



Are You Suffering From Brochure-itis?

Symptoms may include:

- A feeling of being overwhelmed by too much printed material
- Pressure from others who don't have the material they need
- A sense of guilt about wasting unused brochures
- A bloated line item in your budget

If you're experiencing any of the above, you need **Collateration**, a comprehensive analysis of your printed promotional, sales or educational material that can guide you in deciding what to keep, what to eliminate, how to better communicate your messages and how to save money in the process.

Diagnosis

Knight Marketing will analyze your company's existing printed sales material or patient education collateral to determine effectiveness. We will review multiple pieces and provide an in-depth report that answers the following questions and more:

- Are you effectively communicating your messages?
- Is your brand well integrated?
- Are you missing any key information?
- Is there too much content, or not enough?
- Are you writing at the level of your target audience?
- Are there any significant design flaws?
- Does your material appear dated, cluttered or hard to read?
- Do you have more collateral than you really need?
- Are you missing any important pieces?
- Could you produce fewer pieces with the same level of effectiveness?
- Are sizes, printing and paper stock cost effective?
- Should you consider print-on-demand?



Diagnosis bottom line

Up to 20 pieces of collateral	\$2,500
21-35 pieces of collateral	\$3,000
36-50 pieces of collateral	\$3,500
50+	Call for quote

Start your Collateralation today!

Contact
 Charles Meeks:
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Treatment

If diagnosis indicates a re-design of your material to improve effectiveness and create a consistent graphic standard, Knight Marketing will provide the prescribed treatment according to the following guidelines:

- Three initial brochure template designs presented
- Selected design fully developed
 - One interior layout provided
 - Covers shown in up to four standard sizes
- Color palette and brochure style guide developed
- All native files supplied to client on a disk
- Client supplies logo files as needed

Treatment bottom line
\$7,500
 Need diagnosis AND treatment?
 Deduct 15% from your total cost.



Does not include individual brochure designs and layouts.



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