

MEDIA SERVICES

Enhanced digital media
opportunities for supplement brands

- ### 1 MANUFACTURING PHOTO PACKAGE \$1,500 - \$2,500

1 SKU, guaranteed 15 raw photos provided. Raw, high quality images of your product on the packaging line at Lief Labs' facility.

Optional Add On: Photo editing
- ### 2 PRODUCT E-COMMERCE PACKAGE \$1,000 - \$3,000

1 SKU, 5 maximum photos. Raw, high quality e-commerce photos of your product in Lief's in-house photography studio. Package includes an introductory meeting with Lief's media team to best understand your needs.

Optional Add On(s): Prop additions, Photo editing
- ### 3 MANUFACTURING VIDEO PACKAGE \$2,500 - \$4,000

1 SKU, guaranteed 10 raw videos provided ranging from 10-15 seconds each. Raw, high quality videos of your product on the packaging line at Lief Labs' facility.

Optional Add On: Video editing
- ### 4 PR PACKAGE \$1,500*

The creation and publication of a stand-alone or joint press release with Lief Labs. Package includes an introductory meeting with Lief's Marketing Communications Director, a consultation with our PR specialist, press release writing, editing, and final release approval. Package also includes official wire distribution of the press release to a U.S. National press distribution list and post-release coverage monitoring and reporting.

**Please note, this pricing is for a base press release package of consultation, writing, editing and wire distribution services. Press releases and other PR projects requiring more extensive writing, editing and distribution scope are available upon request and would be subject to additional fees.*
- ### 5 PODCAST EXPERIENCE & PRODUCT REVIEW FREE

The creation and release of a collaborative podcast episode or product review on Lief's podcast, Beyond The Supps. Maximum 2 guests with the podcast host. Includes introductory call with Lief's script writer. Includes copy of the podcast audio and video. Episode is approximately 45 minutes.

- 6** **PODCAST ADVERTISING** **\$65 per ad / \$130 per sponsor**
- Advertise your brand, product, or services on Lief's podcast, Beyond The Supps. Advertisements are 30 - 60 seconds and will be read by the podcast host. Cost covers 1 ad per episode or 1 sponsorship per episode.
- Optional Add On: Full episode sponsorship
- 7** **MANUFACTURING BUNDLE** **\$3,000 - \$6,000**
- 1 SKU. The manufacturing bundle includes raw, high quality images and videos of your product on the packaging line at Lief Labs' facility.
- Optional Add On(s): Photo editing, Video editing
- 8** **3/15 DEAL** **PRICE VARIES**
- Buy 3 services and get 15% off the combined prices. All services, except the Podcast & Product Review, may be applied to this deal.

For more information, email us at marketing@lieforganics.com

Terms and Conditions

A purchase order and deposit must be submitted prior to the completion of any service. Refunds are not available.

The *Manufacturing Photo Package* and the *Manufacturing Video Package* must be requested a minimum of 2 weeks before your product enters production.

The *Product E-commerce Package* must be requested a minimum of 2 weeks prior to your target product launch date.

The *PR Package* must be requested at least 30 days prior to the target press release launch date.

Excluding the PR Package, all content is delivered and downloadable via a Dropbox link.