

# Pricing Guide

Category	Product	Price	Quantity	30% Deposit
<b>Websites</b>	Premium Practice Website	\$800.00	1	\$240.00
	Hospital/Surgery Center Website	\$7,500.00	1	\$2,250.00
	Custom Website	TBD	1	TBD
	Website Redesign (for clients with websites created by Mudbug Media)	\$300.00	1	n/a
	Annual Website Renewal *	\$300.00	1	n/a
<b>Patient Plugins</b>	Calendar of Events	\$150.00	1	n/a
	Testimonial Submission Form	\$75.00	1	n/a
	Appointment Request Form	\$100.00	1	n/a
	Contact Us Form	\$50.00	1	n/a
	Patient Registration Forms	TBD	1	TBD
<b>Printed Materials</b>	8-Panel Brochure 3.75" x 8.5"	\$1,605.00	1,000	\$481.50
	6-Panel Brochure 3.75" x 8.5"	\$1,265.00	1,000	\$379.50
	6-Panel Brochure w/ Flap 6" x 9" (Includes 3 1-Sided Inserts)	\$3,050.00	1,000	\$915.00
	8-Panel Pathways Brochure 3.75" x 8.5"	\$1,605.00	1,000	\$481.50
	Postcard 4" x 6"	\$670.00	1,000	\$201.00
	Postcard 6" x 8"	\$837.00	1,000	\$251.10
	2-Sided Newsletter 8.5" x 11"	\$1,585.00	1,000	\$475.50
<b>Wall Displays</b>	Stryker Branded Anatomical Posters 24" x 36"	Free **	1	n/a
	Practice Branded Anatomical Posters 24" x 36"	\$35	1	n/a
	Practice Branded Discharge Goals or Clinical Pathways 24" x 36"	\$35	1	n/a
	Files to Disk	\$25	1	n/a

\* This is an annual fee. All other prices listed above are one time fees. \*\* Must be ordered through a Stryker sales rep.

**Getting Started is easy!** Choose from our wide selection of design styles, pre-written content and our library of over a hundred images. We encourage you to provide us with specific personalized information about your practice and photos of you and your staff. To expedite this process, please provide all files in digital format. Here's how you can get started:

**Step 1:** Visit <http://stryker.mudbugmedia.com>, review our capabilities and decide which marketing options suit your needs.

**Step 2:** A 30% deposit is required to initiate a project. Deposit can be paid one of three ways:

- Order Online: <http://stryker.mudbugmedia.com/order>
- Call: 877-898-4284
- Mail Checks to: Mudbug Media, 365 Canal Street, Suite 2325, New Orleans, LA 70130

**Step 3:** After deposit is received, you will be contacted within two business days to schedule a design call where we will review your needs and discuss colors, images and content.

**Step 4:** Your review will be required throughout the project. You can contact us with feedback via email ([design@mudbugmedia.com](mailto:design@mudbugmedia.com)), phone (877-898-4284) or fax (504-581-4356).

**stryker**<sup>®</sup>

Orthopaedics



# com·mu·ni·cate

to express thoughts, feelings or information easily or effectively.

To help you better market your practice, Stryker has collaborated with Mudbug Media, Inc. to deliver a streamlined process for developing high-quality brochures, postcards, newsletters, and websites. With you as our partner, together we will create the best-in-class informational tools to help you meet your practice marketing objectives, and quite simply – **communicate**.

**For more information, visit <http://stryker.mudbugmedia.com> today!**

mudbug media

# Printed Material

Developing a practice brochure, postcard, or newsletter should be easy, and with us, it will be. Our design solutions allow you to create promotional materials that highlight your practice capabilities effectively and professionally. We offer a variety of brochure, postcard and newsletter styles that can be customized to your individual needs.



newsletters



brochures



postcards

# Web

Having a polished website can be one of the most effective ways to bring new visibility to your practice and provide valuable information to prospective and returning patients. We offer a straightforward, one-stop solution to meet today's demand for an online existence. Layouts that are easy to navigate and site-wide searches make our sites user-friendly, and mobile versions for handheld devices make your practice accessible at any time or any place. Choose between various site designs or have Mudbug build a custom website just for you.



premium websites



custom websites

# Communication Resources

## Photo Library

Browse over 100 images on our website's photo library to select images for your website or printed materials. Categories include physical therapy, rehabilitation, daily activities, and family- or sports-oriented photos. Our wide variety of images gives you the opportunity to choose the best suitable photos for your practice. For additional photo options, please feel free to browse <http://photos.com>.

## Patient Education Material

With professionally written content, filling the pages of your brochure or website with relevant information becomes effortless. We offer a variety of copy developed exclusively to address common orthopaedic issues and information that can be incorporated into your promotional materials. Examples of popular topics include minimally invasive surgery, total joint replacement, sports medicine, osteoporosis and more.

## Premium Websites

Our premium websites include: About Us - About the Practice, Surgeon Information, Staff Information; Office Information - Locations, About Your Visit, Contact Us, Medical Forms; Patient Education; Patient Testimonials; News & Events; Useful Links as well as a Site-Wide Search, Mobile Site, Domain Name / Hosting, Three (3) Email Addresses, Site Statistics and Keywords / Site Descriptions.

## Hospital/Surgery Center Websites

Our hospital/surgery center websites contain 100 pages of site content and includes everything in the premium website package, as well as the following sections: Visitors, Programs & Services, Insurance Information, Employment, Contact Us Form, Physician Finder, Database-backed Calendar of Events, Testimonial Submission Form, Appointment Request Form, and Ten (10) Email Addresses.

## Custom Websites

For those with a specific vision, or clients requiring a more specialized site with higher-level advanced features, a custom site is the ideal solution. Our designers can create a unique website that will bring your ideas to vivid life, unmistakably announcing your online presence.

## Patient Plugins

Several supplementary features can be added to any website at a nominal charge. Selections include: Calendar of Events, Testimonial Submission Form, Appointment Request Form, Contact Us Form and Patient Registration Forms. All plugins include a secure, HIPAA-compliant administrative area for easy management.

## For Your Patients on the Go

Enter the next realm of the digital age with Mudbug's Mobile Site feature. Now you can access a streamlined version of your website from your handheld device anywhere wireless internet is available. Our servers will detect your Blackberry, iPhone or Treo and automatically load the mobile version, making it possible to literally have your entire practice right in your pocket.