

REAL PRICES CONFIDENTIAL

Real Prices CONFIDENTIAL is a secure database containing actual prices, pricing charts, and pricing discount grids. It also contains production time data, hardware and software descriptions, and procedures describing how to go from concept to print or concept to web. This amazing resource makes project estimating significantly easier, bringing maximum profit within the reach of every service provider.

The database currently contains over 106,000 prices covering writing, editing, scanning, graphic design, desktop publishing, web design, multimedia, prepress, printing, and much more. Real Prices CONFIDENTIAL contains over 35,000 prices for web services alone.

The database is searchable by country, state (even multiple states), city, and service category. Each search result screen shows the number of price points found, the range of prices and the average price for the selected category. Then the screen lists detailed information for every price found in the search.

Once you subscribe, you can access Real Prices CONFIDENTIAL 24-hours a day, seven days a week. You can even print out those results screen pages of interest to you. The subscription price is \$99 for a complete year or \$40 for 30 days of unlimited access. New and updated prices are added to the baseline database each week making this the world's largest collection of current prices in the desktop computer services industry.

Now when you want to bid a job in the next town or adjacent state, it's easy to find out what prices your prospective customer sees in their own locale. With Real Prices CONFIDENTIAL you can bid with confidence and bid for maximum profit.

Thinking of offering a new service? Real Prices CONFIDENTIAL can show you what you could be making. It's the ideal profit generator for independent shop owners with limited budgets. With Real Prices CONFIDENTIAL, you can quickly master strategic and tactical pricing in your chosen profession. It shows you what your competitors are charging today. No longer do you have to guess or spend countless hours trying to find out. It's all in the database.

And when you buy professional services, you can quickly determine if a quoted price is fair and in the ballpark. Want to know how much that project should cost? Real Prices CONFIDENTIAL has the answer. Avoid being ripped off. Stop worrying about price. Now you can check their prices against this incredible database. Real Prices CONFIDENTIAL. It's the busy person's passport to profit.

FEATURES:

- o Over 106,000 ACTUAL prices
- o Price distribution charts & graphs
- o Information tables (e.g., resolution to line screen, size to square inches and MB, etc.)
- o Operator and machine production/performance times
- o Hardware descriptions
- o Software descriptions
- o Tutorial: "From Concept to Print" (coming)
- o Tutorial: "From Concept to Web"
- o Tutorial: "How to Ballpark a Project's Price"
- o Tutorial: "Terms & Conditions for Work Agreements"
- o Archive of current and past Price Point newsletters

BENEFITS

- o access 24 hours-a-day, 7 days-a-week
- o searchable in many ways
- o results show min, max, average and number of price points found
- o results also show detail for every price point found
- o shows prices down to city level
- o compare your rates with your competition
- o see prices in distant places before competing there
- o validate prices you are being quoted
- o see current rates for new service you are considering
- o helps you increase profits
- o makes project estimating significantly easier

Real Prices CONFIDENTIAL

Table of Contents

Input Processes

Consulting

- general consulting
- web consulting

Text Creation / writing

- writing general copy
- writing newsletter copy
- writing PR & advertising copy
- writing resumes
- writing technical copy
- writing web content
- rewriting / revising / updating

Keyboarding / Data Entry

- keyboarding
- word processing

Prepress

Prepress Services

- general prepress rate
- preflight
- prepress repair services

Color Proofs

- integral (laminated) color proofs
- overlay proofs
- contact proofs
- direct digital color proofs
- inkjet color proofs
- dye sublimation color proofs
- thermal wax transfer proofs
- Pictographic color proofs

Editing & Proofreading

- editing copy
- editing content
- editing technical copy
- proofreading

Conversion

- file conversion

Scanning

- general scanning hourly rate
- desktop scanning
 - scan for web
 - scan to disk
 - OCR scanning

- media costs

- high end scanning
 - scan to disk

- slide scan to disk

Other Input Services

- indexing
- transcription
- translation

Creative Design

Graphic Design (general)

Graphic Design (specific)

- advertising design
- book cover
- book interior
- booklet
- brochure
- cartoons
- catalogs
- charts / diagrams
- corporate identity package
- database design
- direct mail packages
- flyers
- illustrations
- logos
- logotype
- magazine design
- manuals
- maps
- marketing package design
- newsletters
- posters

Color Related Services

- color correction
 - compositing
 - image editing
 - image enhancement
 - imposition
 - paste-up
 - stripping
 - trapping
- ## Imagesetter Output
- general shop rate
 - general imagesetting
 - scan to film
 - color separations support

Camera / Film Services

Digital Photography

- digital camera photo services

Photo Services

- photography services
- photo editing
- photo manipulation
- photo retouching

Camera Paper Proof

- blueline
- dylux
- velox

Photomechanical Transfer (PMT)

Film Output

- halftone
- duotone
- tritone
- quadtone

Output

Copier/Printer Output

- BW laser prints
- color laser print
- color laser copier/printer output
- color copies
- color prints
- RIP charges
- color inkjet printing
- large format printing
- inkjet
- electrostatic
- Docutech printout

- technical documents

Production

Typography

general typography

Typesetting

- general typesetting

Database Publishing

- general database publishing

Desktop Presentation Services

- general desktop presentations

DTP Desktop Publishing (Page Layout)

- DTP general layout
- DTP announcements
- DTP annual reports
- DTP bar code layout
- DTP book covers
- DTP book interior
- DTP book jacket (dust jacket)
- DTP booklets
- DTP brochures
- DTP bulletin
- DTP business cards
- DTP business reply card
- DTP business stationery
- DTP buttons
- DTP calendars
- DTP cards
- DTP catalogs
- DTP certificates
- DTP charts & diagrams
- DTP data/specification sheets
- DTP direct mail packages
- DTP directory
- DTP display ads
- DTP door hangers
- DTP flyers
- DTP forms
- DTP handbooks
- DTP inserts
- DTP invitations
- DTP labels
- DTP magazines
- DTP manuals
- DTP maps
- DTP memo/note pads

- BW copier output

Imaging Output

- film recording

CD-ROM Imaging

- blank media prices
- general CD-ROM services
- CD archiving
- CD transfer / one-off
- pre-mastering
- writable CD mastering
- Photo CD scan to media
- master Photo CD services
- scan to CD-ROM
- convert Photo CD
scan to CMYK
RGB or grayscale
- Kodak Master Photo CD Image Pak
- Pro Photo CD services

Software Services

Software Application Services

- 3D Studio Max
- Access
- Acrobat
- ActiveX
- After Effects
- API
- ASP
- Aura
- Bryce2
- C++
- CGI scripts
- Cold Fusion
- CorelDraw
- Database (SQL)
- Database Publisher
- DHTML authoring
- Director
- Domino
- Dreamweaver
- Excel
- Flash animation
- Fractal Design
- Freehand
- FrontPage
- HiTest

- DTP menus
 - DTP newsletters
 - DTP packaging
 - DTP postcards
 - DTP posters
 - DTP presentation materials
 - DTP price lists
 - DTP print ads
 - DTP procedure guides
 - DTP product literature
 - DTP product spec sheet
 - DTP programs
 - DTP resumes
 - DTP signs
 - DTP slides & transparencies
 - DTP tabloid layout
 - DTP tickets
- Design Changes
- changes & alterations

New Media

Multimedia Services (general)

Multimedia Services (specific)

- audio services
 - commercials
 - corporate video
 - digital video services
 - DVD
 - kiosk design & production
 - MIDI services
 - modeling
 - morphing
 - music composition
 - music sound effects
 - music typesetting
 - music video
 - RealAudio services
 - RealVideo services
- Internet / Web Services
- web site design
 - web additional pages
 - ISP hosting
 - web page design & layout
 - web add graphic images
 - web animation
 - web audio (add streaming audio to site)

- HTML authoring
 - Illustrator
 - Java
 - JavaScript
 - Jscript
 - Kai Power Tools
 - Lightwave 3D
 - Lotus Notes
 - MS Office
 - NetObjects Fusion
 - PageMaker
 - Painter
 - PaintShop Pro
 - Perl
 - PhotoPaint
 - PhotoShop
 - PowerPoint
 - QuarkXpress
 - QuickTime VR
 - Shockwave
 - SoundEdit
 - SQL
 - VB Script
 - Ventura
 - Visual Basic
 - Windows
 - Word
 - WordPerfect
 - Xaos Tools
- Finishing
- Binding Services
- Cerlox binding
 - Chicago screw binding
 - coil binding
 - comb binding
 - Fastback binding
 - foil tape binding
 - Sure binding
 - tape binding
 - thermal binding
 - Velo binding
 - booklet/saddle stitch binding
- Other Finishing Services
- collating
 - cutting & trimming
 - drilling (hole punching)

- web backgrounds
- web banners
- web banner ads
- web bars, bullets & line images
- web buttons
- web counters / hit counters
- web database integration
- web e-commerce
- web e-mail links (add to site)
- web forms
- web frames
- web guestbook
- web image maps
- web logo design
- web programming, general
- web publishing
- web research
- web search engine registration
- web shopping carts
- web site linking, hypertext links
- web site maintenance
- web site makeover
- web site promotion
- web training
- web video (add streaming video)

- folding
- gluing
- laminating
- mounting
- numbering
- packaging (bagging & boxing)
- padding
- pasting
- pen ruling
- perforating
- reinforcing
- scoring
- shrink wrapping
- stapling
- taping

Other Services

Other Miscellaneous Services

- admin services
- art/creative direction
- fax services
- inserting
- labeling
- mail merge services
- mailing services
- mailing list services
- management services
- metering for postage
- notary services
- pickup & delivery
- rentals
- rush services
- scoping services
- training
- transfers
 - BW heat (thermal) transfer
 - color transfer
- foil rubdown
- virtual assistance services