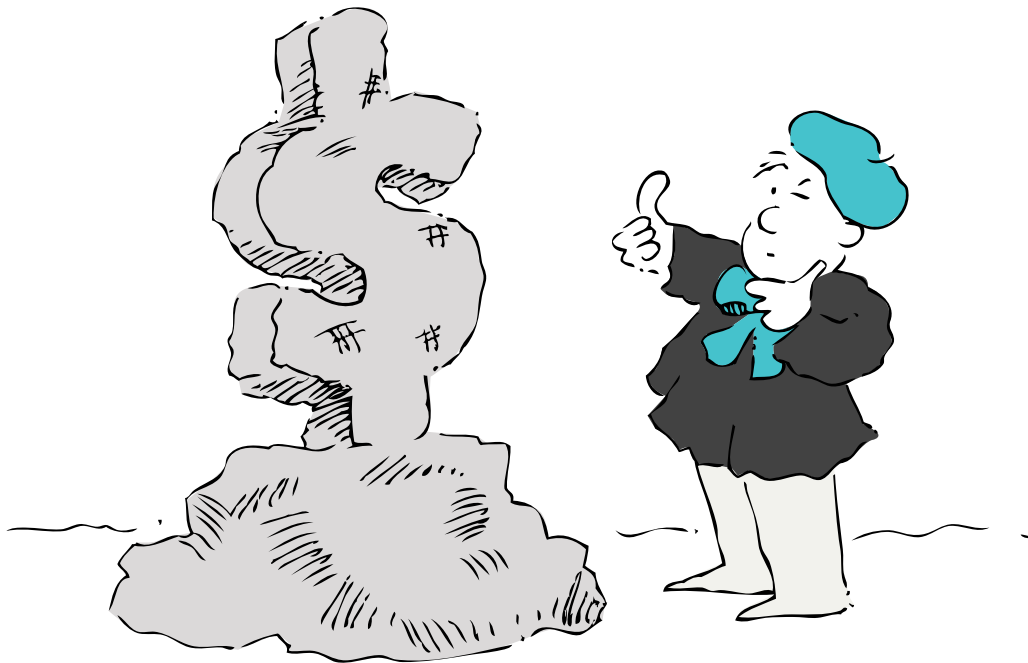


THE SECOND WIND
*2013 Production Pricing
Survey Report*



2013 SECOND WIND *Production Pricing Survey Report*

April 25, 2013

Dear Second Wind Member,

Following are the results of *Second Wind's 2013 Member Production Price Survey*.

This annual survey helps members understand how their pricing compares to other smaller and mid-sized agencies around the country. The tabulated results allow you to review the low, average and high pricing for typical agency projects on a national level, by market size and by agency size.

This survey is extremely useful for production and estimating personnel, account service personnel and new business people. We encourage you to keep a copy by your desk so you have it handy for reference when working with clients and prospects.

Data is drawn from the year 2013. Not all respondents answered all questions. We received 92 responses to the survey questionnaire—approximately 15% of the total Second Wind membership. We thank all who responded for providing their data.

If you have any questions regarding this information, please call us at 610-374-9093, or email: info@secondwindonline.com. We'll do our best to clarify any issue.

Good luck with the survey.

Very truly yours,



Tony Mikes
Managing Director

2013 SECOND WIND *Production Pricing Survey Report*

PRINT AD PRODUCTION

Includes concept, layout/design, photography or illustration, copy, digital in-house proofs, all art direction and account service charges, completed digital files prepared for pre-press.

1. Two-page 4-C ad spread, for use in a consumer or trade publication.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	4,977	5,841	4,401	4,706	5,385
High \$	9,317	10,899	8,263	7,600	11,893
Average \$	7,147	8,370	6,332	6,153	8,639

2. Full-page, 4-C ad for use in a consumer or trade publication.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	3,461	4,232	2,975	3,279	3,750
High \$	7,138	9,009	5,965	5,925	9,058
Average \$	5,300	6,620	4,465	4,602	6,404

3. Half-page, 4-C ad for use in a consumer or trade publication.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	2,599	3,361	2,118	2,245	3,159
High \$	5,513	7,628	4,178	3,959	7,974
Average \$	4,056	5,494	3,148	3,102	5,566

4. Half- page newspaper ad.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	2,195	3,033	1,652	1,789	2,735
High \$	5,105	7,371	3,638	3,528	7,207
Average \$	3,650	5,202	2,645	2,659	4,971

2013 SECOND WIND *Production Pricing Survey Report*

OUTDOOR/BILLBOARD

Includes concept, layout/design, photography or illustration, copy, digital in-house proofs, all art direction and account service charges, completed digital files prepared for pre-press.

5. 4-C, 30" x 144" king sized bus panel.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	3,288	4,162	2,503	2,703	3,939
High \$	7,049	9,487	4,855	4,735	9,620
Average \$	5,169	6,824	3,679	3,719	6,780

6. 4-C, 12' x 25' premiere panel.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	3,037	3,944	2,231	2,521	3,495
High \$	7,063	10,100	4,700	4,928	9,198
Average \$	5,050	7,022	3,465	3,724	6,346

7. 4-C, 14' x 48' standard bulletin.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	2,965	3,923	2,327	2,300	3,631
High \$	6,599	9,235	4,842	4,560	8,638
Average \$	4,782	6,597	3,584	3,430	6,134

8. 4-C, 67" x 46" transit shelter poster.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	2,734	3,744	1,725	1,697	3,812
High \$	6,441	9,344	3,539	3,297	8,680
Average \$	4,588	6,544	2,632	2,497	6,246

2013 SECOND WIND *Production Pricing Survey Report*

9. 14' x 48' digital billboard.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	2,727	3,981	1,956	2,015	3,511
High \$	6,043	9,385	3,987	3,809	8,501
Average \$	4,385	6,683	2,971	2,912	6,006

PRINT COLLATERAL

Includes concept, layout, design, stock or existing/stock photography or illustration (unless otherwise noted), copywriting, digital in-house proofs, all art direction and account service charges, proofreading and production of completed digital files.

10. 4-C, glossy 8.5" x 11" two-sided sell sheet; moderate copy.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	2,393	2,641	2,237	2,179	2,733
High \$	4,815	6,345	3,848	3,523	6,860
Average \$	3,604	4,493	3,043	2,851	4,796

11. 4-C, 8.5" x 11" vest pocket brochure folded to 8.5" x 3.675"; moderate copy.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	2,503	2,929	2,234	2,168	3,033
High \$	5,035	6,881	3,869	3,612	7,289
Average \$	3,769	4,905	3,052	2,890	5,161

12. 4-C, 8.5" x 11" eight-page brochure; moderate copy.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	5,137	5,742	4,733	4,447	6,171
High \$	10,195	12,279	8,806	7,833	13,738
Average \$	7,666	9,010	6,769	6,140	9,954

2013 SECOND WIND *Production Pricing Survey Report*

13. 2-C, six page brochure, 11" x 17" (folded to 8.5" x 11"); moderate copy.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	6,205	9,429	3,840	3,691	9,632
High \$	8,487	10,305	7,153	6,153	11,668
Average \$	7,346	9,867	5,497	4,922	10,650

14. 4-C, 8.5" x 11" catalog, 10-25 pages; original product photography.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	10,366	12,876	9,194	9,702	11,789
High \$	19,239	28,090	15,109	16,683	24,717
Average \$	14,802	20,483	12,152	13,192	18,253

15. 4-C, 8.5" x 11" catalog, 75-100 pages; original product photography.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	29,876	35,947	25,153	26,700	35,168
High \$	64,488	88,719	45,641	50,800	87,300
Average \$	47,182	62,333	35,397	38,750	61,234

16. 4-C, 8.5" x 11" corporate annual report; 20-30 pages, existing or stock photography.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	14,550	15,333	14,214	10,708	20,313
High \$	25,391	26,000	25,130	19,917	33,603
Average \$	19,971	20,667	19,672	15,313	26,958

2013 SECOND WIND *Production Pricing Survey Report*

17. 4-C, 11" x 14" point-of-sale counter card.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	1,880	2,649	1,367	1,569	2,345
High \$	3,999	6,220	2,518	2,739	5,889
Average \$	2,939	4,435	1,942	2,154	4,117

18. 4-C, 8.5" x 14" gate-fold brochure.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	3,540	4,313	2,879	2,590	4,836
High \$	8,406	11,621	5,650	7,203	10,045
Average \$	5,973	7,967	4,264	4,897	7,441

19. 4-C, 6" x 9" postcards; series of six.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	5,124	7,769	3,305	3,684	7,217
High \$	8,713	13,087	5,706	6,153	12,437
Average \$	6,918	10,428	4,505	4,919	9,827

20. 2-C, technical/industrial product catalog; 200 pages, existing photography, copy heavy.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	33,343	37,437	29,248	32,674	35,015
High \$	49,936	55,194	44,677	50,274	49,090
Average \$	41,639	46,316	36,962	41,474	42,053

2013 SECOND WIND *Production Pricing Survey Report*

TV/RADIO

Includes concept, script, storyboards, non-union talent, AV production costs, all art direction and account service charges and post-production editing to a finished master.

21. 30-second television spot.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	14,666	19,300	10,804	11,429	18,550
High \$	90,350	106,875	79,333	37,000	155,556
Average \$	52,508	63,088	45,069	24,215	87,053

22. 60-second radio spot.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	3,142	3,598	2,727	3,862	2,350
High \$	6,633	7,930	5,455	7,709	5,450
Average \$	4,888	5,764	4,091	5,785	3,900

VIDEO PRODUCTION

Includes concept, script, storyboards, non-union talent, AV production costs, all art direction and account service charges and post-production editing to a finished master.

23. 15-minute corporate video.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	18,979	19,625	18,610	16,331	22,804
High \$	38,080	36,511	38,865	30,606	50,226
Average \$	28,530	28,068	28,738	23,468	36,515

2013 SECOND WIND *Production Pricing Survey Report*

24. 60-minute corporate video.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	34,203	35,000	33,937	34,167	34,239
High \$	59,843	63,333	58,680	60,000	59,687
Average \$	47,023	49,167	46,309	47,083	46,963

PLANNING

Includes research and analysis (“discovery”), planning meetings, copy, account service charges and all associated costs of production, collation and presentation.

25. Preparation of a client strategic marketing plan.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	9,160	9,745	8,803	7,233	12,314
High \$	18,831	22,136	16,811	15,011	25,082
Average \$	13,996	15,941	12,807	11,122	18,698

WEB/INTERACTIVE

Includes copywriting, layout/design, account service, programming and testing. Does not include maintenance, hosting or updating.

26. Marketing email creation; HTML with copy and images.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	2,526	1,611	3,155	1,640	4,033
High \$	4,276	3,282	4,959	3,034	6,386
Average \$	3,401	2,447	4,057	2,337	5,209

2013 SECOND WIND *Production Pricing Survey Report*

27. Design of a standard format animated banner ad.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	1,214	1,285	1,168	1,149	1,330
High \$	2,348	2,373	2,332	2,213	2,590
Average \$	1,781	1,829	1,750	1,681	1,960

28. Development of a simple micro-site; approximately 8 to 10 pages.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	6,519	6,127	6,772	6,410	6,715
High \$	12,837	13,636	12,320	12,347	13,720
Average \$	9,678	9,882	9,546	9,379	10,217

29. Development of a high-end website with e-commerce capabilities.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	32,306	25,000	37,002	30,750	34,726
High \$	94,862	102,966	90,810	77,828	122,543
Average \$	63,584	63,983	63,906	54,289	78,634

30. Facebook page set-up and launch.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	1,979	1,825	2,076	2,248	1,549
High \$	3,400	3,360	3,425	3,925	2,560
Average \$	2,690	2,593	2,750	3,087	2,054

2013 SECOND WIND *Production Pricing Survey Report*

31. Twitter page creation.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	1,242	1,460	1,068	1,248	1,232
High \$	2,340	2,733	2,059	2,262	2,470
Average \$	1,791	2,096	1,573	1,755	1,851

32. Mobile app development.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	12,635	15,583	10,669	11,850	14,205
High \$	31,536	35,200	29,500	27,900	40,625
Average \$	22,085	25,392	20,085	19,875	27,415

33. Mobile site development.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	7,182	9,400	5,973	7,842	5,600
High \$	17,318	21,317	15,136	16,876	18,400
Average \$	12,250	15,358	10,555	12,354	12,000

34. Digital publication/magazine creation, 15-25 pages.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	9,710	5,200	11,643	8,017	12,250
High \$	17,900	11,667	20,571	13,500	24,500
Average \$	13,805	8,433	16,107	10,758	18,375

2013 SECOND WIND *Production Pricing Survey Report*

35. Digital newsletter creation, 3-10 pages.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	4,323	4,033	4,517	3,828	5,067
High \$	10,077	8,917	10,850	8,000	13,192
Average \$	7,200	6,475	7,683	5,914	9,129

BRAND DEVELOPMENT

Includes data collection, analysis and compiling of Brand Discovery Report; developing and writing a brand positioning statement; communications audit; writing an inward marketing plan including employee brand training; compiling visual and verbal brand communications guides, budget timetable and launch plan; all research, planning meetings and related materials; account service charges; and all associated costs of production and presentation.

36. Brand discovery, development and launch plan.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	21,813	32,389	16,525	17,471	29,196
High \$	48,541	73,556	36,033	37,882	66,660
Average \$	35,177	52,972	26,279	27,676	47,928

NAME/TAGLINE DEVELOPMENT

Includes research, analysis, planning meetings, concepting, administrative and account service charges, and associated costs of production and presentation.

37. New product/company name and tagline.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	5,238	5,822	4,909	4,788	6,194
High \$	12,500	12,422	12,544	12,629	12,225
Average \$	8,869	9,122	8,727	8,709	9,209

2013 SECOND WIND *Production Pricing Survey Report*

LOGO DEVELOPMENT/CORPORATE IDENTITY

Includes research, concept, layout/design, digital file creation, photography/illustration, digital in-house proofs, all art direction and account service charges; and completed digital files prepped for pre-press.

38. Design of a logo for use by local/regional client.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	3,772	3,682	3,831	3,218	4,630
High \$	8,113	8,795	7,671	6,538	10,545
Average \$	5,942	6,239	5,751	4,878	7,588

39. Design of a logo for use by a national/international client.

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	10,793	11,625	10,350	10,250	11,639
High \$	21,280	22,000	20,897	20,893	21,883
Average \$	16,037	16,813	15,623	15,571	16,761

PUBLICITY/PUBLIC RELATIONS

Includes copywriting, proofreading, account service charges and distribution via email or online channels.

40. 200-word press release

	National	Large City/ Suburbs	Small City/ Suburbs	Agency Billings <5 million	Agency Billings \$5 million +
Low \$	844	933	783	882	780
High \$	1,634	1,600	1,658	1,655	1,600
Average \$	1,239	1,267	1,220	1,268	1,190

2013 SECOND WIND *Production Pricing Survey Report*

41. Feature story.

	<i>National</i>	<i>Large City/ Suburbs</i>	<i>Small City/ Suburbs</i>	<i>Agency Billings <5 million</i>	<i>Agency Billings \$5 million +</i>
Low \$	1,956	2,494	1,633	2,109	1,586
High \$	3,578	4,217	3,195	3,610	3,500
Average \$	2,767	3,356	2,414	2,859	2,543