



Richard Riccelli, Inc.
32 Claremont Park
Boston, MA 02118-3002 USA
Riccelli.com

The Direct Response Advertising Agency
for Creative Subscription Marketing
T +1 617 266 1036
F +1 617 266 0191

Stage 1 Creative Concepts

Our Promise

Richard Riccelli, Inc. will explore a variety of new ideas and creative options in schematic formats designed to show the concepts we intend to use to promote new subscription sales for *Your Magazine*.

We will present the results of this creative exploratory to you and make a specific and supported recommendation of which concept to fully develop.

Your Promise

Your Magazine, in turn, agrees to provide appropriate background, intelligence, and insight in an effort to help Richard Riccelli, Inc. develop a successful package.

When the creative concepts are presented, *Your Magazine* will evaluate the ideas in light of the information provided—offering criticism, comments, improvements, and direction as necessary.

At the completion of this stage *Your Magazine* has the option of authorizing full creative development or ending the project. Either way *Your Magazine* will own and may use any or all of the ideas and materials developed.

Schedule

5 to 7 days of work by Richard Riccelli, Inc.

2 to 3 days of review by *Your Magazine*

What You Get

Concepts, headlines, key visuals, images, production formats, creative themes, and taglines. An outline of underlying marketing principles, creative strategies, copy platforms, and graphic approaches. A clear sense of the thinking that informs the ideas, where things are headed, the risks involved, and the rewards success might bring.

What It Costs

\$7,000



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Stage 2 Creative Development

Our Promise

Richard Riccelli, Inc. will write a full initial draft and design a comprehensive initial layout of the new direct mail package proposed and approved in Stage 1.

Separately, Richard Riccelli, Inc. will write prepress, printing, and postal specifications for *Your Magazine* to use in production bidding. We will submit this set of copy, layouts, and specifications to *Your Magazine* for review.

Your Promise

Your Magazine agrees to review the presentation and provide Richard Riccelli, Inc. with detailed criticism, comments, improvements, and direction as necessary.

At the completion of this stage *Your Magazine* has the option of authorizing final creative development, or ending the project. Regardless of the decision, *Your Magazine* will own, and may use, the ideas and materials developed through this stage.

Schedule

5 to 7 days of work by Richard Riccelli, Inc.
2 to 3 days of review by *Your Magazine*

What You Get

Fully developed copy, layouts, and specifications. Original concepts and ideas expressed in the exact words, images, and formats intended for the customer to read and see.

What It Costs

\$9,000 more (\$16,000 through this stage)



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Stage 3 Final Creative

Our Promise

Richard Riccelli, Inc. will incorporate identified revisions, refinements, and changes in a final draft of the copy, a final rendering of the layout, and a final composition of the specifications.

This package of materials will once again be submitted to *Your Magazine* for final approval.

Your Promise

Your Magazine will acknowledge completion of required revisions by confirming that all necessary changes have been successfully executed.

At the completion of this stage *Your Magazine* has the option of authorizing complete development of prepress materials, or ending the project. Regardless of the decision, *Your Magazine* will own, and may use, the ideas and materials developed through this stage.

Schedule

5 to 7 days of work by Richard Riccelli, Inc.

2 to 3 days of review by *Your Magazine*

What You Get

Final and approved copy, layouts, and specifications consistent with the direction and complete to *Your Magazine's* satisfaction.

What It Costs

There's no additional cost through this stage.



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Stage 4 Prepress Development

Our Promise

Richard Riccelli, Inc. will create the digital files necessary to print and produce the new package (as approved through final creative). This includes the typography, graphics, stock or flatbed scanned photography, illustrations, and other artwork required to complete the effort.

All materials will be rendered as computer digital images compatible with Macintosh System 9, using widely accepted design software such as QuarkXPress and Adobe Photoshop. Low-resolution, ink-jet color proofs or PDFs will be provided to indicate color breaks and artwork for position only.

Document files will include images scanned at resolution of 300 dpi typical to direct mail promotions.

Please note: Original artwork or photography by outside illustrators and photographers are not included in this agreement. While not anticipated, should these items or services be required they will be estimated in advance and billed net at our cost without markup. *Your Magazine's* authorization would be required before any such purchases.

Your Promise

Your Magazine will compare Richard Riccelli, Inc.'s proofs against the final copy, layouts, and specifications —approving or noting needed revisions.

Schedule

5 to 7 days of work by Richard Riccelli, Inc.
2 to 3 days of review by *Your Magazine*

What You Get

Prepress materials which, when finally approved, are press-ready for immediate and complete production by *Your Magazine's* printing and production vendors.

What It Costs

A final \$9,000 (a total \$25,000 for project)



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Stage 5 Quality Control

Our Promise:

Richard Riccelli, Inc. will revise, complete, and deliver the final prepress materials as directed by *Your Magazine* in accordance with the final copy, layouts and production specifications, ready for immediate production.

As materials enter and emerge from production processes, Richard Riccelli, Inc. will provide project-specific creative opinion, advice, and approvals as requested by *Your Magazine's* project managers.

Your Promise:

Apprise Richard Riccelli, Inc. of initial, continuing, and final results in comparative, if not absolute, terms. Share with Richard Riccelli, Inc. qualitative and quantitative assessments of project management. Provide Richard Riccelli, Inc. samples for our portfolio and future new business efforts. Inform us annually, should *Your Magazine* continue to employ the materials.

Important to Know

Additional changes or additions beyond this stage must be explicitly authorized by *Your Magazine* and will be billed at the rate of \$265/ hour.

Schedule:

3 to 5 days of work by Richard Riccelli, Inc.

What You Get:

Completed direct mail effort on disk ready for release to print and production vendors.

What It Costs:

There's no additional cost through this stage.

Royalty:

There's a single \$5,000 annual fee for reuse of the effort or reasonably recognized versions. This royalty provides *Your Magazine* with limited contextual updates appropriate to rollout, and is due upon first use of the materials each calendar year subsequent to the year the materials were originally created.