



AMERICAN ADVERTISING FEDERATION  
BATON ROUGE

# MEDIA & CREATIVE SERVICES AUCTION

## November, 4th

# 2015



We are sending out this advance copy of the Bid Book for attendees to review, research, and determine which media and creative services fit into their upcoming 2016 communications plans. Should you see a MUST-HAVE item you don't want to risk losing at the auction, use the "Buy It Now" option by contacting Jeff English [Jeff@CreativeEnglish.biz] and purchasing the item prior to the event. This item must be paid for by Friday, October 30th or it will remain in the auction.

# MEDIA OFFERINGS

## PRINT MEDIA

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More than a News Magazine...

Invaluable resource, business partner, community leader. *The Greater Baton Rouge Business Report* is dedicated to being more than one of our nation's finest local business news publications. We are an asset to everyone who lives and works in the Capital City because we play an active role in local business development - and we're proud of that. It is with this attitude that we begin each day

### Auction Item:

#### **One, Quarter page, Color Print Ad - Valued at \$1,838**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are an additional fee
- Ad must be paid for before December 1, 2015 and used before March 31, 2016
- Space reservation and art due February 29, 2016 for March publication.

Starting Bid: \$400

Buy It Now: \$1,378



*inRegister* is a high-end women's lifestyle and social magazine. Our readers are predominantly female between the ages of 35-64 and are the movers and shakers of Baton Rouge.

### Auction Item:

#### **One, Quarter page, Color Print Ad - Valued at \$1,215**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are an additional fee
- Ad must be paid for before December 1, 2015 and used before March 31, 2016
  - Space reservation and art due January 25, 2016 for March publication.

Starting Bid: \$275

Buy It Now: \$911



*Tiger Rag Magazine* specializes in connecting business owners with LSU Fans. Known as “The Bible of LSU Sports,” Tiger Rag offers affordable marketing plans for local business owners wanting to reach Tiger fans. Ask about TigerRag.com and Tiger Rag Radio, our statewide radio program on Tuesday nights.

**Auction Item:**

**One, Full page, Color Print Ad - Valued at \$1,350**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are an additional fee
- Placement requires a minimum of 30 days notice from chosen publication date.
- Not valid for Football Preview or Baseball Preview issues.
- Must be paid for before December 1, 2015 and used before December 31, 2016.

Starting Bid: \$275

Buy It Now: \$1,012

Louisiana Press Association  
*Ad Placement Service*



Louisiana Press Association’s mission is to unite Louisiana newspapers as a cooperative association, which creates and fosters an economic, political, and legal environment where newspapers can compete and flourish as providers of information and information services.

The association acts as an information clearinghouse. It promotes newspaper advertising through its one order, one bill service. The Louisiana Press Association was first formed in 1880 as a trade association uniting the state’s daily and weekly newspapers.

**Auction Item:**

**One, 2x4 Color State Wide Print Ad Placed in 85+ papers - Valued at \$2,700**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are an additional fee
- Must be paid for before December 1, 2015 and used before December 31, 2016.

Starting Bid: \$550

Buy It Now: \$2,025



The new, revamped City Social Magazine brings you the the latest community trends, local artisans, upcoming community events, delicious food, health tips and more! Pick up a copy of our beautiful, high-gloss magazine and read our wonderfully written articles, and get the scoop on everything southeast Louisiana has to offer. City Social Magazine is also available online for your convenience!

**Auction Item:**

**One, Quarter-page, Color Print Ad - Valued at \$687**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are an additional fee
- Must be paid for before December 1, 2015 and used before December 31, 2016.

Starting Bid: \$130

Buy It Now: \$515



The LSU Alumni Association is an independent, non-profit organization supporting Louisiana State University through scholarships and professor endowments. Our readers display LSU Alumni Magazine in their homes/offices and also share it with family and friends. In addition to the 25,000 mailed quarterly to our members, the magazine is placed in LSU Premium Seating areas in the LSU Football and Baseball stadiums, in guest rooms and the lobby of The Cook Hotel and Conference Center, the Lod Cook Alumni Center, LSU Visitors Center, and sent to over 5,000 physicians and dentists in the Baton Rouge, New Orleans, and Shreveport areas.

**Auction Item:**

**One, Half-page, Color Print Ad - Valued at \$1,000**

- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016.
- The LSU Alumni Association is a private, nonprofit fundraising entity, and, therefore, does not accept ads from other non-profit, fundraising organizations. We also cannot advertise competing Baton Rouge hotels, stores that sell LSU merchandise, and any Baton Rouge event rental facilities.

Starting Bid: \$250

Buy It Now: \$750



*Country Roads* magazine is a cultural events guide that has served the region between Natchez and New Orleans for thirty-two years. Published since 1983, *Country Roads* has built loyal audiences around carefully crafted content, bringing the vibrant cultural life of Louisiana and southern Mississippi within reach.

**Auction Item:**

**One, Half-page, Color Print Ad - Valued at \$1,455**

- Cannot replace or be used toward an existing contract or present campaign
- Must appear in the edition of your choice between December 2015 - October 2016
- Ad must be paid for before December 1, 2015 and used before October 31, 2016

Starting Bid: \$300

Buy It Now: \$1,091



The Advocate Delivers. The Advocate has delivered news and advertising to the Baton Rouge area for more than 100 years. That's no different today. Each week, The Advocate reaches more than 400,000 Baton Rouge area adults, in print and online. Let The Advocate deliver your ad message - reach your customers with this multimedia campaign.

**Auction Item:**

**Multimedia Advertising Package - Valued at \$7,500**

**Three, Quarter-page, Color Print Ads + One Sliding Billboard on theadvocate.com**

- Cannot replace or be used toward an existing contract or present campaign
- Print ad scheduling: Must run as (1) Sunday and (2) Non-Sunday ads. Position within paper based on availability.
- Sliding billboard: runs for one calendar day - scheduling based on availability.
- Production costs may be an additional fee, All ads must be ready to publish and meet Advocate creative specifications.
- Ad must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$1,700

Buy It Now: \$5,625



What started as a campus paper in 1997 has blossomed into Baton Rouge's weekly source of information and inspiration. DIG reflects the interests of the college and young professional community with a unique mix of news, lifestyle, sports and the always-busy entertainment scene. Along with events such as Restaurant Week and our online and social media reach, DIG provides the biggest stage for your brands looking to reach this must-have audience. We reach more 18-34 year olds than any local media – from LSU to Siegen Lane and Downtown to Southdowns.

**Auction Item:**

**One, Full-page, Color Print Ad - Valued at \$1,300**

- Can be placed in the weekly issue of your choice
- Production and Design costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016.

Starting Bid: \$250

Buy It Now: \$750

# DIGITAL MEDIA

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WBRZ an ABC affiliate has been serving the Baton Rouge community for 60 years and is the most upscale station in the market. WBRZ is Baton Rouge's favorite news station with more News, Weather and Sports to depend on. WBRZ produces 5 hours of local news everyday M-F. WBRZ-TV, WBRZ News Repeat, Cable 18 and WBRZ.com reaches viewers over the air, on cable, desk top and mobile allowing viewers to have the programming they want and information they need Anywhere, Anytime. Plus, all the exciting ABC primetime shows that viewers Love!

## **Auction Item:**

**WBRZ.com Ad Space - Valued at \$1000**

**ROS Display AD - Minimum impressions 100,000**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are additional
- Must be paid for before December 1, 2015 and used before February 28, 2016

Starting Bid: \$250

Buy It Now: \$750



YP has been powering marketing solutions for local businesses for 100 years and has evolved from the phone book into a digital marketing powerhouse. Connecting consumers with businesses when they're ready to buy is what YP is all about. The combination of YP's Get Online, Get Found solutions, the YP Local Ad Network and YP's cross-platform search, and online programmatic display advertising solutions makes YP a true marketing services agency for local businesses looking to connect with an expanding audience of consumers. YP's flagship consumer brands include the popular YP app and YP.com, which are used by more than 80 million visitors each month in the U.S.

## **Auction Item:**

**3 Months of Lead Generation/Premium Listing - Valued at \$1,500**

**Digital Strategy Development & Consultation Including but not limited to Social Media Strategy, Google AdWords review, Display Audience Estimates and Market Research.**

- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$300

Buy It Now: \$1,125

# OUTDOOR

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Lamar Advertising Company was established in 1902 and we are PROUD to call Baton Rouge home. As one of the largest outdoor advertising companies in North America with more than 315,000 displays in the United States, Canada and Puerto Rico, we are positioned to offer our customers the LARGEST network of Digital Billboards in America. Our Digital footprint includes over 2,200 displays and continues to grow and improve every day. We value each and every one of our customer and look forward to helping you achieve your advertising goals.

## Auction Item:

### **One Digital Billboard for 4 weeks (space available) - Valued at \$5,000**

- Graphic design included
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$1000

Buy It Now: \$3,750



**MaradDigital**

Do you want to dramatically increase your revenue by delivering the most relevant, real-time content to your audience? Marad Digital offers the power, flexibility and expertise to take you there! We are a premier outdoor media company known for our prime locations, dynamic custom-made digital ads and high-tech solutions. With almost a decade of experience, Marad Digital will catapult your exposure and put the digital advertising world at your fingertips. We operate both vinyl & digital boards in premier locations around the greater Baton Rouge area.

## Auction Item:

### **One Digital Billboard for 4 weeks (space available) - Valued at \$2,000**

- Choice of any Marad digital board on Airline Highway
- Coverage could be doubled to 8 weeks if your business fits the Marad small business requirements
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$400

Buy It Now: \$1,500



# RADIO

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iHeartMedia owns several radio stations in the Baton Rouge area (102.5 WFME, 101.5 WYNK, 97.7 Downtown Radio, 1150 AM WJBO, 1210 The Score (AM) & 96.1 The River. iHeartMedia has the largest reach of any radio or television outlet in America with 245 million monthly listeners (serving 150 markets through 850 owned radio stations in the US). iHeartRadio, along with broadcast radio is just one of several of iHeartMedia's outlets. We also handle online & mobile services, program syndication, real-time traffic services, music research services & independent media representation.

## **Auction Item:**

### **Digital Assets - Valued at \$1,500**

#### **Streaming Commercials on iHeartRadio & Web Banner Ads**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs not included
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$325

Buy It Now: \$1,125



50,000 affluent, educated listeners tune in to WRKF each week for NPR news and coverage of Louisiana politics and government. Sponsors enjoy our uncluttered medium and loyal audience;

- 45% have household incomes of \$100k+
- four times more likely to have completed graduate school
- consider sponsors like-minded champions of the station they support.

## **Auction Item:**

### **:15 Second Underwriting Announcement - Valued at up to \$5,000**

- WRKF will match your buy of :15 second underwriting announcement time slots
- Minimum buy \$1,000 - Maximum buy \$5,000
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$200

Buy It Now: \$750



From LSU sports, local ESPN shows and Talk 107.3 to Walton & Johnson on The Rock Station, EAGLE 98.1 and Big D and Bubba on 100.7 the Tiger, along with our numerous digital and mobile platforms, we have your marketing needs covered twenty-four hours a day. We have the listeners, readers, likes and followers you need and nobody can deliver them to your business better than we can. We are Baton Rouge's only locally owned radio group. We know the community and we know you are the key to our success. How can we help?

### **Auction Item:**

#### **On-air & Live Radio Promotion - Valued at \$2,000**

- Eagle 98.1 - Two Hour Remote (Sunday-Thursda)
- Five :60 second live commercials from your place of business
- Twenty :60 second commercials to run the week prior to your event (M-F 5am-Midnight)
- Fifteen :15 second live liners to run the week prior to your event promoting the remote broadcast
- Eagle 98.1 on-air talent to host the event
- Eagle 98.1 vehicle appearance
- Cannot replace or be used toward an existing contract or present campaign
- Production costs not included
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$425

Buy It Now: \$1,500



From LSU sports, local ESPN shows and Talk 107.3 to Walton & Johnson on The Rock Station, EAGLE 98.1 and Big D and Bubba on 100.7 the Tiger, along with our numerous digital and mobile platforms, we have your marketing needs covered twenty-four hours a day. We have the listeners, readers, likes and followers you need and nobody can deliver them to your business better than we can. We are Baton Rouge's only locally owned radio group. We know the community and we know you are the key to our success. How can we help?

### **Auction Item:**

#### **On-air & Live Radio Promotion - Valued at \$2,000**

- 100.7 The Tiger - Two Hour Remote (Sunday - Thursday)
- Five :60 second live commercials from your place of business
- Twenty :60 second commercials to run the week prior to your event (M-F 5am-Midnight)
- Fifteen :15 second live liners to run the week prior to your event promoting the remote broadcast
- 100.7 The Tiger on-air talent to host the event
- 100.7 The Tiger vehicle appearance
- Cannot replace or be used toward an existing contract or present campaign
- Production costs not included
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$425

Buy It Now: \$1,500



Together the Cumulus family; Q 106.5 and Max 94.1 are Baton Rouge's highest rated radio stations, Classic Hits 103.3 is Baton Rouge's fastest growing radio station and Heaven 1460 AM is Baton Rouge's heritage Gospel station. All of these stations produce incredible results for local advertisers day in and day out in the Baton Rouge Metro Area.

**Auction Item:**

**30 - :30 Second Commercials - Valued at \$2,250**

- Ads to be scheduled Mon-Fri 6AM-7PM, Prime time
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016
- Only advertisers that have not used Cumulus stations previously are eligible to participate

Starting Bid: \$500

Buy It Now: \$1,687



Together the Cumulus family; Q 106.5 and Max 94.1 are Baton Rouge's highest rated radio stations, Classic Hits 103.3 is Baton Rouge's fastest growing radio station and Heaven 1460 AM is Baton Rouge's heritage Gospel station. All of these stations produce incredible results for local advertisers day in and day out in the Baton Rouge Metro Area.

**Auction Item:**

**30 - :30 Second Commercials - Valued at \$2,040**

- Ads to be scheduled Mon-Fri 6AM-7PM, Prime time
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016
- Only advertisers that have not used Cumulus stations previously are eligible to participate

Starting Bid: \$400

Buy It Now: \$1,530



Together the Cumulus family; Q 106.5 and Max 94.1 are Baton Rouge's highest rated radio stations, Classic Hits 103.3 is Baton Rouge's fastest growing radio station and Heaven 1460 AM is Baton Rouge's heritage Gospel station. All of these stations produce incredible results for local advertisers day in and day out in the Baton Rouge Metro Area.

### **Auction Item:**

#### **30 - :30 Second Commercials - Valued at \$750**

- Ads to be scheduled Mon-Fri 6AM-7PM, Prime time
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016
- Only advertisers that have not used Cumulus stations previously are eligible to participate

Starting Bid: \$175

Buy It Now: \$562



Together the Cumulus family; Q 106.5 and Max 94.1 are Baton Rouge's highest rated radio stations, Classic Hits 103.3 is Baton Rouge's fastest growing radio station and Heaven 1460 AM is Baton Rouge's heritage Gospel station. All of these stations produce incredible results for local advertisers day in and day out in the Baton Rouge Metro Area.

### **Auction Item:**

#### **30 - :30 Second Commercials - Valued at \$750**

- Ads to be scheduled Mon-Fri 6AM-7PM, Prime time
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016
- Only advertisers that have not used Cumulus stations previously are eligible to participate

Starting Bid: \$175

Buy It Now: \$562

# TELEVISION

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WAFB brings its viewers 25 hours of news programming each week. Presently, Louisiana's News Channel is the only network station in the market to air a complete rebroadcast of every locally produced newscast, plus a live weekend noon news product on our second cable station, News Channel 9. While news and programming are our broadcast trademarks, WAFB is constantly being honored for its community service. Channel 9 donates over \$1.25 million in public service air time each year.

## Auction Item:

### TV Spot - :30 seconds - Valued at \$3,500

- The schedule is subject to availability and can be pre-empted.
- 3x M-F 5-7am 9 News This Morning | 3x M-F 7-9am CBS Morning Show
- 4x M-F 9-11am *Flip My Food, Fix & Finish it, Steve Harvey* | 2x M-F 12-12:30pm WAFB Noon News
- 2x M-F 12:30-3pm *Bold and the Beautiful, The Talk, Let's Make a Deal*
- 1x M-F 5-5:30pm WAFB 5pm News | 1x M-F 10:35-11:40pm *Late Show w/ Colbert*
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$750

Buy It Now: \$2,625



WBXH is the cable channel affiliate of WAFB. My BR TV has additional programming, news broadcast replays and anything else you may be looking for. While news and programming are WAFB/WBXM broadcast trademarks, WAFB is constantly being honored for its community service. Channel 9 and our affiliates donate over \$1.25 million in public service air time each year.

## Auction Item:

### TV Spot - :30 seconds - Valued at \$1,450

- The schedule is subject to availability and can be pre-empted.
- 10x M-F 4-6pm *Family Fued, Who Wants to Be a Millionaire*
- 10x M-F 6-7pm *Inside Edition, the Insider*
- 5x M-F 7-9pm My Network Prime: *Law & Order, Walking Dead, The Closer, The Mentalist, Bones*
- 10x M-F 7am-8am *The Big Extra Hour*
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$275

Buy It Now: \$1087



WBRZ an ABC affiliate has been serving the Baton Rouge community for 60 years and is the most upscale station in the market. WBRZ is Baton Rouge's favorite news station with more News, Weather and Sports to depend on. WBRZ produces 5 hours of local news everyday M-F. WBRZ-TV, WBRZ News Repeat, Cable 18 and WBRZ.com reaches viewers over the air, on cable, desk top and mobile allowing viewers to have the programming they want and information they need Anywhere, Anytime. Plus, all the exciting ABC primetime shows that viewers Love!

**Auction Item:**

**WBRZ 2.2 Digital 24 Hour News & Cable 18 Crawls - Valued at \$1200  
3,000 crawl messages on WBRZ Weather Cable 18 | up to 20 words per message**

- Cannot replace or be used toward an existing contract or present campaign
- Production costs are additional
- Must be paid for before December 1, 2015 and used before February 28, 2016

Starting Bid: \$240

Buy It Now: \$900



WBRZ an ABC affiliate has been serving the Baton Rouge community for 60 years and is the most upscale station in the market. WBRZ is Baton Rouge's favorite news station with more News, Weather and Sports to depend on. WBRZ produces 5 hours of local news everyday M-F. WBRZ-TV, WBRZ News Repeat, Cable 18 and WBRZ.com reaches viewers over the air, on cable, desk top and mobile allowing viewers to have the programming they want and information they need Anywhere, Anytime. Plus, all the exciting ABC primetime shows that viewers Love!

**Auction Item:**

**TV Spot - 30 :30 Second Spots- Valued at \$3500**

- 5x M-F 5-9am 2une In/GMA | 5x M-F 9-5pm Daytime shows
- 5x M-F 5-11pm News/Wheel/Primetime | 10x M-F 11:35pm-2am Late Night
- 5x Sat/Sun 7am-Midnight Weekend Rotator
- Cannot replace or be used toward an existing contract or present campaign
- Production costs are additional
- Must be paid for before December 1, 2015 and used before February 28, 2016

Starting Bid: \$700

Max Bid: \$2,625



For over 40 years, Louisiana Public Broadcasting, the state's primary PBS affiliate, has existed to educate, enlighten, engage and entertain the citizenry of Louisiana. With six affiliate stations and a weekly cume of 317,000 persons, 2+, LPB provides an effective and affordable television opportunity. LPB's viewers are educated, affluent, and 36% are more likely than their peers to research a company online they've seen on LPB -- 18% are more likely to buy or utilize that company's service than their peers that only watch cable or commercial television.

### **Auction Item:**

#### **TV Spot - :15 Seconds - Valued at \$2,000**

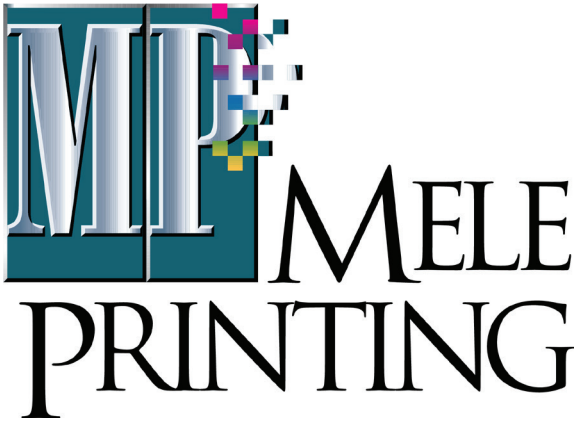
- One-month sponsorship of "The Smartest Night on Television." "The Smartest Night on Television" is the combination of two iconic PBS series: *Nature* at 7PM and *NOVA* at 8PM on Wednesday evenings.
- :15 second message of support leading into *Nature* at 7PM, a :15 second message of support between the programs and a :15 second message of support leading out of *NOVA* at 9PM.
- Cannot replace or be used toward an existing contract or present campaign
- Content of the messages of support must comply with FCC guidelines for public media. Messages can often be adapted from television commercials with an adapted voiceover. LPB can include company phone numbers, address, web address, music and even slogans (under certain circumstances).
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$500

Buy It Now: \$1500

# PRINTING SERVICES

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For 30 years Mele Printing has been providing top notch quality statement and commercial printing to the Gulf Coast region. Now operating out of a 50,000 square foot facility, with an additional 20,000 square feet coming soon, Mele Printing has the staff and equipment you need to fulfill all your printing needs. You will find no other print or direct mail production facility is more committed or will work as hard for their clients, while producing a project of any size, faster and at a competitive price than Mele Printing...no one!

## Auction Item:

**35% off of Full Color Flyers or Brochure Printing- Valued at \$ no limit**

- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$100

Buy It Now: \$800



## PRINTINGTECH

Printing Tech has been serving the Baton Rouge community since 1991, today the company has grown from a small 700 sf. location to an 11,600 sf. warehouse facility. Not only does Printing Tech print anything from business cards on small 2-color press, but they can also print the biggest of jobs on a 4-color press. Printing Tech takes pride in the fact that many of their clients began using their services as an occasional customer and now are not only steady clients, but friends.

## Auction Item:

**\$250 Certificate - Valued at \$250**

- Must be used towards an order of \$1000 or more.
- Must be paid for before December 1, 2015 and used before December 31, 2016
- Qualifies for all in-house orders, not valid for send-out work.

Starting Bid: \$50

Buy It Now: \$187





Beautifully Printed Posters produced on high-end HP Indigo press. Color images printed in high definition with best-in-class color accuracy and consistency. Use for your next event, for trade show promotion, as a poster design give away, wall calendar or general window promotion throughout the year.

**Auction Item:**

**Poster Printing - Valued at \$497**

- Up to 1000 Posters printed up to 12 x 18 Trim Size
- Printing 4-color process Digitally up to 2 Sides with Bleed
- Printing on 12 point C2S Cover | Trim, Kraft Wrap | Local Delivery
- Print-ready PDF file must be supplied
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$90

Buy It Now: \$373



Beautifully Printed Large Brochures produced on high-end HP Indigo press. Color images printed in high definition with best-in-class color accuracy and consistency. Use for your next event, for trade show promotion, to sell a specific product or as general Business promotion throughout the year.

**Auction Item:**

**Large Brochure Printing - Valued at \$876**

- Up to 1000 Large Brochures printed, flat size 12 x 18
- Printing 4-color process Digitally, 2 Sides + UV gloss coating with Bleed
- Printing on 100# gloss cover | score & fold to 6x12 | Local Delivery
- Print-ready PDF file must be supplied
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$180

Buy It Now: \$657



Beautifully Printed Brochures produced on high-end HP Indigo press. Color images printed in high definition with best-in-class color accuracy and consistency. Use for your next event, for trade show promotion, to sell a specific product or as general Business promotion throughout the year.

**Auction Item:**

**Small Brochure Printing - Valued at \$468**

- Up to 1000 Small Brochure's printed flat size 8.5x11
- Printing 4-color process Digitally, 2 Sides + UV gloss coating with Bleed
- Printing on 100# gloss cover | Trim, Score & Letterfold | Local Delivery
- Print-ready PDF file must be supplied
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$90

Buy It Now: \$351



Beautifully Printed Postcards produced on high-end HP Indigo press. Color images printed in high definition with best-in-class color accuracy and consistency. Use for your next event, for trade show promotion, to drive traffic to your web site or promote a new product.

**Auction Item:**

**Postcard Mailer Printing - Valued at \$388**

- Up to 2000 Postcards | up to 6 x 9 Trim Size
- Printing 4-color process Digitally up to 2 Sides with Bleed + UV Coating opposite address side
- Printing on 12 point C2S Cover
- Mailing services from provided mailing list include NCOA & inkjetting addresses with 2 variable data fields on the front
- Print-ready PDF file must be supplied
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$80

Buy It Now: \$291



**Franklin**  
Data Empowered Direct Mail

Franklin Direct Marketing is a family owned company located in Baton Rouge, Louisiana since 1922. Over the years, Franklin Press transitioned from a conventional printer to the largest provider of direct mail in the state of Louisiana. The benefits of working with Franklin: 20 years experience in direct mail, robust physical and data security, 13 data programmers on staff, two mailing facilities, no rush charges, and certified woman-owned. Our services: targeted mailings, mail tracking and ACS (Address Change Service).

**Auction Item:**

**Reticulating Varnish - Valued at \$500 +**

- Reticulating varnish is a combination of a dull varnish and flood UV coating which results in a high gloss spot UV and a textured background
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$50

Buy It Now: \$375



Established in 1969 as one of the first "quick" printers in the Baton Rouge area, IPC Printing now serves the Gulf Coast business community. We utilize the best technology for both offset and digital production.

**Auction Item:**

**Digital or Offset Printed Materials- Valued at \$250  
\$250 off any order**

- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$50

Buy It Now: \$187



We specialize in high quality, quick turnaround and friendly service. All day, everyday, we print full-color brochures, business cards, booklets, newsletters, posters, and almost anything you can imagine. Award winning local print shop located in the industrial area of South Baton Rouge, Louisiana, LaFleur Printing is meeting and exceeding print expectations, and rapidly growing. Because of our streamlined processes, and efficient workflow, we're able to produce quality printing in volumes and on a time line only achieved by larger print shops with higher labor and production costs.

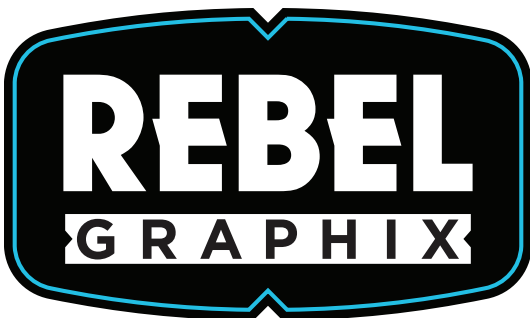
### **Auction Item:**

#### **50% Off Any Order - Valued at \$500**

- Discount to be applied to any digital printing order, up to \$1,000
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$75

Buy It Now: \$375



Large format printing company specializing in superior color management and problem solving. Please visit our award winning website [rebelgraphix.com](http://rebelgraphix.com) for all of our unique products and services we offer.

### **Auction Item:**

#### **50% Off Any Sign Order - Valued at \$1,000**

- Discount to be applied to any sign order, up to \$2,000
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$200

Buy It Now: \$750



For nearly 15 years, Corporate Ideas has worked to provide branded and logoed promotional items, corporate apparel and executive gifts. Corporate Ideas pairs products from over 500 suppliers with an unmatched level of individualized service. Because it's not just a logo, it's your business...and ours.

**Auction Item:**

**\$200 Off Any Order - Valued at \$200**

- Promotional product order must total \$500 or more before discount is applied
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$45

Buy It Now: \$150

# CREATIVE OFFERINGS

## STILL PHOTOGRAPHY

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Marie Constantin Photography

Industrial+Commercial+Architectural+Aerial

657 Spanish Town Road  
Baton Rouge, Louisiana 70802

*MLG*

Marie Bissell Constantin is an American photographer internationally known for her photographic works of the late Mother Teresa of Calcutta. She is currently still doing work for Fortune 500 companies, industrial plants, hospitals and a host of hometown businesses. Marie is an LSU graduate and still resides in Baton Rouge.

### Auction Item:

#### Photographic Adventure - Valued at \$500

#### Trip to Cat Island National Wildlife Refuge and private photo lesson for 2.

- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$85

Buy It Now: \$375



David Humphreys, a 38 year veteran commercial photographer. David offers Advertising and Commercial Photography, as well as Corporate Portraiture, Fine Art, Fine Art Reproduction, Fine Art Printing, and Photo Restoration. Attention to detail and developing the patience required to make the image come to life is the hidden secret. For more info and a glimpse into his portfolio visit: [www.FabPhotos.com](http://www.FabPhotos.com)

### Auction Item:

#### One Hour Commercial Photography Work - Valued at \$275

- Item does not include any needed materials, capture, or retouching
- No family or pet portraiture unless it is used for advertising purposes
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$70

Buy It Now: \$206

# VIDEO & AUDIO PRODUCTION

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Bardwell Media's online video background was first formed out of the scripted Web TV industry in Los Angeles in 2009. Today we specialize in helping businesses, brands, and organizations increase revenue and brand awareness by using the proven, beneficial strategies of online video marketing. Bardwell Media is not just another video production or website design company. We know how and why online videos should be created, distributed, and optimized to enhance your digital marketing strategies.

## **Auction Item:**

### **Online Video Marketing Campaign - Valued at \$1,500**

#### **Consult, Strategize and create one 5-episode online video marketing campaign**

- This campaign includes best use practices of online video campaign conception PLUS proper setup, or edit, of one YouTube Channel for your company or organization.
- Online video has the highest conversion rates to increase brand awareness, e-commerce sales, and campaign call-to-actions.
- Additional production costs may apply
- Due to variances in video production execution and editing, video production and editing are not included in this package. However, Bardwell Media will provide video production and editing services.
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$375

Buy It Now: \$1,125



The Pixel House is a creative company. Specializing in Photography and Videography. Owner and Founder of The Pixel House, James Peck, was born and raised in Baton Rouge, Louisiana. He creates images that define moments for his clients and enjoys living by the moto of living life through a lens.

## **Auction Item:**

### **One 30 Second Commercial Video - Valued at \$1600**

- Item includes editing and production
- Additional production costs may apply (props/location costs/etc)
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$370

Buy It Now: \$1,200



Launch Media is an award-winning, full-service video production company. We are a team of strategic thinkers and creative problem solvers who specialize in developing and producing customized multimedia communication tools that address your workforce, brand or consumer. We are currently headquartered at Creative Bloc. This creative workspace allows us to stay innovative and accommodate any level of video production work on the local, national and global level.

**Auction Item:**

**Video Production Services - Valued at \$2,500**

**This item is good for \$2,500 towards the purchase of video production services**

- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$550

Buy It Now: \$1,875



Cox Media has a proven track record of success with advertisers of all sizes. From a single-location retailer to an in-market agency, from regional brands to national media buyers and planners, our team of experts works to understand your unique business challenges and develop an advertising strategy to move your business forward.

**Auction Item:**

**Video Production Voucher - Valued at 50% Off**

**production of a TV commercial**

- Client must have an advertising schedule with Cox Media of \$2,500 or more
- Production must be scheduled before June 1, 2016
- Must be used towards new commercial production and/or new IBV ads
- Additional production costs may apply
- All advertising schedules subject to availability
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before June 30, 2016

Starting Bid: \$150

Buy It Now: \$1,000





Since 1995, LA POST has been delivering high quality production at reasonable rates while maintaining a sharp focus on personalized service. LA POST is equipped and ready to handle all your production needs from concept to completion. LA POST can cut and finish any type of job, simple to complex, cuts-only to sophisticated effects, High-Definition to 4K and beyond. Utilizing some of the most advanced production tools available, you can relax as you put your project in the hands of our experienced staff. [www.LAPostGroup.com](http://www.LAPostGroup.com)

**Auction Item:**

**Video Production & Editing Services - Valued at \$1,000**

**This item is good for 50% off a job up to \$1,000 off.**

- Additional production costs may apply
- Excludes rush orders
- Must be used on single video production
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before July 1, 2016

Starting Bid: \$100

Buy It Now: \$750



Lumehouse produces creative video content that helps brands connect with their consumers. If you have a vision, we can help you realize it, and if you don't we'll work with you to develop a concept that speaks to your audience. We handle all aspects of film-making, from planning and creative development to production and post.

**Auction Item:**

**Video Production & Editing Services - Valued at \$4,000**

**1 Half-day of Pre-production | 1 Half-day of Production | 1 Day of Post-production**

- All Creative services for the production also provided
- Additional production costs may apply (talent/location/rental/etc)
- Must be used on single video production
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$875

Buy It Now: \$3,000



tommysTV is a team of talented filmmakers who are passionate about helping brands tell their stories through video. We're not just the people who hold the camera - we understand marketing. Our team has experience producing reality television, dreaming up music videos, and creating feature-length films, and we use that expertise to help companies create beautiful, effective video for marketing and promotion.

**Auction Item:**

**Live Action Video Production - Valued at \$10,000**

**\$10,000 towards production services**

- Package includes:

Pre-Production | Creative Development, Scouting, Casting, Scheduling

Production | Crew, Gear

Post Production | Post Production Suite, Editor, Lower Thirds, Title Cards

- Package does not include; Talent Fees, Motion Graphics or Animation, Voice Over Talen, Music Licensing or Media Buys

- Cannot replace or be used toward an existing contract or present campaign

- New client bidders only

- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$2,500

Buy It Now: \$7,500



*DISK PRODUCTIONS RECORDING*

Disk Productions, Inc has been in business for 33 years. Past clients include Louisiana Department of Tourism, DEQ, DED, Chicago Tribune, Culligan Water, Random House Publishing, DreamWorks, Disney, Nickelodeon, Raising Cane's, Harper Collins Publishing, McDonald's, WBRZ-TV, The Advocate, Jiffy Lube, Walk-On's and many others.

**Auction Item:**

**4 hours of Audio Production - Valued at \$400**

**\$10,000 towards production services**

- Audio production can be used for; TV, Radio, Audiobook, in-house video, web, etc

- Can be used for; Spot production, ADR, audio sweetening, etc

- Services included are; recording, editing, mixing

- All equipment and in-house sound effects are available for use

- Cannot replace or be used toward an existing contract or present campaign

- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$80

Buy It Now: \$300

## Hometown Productions, Inc.

Hometown Productions, Inc. was founded in 1994 to provide TV News Video News Releases to TV stations in Louisiana, Mississippi, in fact all 1,026 TV stations in the 50 states. In addition to the VNR's we offer a guaranteed Statewide TV broadcast in LA and MS. We work on a flat fee basis, one fee covers shooting, editing, TV broadcast and Social Media links of the event. Hometown Productions produces both a half-hour and one-hour TV program broadcast nightly on the LA Hometown Network and MS Hometown Network. We provide this service to clients in LA & MS including Miss Louisiana and Miss Mississippi TV broadcasts and recently returned from Miss America providing 3 days of national TV coverage to 1,026 TV stations.

### Auction Item:

#### **25% off Statewide News Story or BR New Story Broadcast - Valued at \$1,995**

- Client to choose, statewide TV news story or TV news story broadcast in Baton Rouge area
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$400

Buy It Now: \$1,496



Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

### Auction Item:

#### **Access to 1 Producer for 1 Day of Production - Valued at \$1,500**

- Perfect for cinematic TV, Commercial or Web Video
- This item is good for either 1 full day of shooting or 1 full day of editing
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$300

Buy It Now: \$1,125



**DIGITALFX**  
Design\_Production\_Post

Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

**Auction Item:**

**8 Hours of Avid Editing in the Digital FX Avid suite - Valued at \$1,400**

- Dress up your TV spot or video
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$280

Buy It Now: \$1,050



**DIGITALFX**  
Design\_Production\_Post

Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

**Auction Item:**

**3 Hours of Flame Premium VFX or Editorial Services - Valued at \$2,250**

- Pimp out your next video with this auction item
- Flame provides 3D compositing, advanced video effects and more
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$450

Buy It Now: \$1,687



**DIGITALFX**  
Design\_Production\_Post

Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

### **Auction Item:**

#### **1 Day Studio Rental - Valued at \$2,000**

- Shoot your next TV spot or video in the Digital FX Studio, which comes complete with a full green screen
- The Largest Green Screen Cyc in the state, allows you to put someone in a scene, place them in a cool background or virtual reality
- Additional production costs may apply (Cyc Painting or repairs)
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$ 400

Buy It Now: \$1,500



**DIGITALFX**  
Design\_Production\_Post

Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

### **Auction Item:**

#### **Instagram Video Production - Valued at \$1,500**

- Complete Production of 1 instagram video for your social media
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$ 300

Buy It Now: \$1,125

# CREATIVE STRATEGY

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**DIGITALFX**  
Design\_Production\_Post

Digital FX Louisiana's premier production studio and the region's largest Red camera rental house. Digital FX produces nationally recognized television campaigns and the regions leading digital cinema camera experts. When you've been around the production industry since 1984, you tend to learn a few things. The most important is reflected in how we approach our projects. We believe that meeting challenges as a team, both technically and creatively, offers the most benefit to our clients.

## Auction Item:

### **1 Creative session with the entire Digital FX Team - Valued at Priceless**

- Winner of this auction item will spend an afternoon with the entire DFX brain trust, enjoy catered lunch, amazing snacks and your favorite IZZE flavor
- Additional production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$250

Buy It Now: \$1,250



Creative English specializes in strategic communications planning and execution. The company provides creative copywriting for every medium: print, broadcast, interactive, social and more, as well as the writing of press releases and development of promotional opportunities. Creative English has had the good fortune of working with an extremely wide variety of ad agencies, design firms, marketing departments, state agencies and businesses across the Southeast over the past 13 years.

## Auction Item:

### **Six Hours of Creative Strategy - Valued at \$600**

#### **Concepting and copywriting for the single project of your choice**

- Some production costs may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$120

Buy It Now: \$450



Gatorworks is a boutique digital agency based in Baton Rouge, Louisiana. We provide strategic Branding, Web, and Inbound Marketing services. We strive to find cutting-edge, yet practical, ways to solve the business problems of our clients. Our multi-faceted team is composed of creative strategists, designers, interactive developers, and inbound marketing specialists.

### **Auction Item:**

#### **Search Engine Optimization Setup - Valued at \$1,400**

- Consumers use the web for everything now, and chances are, they're looking for you and your business. But will they be able to find you? That's why SEO is so important for your business nowadays.
- A few of the features offered in this package of optimizing your website for popular search engines: Keyword Research & Analysis, Competitive Research, Meta Tag Optimization, XML Sitemap Submission, Top Page Grading and more
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$300

Buy It Now: \$1,050



The Day Group is a creative family working together for you. We apply our skills and knowledge of media and visual communications to ultimately help you achieve your goals. Before you spend a dime on advertising, start with a plan and a strategy! During these sessions we will meet with you and together we will begin the process of outlining your marketing strategy. We will discover and define your unique brand identity and set the course for successful marketing, advertising, and promotion.

### **Auction Item:**

#### **Marketing Coach Program - Valued at \$1500**

##### **Four coaching sessions**

- No obligation or commitments required.
- Meetings held at the Day Group office. All meetings must take place within a 4-week period.
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before August 30, 2016

Starting Bid: \$300

Buy It Now: \$1,125

# DESIGN

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## rockit**science**

Rockit Science Agency is a strategically driven advertising agency that creates engaging, inspiring and innovative brand experiences with honest passion and tenacity. Our capabilities include Branding, Advertising, Interactive and Public Relations for clients around the world and other places far, far away.

Visit [www.rockitscienceagency.com](http://www.rockitscienceagency.com)

### **Auction Item:**

#### **Logo & Brand Standards Design - Valued at \$5000**

- This item includes, Discovery Meeting, Design + Development (2 rounds of changes), and Delivery of all final files of both a new Logo & Brand Standards Guide
- Additional production costs (such as printing) may apply
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$1200

Buy It Now: \$3,750



Red Six Media is a tight team of talented and energetic creatives focused on advertising, design, video and interactive projects and campaigns. We operate as a family and make decisions with the customer's best interest in mind. Our go-getter mentality and zealous spirit separate us from many larger agencies in the community. We are always on our toes, and we are ready to help you make an impact.

### **Auction Item:**

#### **Poster Design - Valued at \$750**

- This item includes creative and design services to create a custom 11x17 event or organization poster
- This item is good for 6 hours of creative services
- This item is only available to non-profit organizations
- Red Six Media will work with the clients existing brand elements and current logo options to design
- Additional production costs (such as printing) may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$175

Buy It Now: \$562





## **OTEY WHITE & ASSOCIATES**

Otey White & Associates is a full-service advertising and public relations firm that has been helping build and grow brands locally and nationally for over 20 years. We're passionate about what we do and want to help make people passionate about what you do!

### **Auction Item:**

#### **\$1000 off the design and development of a new Web Site - Valued at \$1,000**

- Must be a new client
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before February 28, 2016

Starting Bid: \$250

Buy It Now: \$750



Founded 10 years ago, Covalent Logic is an award-winning communications agency at the intersection of graphic design, web development and public relations.

Why the name? A chemical bond where atoms share electrons results in exceptionally stable molecules. Logic is simple: Strong Communications strategy and solid visuals form all exceptional work. Two heads are always better than one. Partnerships are invaluable.

### **Auction Item:**

#### **Concept & Design Services - Valued at \$3,500**

- This item includes: One print ad OR an online banner ad supported by an online landing page
- The landing page will consist of supporting marketing language and graphics that match the ad
- The landing page will direct users to the company's website or a specific page within their website
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$700

Buy It Now: \$2,625

The MESH logo is displayed in white, lowercase letters on a solid orange rectangular background.

MESH is a nationally recognized communications firm specializing in integrated branding and CREATIVE strategy. We have proven expertise in brand building, strategic account leadership, advertising, creative services, websites, video, PR, and traditional and digital media. If your outdoor presence is – to put it politely – aesthetically challenged or you’re simply not getting the results you want, we specialize in on-point clear communication and would love to take a crack at moving the “WOW!” dial on your board from zero to 11.

### **Auction Item:**

#### **Billboard Rescue- Valued at \$4000**

- MESH will concept, write copy for and redesign the winning bidder’s current billboard.
- Resizing, placement and production costs not included
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$850

Buy It Now: \$3,000

The MESH logo is displayed in white, lowercase letters on a solid orange rectangular background.

MESH is a nationally recognized communications firm specializing in integrated branding and CREATIVE strategy. We have proven expertise in brand building, strategic account leadership, advertising, creative services, websites, video, PR, and traditional and digital media. Can you feel it, brothers and sisters? It’s the healing power of great creative at work! If your current print advertising seems lost and adrift in a wilderness of ink and paper, all is not lost, my friends. The creative minds at MESH are ready to gather together under their big orange tent for an old-time advertising revival. Sure, your ad may look like hell right now, but with a little help, it could be amazing, grace.

### **Auction Item:**

#### **Print Ad Revival- Valued at \$4000**

- MESH will concept, write copy for and redesign the winning bidder’s current print ad.
- Resizing, placement and production costs not included
- Cannot replace or be used toward an existing contract or present campaign
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$850

Buy It Now: \$3,000



Wright Feigley Communications is a full-service marketing communications firm. We specialize in developing business-growing strategies and ideas that work seamlessly across all platforms. This includes advertising, public relations, social media, branding and collateral.

### **Auction Item:**

#### **Brochure Design - Valued at \$2,500**

- Creative design and copy for a two-fold brochure or similar
- Two rounds of revisions included
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$500

Buy It Now: \$1,875



Wright Feigley Communications is a full-service marketing communications firm. We specialize in developing business-growing strategies and ideas that work seamlessly across all platforms. This includes advertising, public relations, social media, branding and collateral.

### **Auction Item:**

#### **Logo Design - Valued at \$3,500**

- Three options presented, client must select one final logo
- Letterhead, Envelope, Business card template will be created with two rounds of revisions available
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$700

Buy It Now: \$2,625



MINDWORX is a full-service advertising agency that provides full range of services including branding, marketing plans, brochures, advertising campaigns, and direct mail. Our goal is simple; we build our success on our clients' success.

### **Auction Item:**

#### **Print Ad Design - Valued at \$1,500**

- This item includes creative and design services to create any size ad up to full page
- Color or black and white production
- Photography not included, Images and copy to be provided by client
- Additional production costs (such as printing and placement) may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$300

Buy It Now: \$1,125



The Artist, Gavin Michelli, has been creating illustrations and artwork of all kinds on a freelance basis since 2006, and has been an in-house illustrator for Lamar Graphics since 2008. Illustrations have been used by a myriad of companies and publications, including Ping! Magazine, Inverse Press, Arcana Comics, Drumfish Productions, Xmoor Studios and Dangerously Hardcore Fltness.

### **Auction Item:**

#### **1 Full Color Illustration - Valued at \$150**

- The image can be in any style, of any subject matter and used for any purpose including logos.
- Artwork will be delivered as a digital file (psd, eps, tif etc to suit the client's needs)
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$35

Buy It Now: \$112



dezins**INTERACTIVE**

Creative, inspired innovators, we are dedicated to developing long-term, honest, effective relationships with each of our clients, giving freely of our talent, experience, and expertise. It is our pleasure to be a resource in the ever-evolving world of design, digital media and advertising. It is our shared vision to be a trusted partner to ourselves, our colleagues and our clients, empowering all to their greatest success, therefore creating an uplifted community, country and planet.

**Auction Item:**

**Creative Time - Valued at \$1,000**

- Up to 10 hours of creative time with the Dezins Interactive team for any project that you may have
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$200

Buy It Now: \$750



dezins**INTERACTIVE**

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**Auction Item:**

**Corporate Identity Start-up Package - Valued at \$1,500**

- Includes Logo, Basic Marketing Collateral and Social Media Graphics
- Cannot replace or be used toward an existing contract or present campaign
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$300

Buy It Now: \$1,125



Stan Dark Creative provides comprehensive creative services including illustration. I have been on the creative path for over 30 years, and have acquired a unique blend of design, marketing, and advertising experience. I am very comfortable wearing multiple hats in my job... designer, art director, writer, illustrator, or marketer. I design to communicate ideas and concepts with a diverse creative style. I have successfully managed projects, large and small, from concept to completion throughout my career. I am passionate for my work and take pride in how it benefits my clients.

### **Auction Item:**

#### **5 Hours of Illustration Work - Valued at \$375**

- The image can be in any style, of any subject matter
- All projects will be estimated and hours will be applied to balance
- Artwork will be delivered as a digital file (psd, eps, tif etc to suit the client's needs)
- Additional production costs may apply
- Must be paid for before December 1, 2015 and used before December 31, 2016

Starting Bid: \$75

Buy It Now: \$281