



Insurance
Agency
Marketing
Services, Inc.

Pricing For Creative Services

The items listed below do not include printing fees. We suggest the advisor/agent use a local printer, or a printer of choice. Online printer options include, but are not limited to: [Vistaprint](#), [MOO](#), [CatPrint](#), [Overnight Prints](#), [UPrinting](#), [Firespring](#), [GotPrint](#), [48 Hour Print](#).

Marketing dollars are used for payment (\$100 in services for every \$100,000 of business through IAMS). If no marketing dollars are available, the agent/advisor may choose to pay with any major credit card.

Custom design pieces include three rounds of specified edits (type, color, general design), while copy-heavy materials include three rounds of spelling, grammar, and format edits. Additional fees may be added for each round of edits thereafter.

LOGO DESIGN <i>Custom design.</i>		
Item:	Description:	Price:
Logo	Three design samples included.	\$250
TURN-KEY SOLUTIONS <i>Pre-built, print-ready files.</i>		
Item:	Description:	Price:
Flyer - 1 Page	Topics Include: Annuities & Riders, Retirement Income & Protection, Retirement Timeline, Final Expense Insurance, Investment Fees, Stock Market Returns, IRAs & Roth IRAs, Rollovers & Transfers, Medigap Vs. Medicare Advantage.	\$30/Each
Tri-Fold Brochure	Topics Include: Generic Agency, Retirement, Pass on a Legacy, Fixed Annuities & Riders, Understanding 401(k).	\$30
PRINT MATERIALS <i>Fully customizable, print-ready files.</i>		
Item:	Description:	Price:
Business Card Design - 1 Sided	Standard business card design. Three samples included. Same price for revision of current card.	\$150
Business Card Design - 2 Sided	Standard business card design. Three samples included. Same price for revision of current card.	\$200
Letterhead	8.5x11" Design. Three samples included.	\$100
Custom Envelope: #10, #9, #8, or #6	Standard envelope design. Three samples included. <i>Can send image so they can order different sizes.</i>	\$50
Presentation Folder	Includes front and back design (blank inside, slits for business card) Three samples included.	\$150
Custom Single-Sided Flyer	Custom design. Standard Flyer design. Content provided by Agent/Advisor. Extra \$50 for content creation.	Content Provided - \$100 Content Created - \$150
Custom Double-Sided Flyer	Custom design. Standard Flyer design. Content provided by Agent/Advisor. Extra \$50 for content creation.	Content Provided - \$150 Content Created - \$200
Custom Tri-Fold Brochure	Content provided by Agent/Advisor. Extra \$50 for content creation.	Content Provided - \$150 Content Created - \$200
Custom Event Invitation	Content provided by Agent/Advisor. Size options available. Three samples included. Extra \$50 for envelope creation.	No Envelope - \$100 Envelope Design - \$150

Custom Holiday Card	Size options available. Three samples included. Extra \$50 for envelope creation.	No Envelope - \$100 Envelope Design - \$150
Postcard - Double-Sided	Content provided by Agent/Advisor. Extra \$50 for content creation.	Content Provided - \$100 Content Created - \$150
Custom Newspaper Advertisement	Content provided by agent/advisor. B/W or Color. Three samples included. Extra \$50 for content creation.	Content Provided - \$100 Content Created - \$150
DIGITAL SERVICES <i>Online presence, consulting, digital graphics.</i>		
Item:	Description:	Price:
Custom Website	Using our Producer website templates. Content will be provided by agent/advisor. Price includes monthly maintenance.	\$50/Monthly
Online Newsletter	Sent as a PDF. Content provided by agent/advisor. Maximum of 10 pages. Extra \$100 for content creation.	2 Pages - Content Provided - \$100 2 Pages - Content Created - \$175 3 Pages and up - Content Provided - \$200 3 Pages and up - Content Created - \$300
Blog Post + Blog Image IAMS Hosted Website Includes Posting for IAMS Websites	Content provided by Agent/Advisor. Extra \$50 for content creation.	Content Provided - \$50 Content Created - \$100
E-Mail Account Setup	Includes a custom template and list import.	\$100
Custom Email Design Includes 1 Email	Content provided by Agent/Advisor. Three samples included. Extra \$50 for content creation.	Content Provided - \$100 Content Created - \$150
Facebook Advertising	Three samples included. Ads will be targeted per Agent/Advisor request.	Content Provided - \$70 Content Created - \$100 Cost does not include set ad budget.
Social Media Post	For any platform. Content provided by Agent/Advisor. Three samples included. Extra \$30 for content creation.	Content Provided - \$70 Content Created - \$100
Facebook Business Page Setup	Includes header image, profile picture, settings setup (address, phone, etc)	\$100
PACKAGES <i>Complete design options.</i>		
Item:	Description:	Price:
Introduction Package Logo, Business Card, Letterhead	Includes three designs of each.	\$550
Light Introduction Package Logo, Business Card	Includes three designs of each with three rounds of edits.	1 Sided Business Card - \$400 2 Sided Business Card - \$450
Stationary Package Business Card, Letterhead, Envelope	Three samples included of each. Extra \$50 for 2 sided business card.	1 Sided Business Card - \$300 2 Sided Business Card - \$350
Basic Marketing Package Flyer, Email, Social Media Post	Content provided by Agent/Advisor. Three samples included of each. Extra \$50 for content creation.	Content Provided - \$275 Content Created - \$325
Special Event Package Invitation, Email, Social Media Post	Content provided by Agent/Advisor. Three samples included of each. Extra \$50 for envelope creation.	No Envelope - \$275 Envelope Design - \$325
Holiday Package Holiday Card, Email, Social Media Post	Three samples included of each. Extra \$50 for envelope creation.	Content Provided, No Envelope - \$270 Content Provided, Envelope - \$320 Custom Content, No Envelope - \$350 Custom Content, Envelope - \$400