel expenses where applicable**

Photography Services includes digital, 12 mega pixel photography on location. We provide standard lighting solutions and backdrops for architecture and portraiture photography. Copyrights to photography remains with the client so long as a photo credit is provided no smaller than Arial or Times New Roman 9 point Font. Photo credit, "Photography by Leigh Publishing. (919) 424-8017. www.leighpublishing.com."

Pre-Press File Prep**\$40/hour**

Pre-Press File Prep includes scrubbing files for technical challenges like color separation and other press plate, or web quality control issues.

Printing Services**Cost + 30% markup + \$75/hr & mileage where applicable**

Printing Services includes the expense of printing or digitizing your publication. This includes traditional paper-based printing and digital printing distributed through electronic media venues including but not limited to: CDs, email, and the Internet.

Public Relations & Event Management**\$125/hour**

Public Relations & Event Management includes writing press releases for print and online distribution. PR and Event Management also includes designing, and producing events associated with your publication such as an unveiling ceremony, premier viewing event, or pre-sale promotional activities.

Typography Services**\$85/hour + cost where applicable**

Typography Services includes identifying, and coordinating font selection for your publication. Typography services can also include the design of a custom font exclusive to your publication.

**Leigh Publishing utilizes the United States IRS mileage rates for client billing purposes.*

