



FASHION MARKETING PACKAGES



OFFERING GUARANTEED INDUSTRY RECOGNITION





FASHION MARKETING PACKAGES

To help Fashion Designers effectively market apparel collections this season, **STUDIO-M** will be offering the following publicity packages. These publicity packages are media marketing intensive, and include FREE PERKS that are essential for mass communicating fashion design ideas. Consideration for media production time has been included with each package. These packages are applicable for a staged event presentation, or an in-studio production for controlled conditions. All media materials are packaged and licensed for news editorial use. The Geo-Mapping feature is a new concept that was created to help Fashion Designers better prospect retailers who are located in various regions. Click to learn more about **Geo-Mapping**.

PACKAGE A

\$1500.00

20%
DISCOUNT

PRO-MARKETING

SESSION TIME: 4 HOURS

Broadcast quality video and high-resolution HD 300dpi .TIFF photos support your brand message in a thorough EPK distribution package. A media board of each publishing title will be displayed to reference the results from your publicity campaign.

- Photography
- Video Production & Editing
- Press Release
- EPK Distribution
- Media Board

FREE PERKS

- .XLS Data Base
- SEO public directories
- Access to Geo-Mapped resource of boutiques
- 1 6x8 Look Book
- Intro Letter to Boutiques
- Volunteer Outreach

PACKAGE B

\$650.00

20%
DISCOUNT

MEDIA MARKETING

PRODUCTION TIME: 4 HOURS

With your press ready media materials in hand, we will package and submit your EPK to our list of fashion editors and journalist. A media board of each publishing title will be displayed to reference the results from your publicity campaign. This package option is ideal for Designers who have media materials ready and wish to build a brand presence the U. S. market prior to arriving.

- Press Release
- EPK Distribution
- Media Board

FREE PERKS

- .XLS Data Base
- Access to Geo-Mapped resource of boutiques
- SEO Public Directories



FASHION MARKETING PACKAGES

PACKAGE C

\$850.00

20%
DISCOUNT

PRINT MARKETING

SESSION TIME: 2 HOURS

High-resolution HD 300dpi .TIFF photos will be supplied to support your brand message in a thorough EPK distribution package. A media board of each publishing title will be displayed to reference the results from your publicity campaign.

- Photography
- Press Release
- EPK Distribution

FREE PERKS

- SEO public Directories
- 1 6x8 Look Book
- Intro Letter to Boutiques
- Volunteer Outreach

PACKAGE D

\$380.00

20%
DISCOUNT

INTERNET MARKETING

SESSION TIME: 2 HOURS

Internet video offers a powerful means to communicate your fashion brand message. Easily reach thousands of viewers with an introduction video that offers an insight about your professionalism and product offerings. Your introduction video will meet news editorial standards for publication on industry related eZines and blogs, social networks and Online discussion threads. This formal message will work on your behalf inviting prospects to visit your website for years to come.

- Video Production & Editing Optimized for Online Use
- Article Release
- EPK Distribution
- Social Network Groups

FREE PERKS

- 1 6x8 Look Book
- SEO Public Directories
- Access to Geo-Mapping

DISCOUNT PACKAGE

STUDIO-M is including a **20% discount**, and a **Two For One Discount** option. Place your order before August 31st 2017 for the 20% discount. Fashion presenters may bring in a second fashion brand; or business entity as a collective. Each business entity will share the production session time, deliverables and resources offered from **Package A or Package B** only. Money by both parties must be complete and paid in full at the start of the scheduled date of service.



FASHION PHOTOGRAPHY SERVICES

Online fashion merchandising is where art meets business; and media production comes down to two critical components: styling and product photography. At STUDIO-M, our focus is to showcase the garment's shape and encourage customers to visualize themselves wearing it. The result will be beautiful product images that showcase your apparel collection and increase sales.

DIGITAL PHOTOGRAPHY	DESCRIPTION	RATE
Exclusive Rights - HD Digital Negatives, Raw Files	Full eight hour day rate of photo production plus expenses.	\$1500
Internet Ready .JPEG's - 900 pixels @ 72 dpi	Full eight hour day rate of photo production plus expenses.	\$850
Publicity Photography - minimum two hours	Hourly services with high resolution HD 300dpi .TIFF's. Licensed for news editorial use.	\$150
Retail Photography - Hourly Rate	Photos on disc for non-commercial, personal use. Duplicate 4x6" print set or photo book w/ complementary .JPEG's optimized for Internet use. Un-obtrusive branding is applied on each JPEG image file.	\$80

DIGITAL VIDEO PRODUCTION	DESCRIPTION	RATE
Exclusive Rights - HD VIDEO PRODUCTION	Full eight hour day rate of video production, plus expenses.	\$2500
Internet Ready Video - 832 x 468px for mobile	Full eight hour day rate of video production, plus expenses.	\$1200
Publicity Video - minimum two hours	Hourly services with high resolution, HD video files licensed for news editorial use. DVD supplied upon request.	\$200
Video Editing - minimum two hours	Post production video editing services - Hourly rate plus expenses.	\$80