



SERVICES

COLLABORATION GUIDE

Marketing Packages, Deliverables, & Usage Rights

www.atexmediaproductions.com

PRESENTED BY: ATEX MEDIA PRODUCTIONS



A SOLUTION BASED MARKETING SOURCE
BACKED BY AN UNMATCHED PASSION FOR THE CRAFT

**“IF YOU WANT TO DO
TRULY GREAT WORK,
YOU MUST DO WHAT
YOU LOVE.”**

Steve Jobs



MONTHLY MARKETING PARTNER

For Ongoing, Multi-Product, and
Repeat Content Needs
+ Web Integration

PRODUCT LAUNCH AND CAMPAIGNS

For Individual Product or Line Launch
and Branding/Rebranding Campaigns

THE DIFFERENCE...

“I’M LOOKING FOR SOMEONE WHO CAN
PROVIDE CONSISTENT HIGH QUALITY MARKETING ASSETS
FOR ONE OR ALL OF MY PRODUCTS ON A MONTHLY BASIS.”

“I NEED A BRAND PARTNER
WHO CAN PROVIDE CONSISTENT MEDIA MARKETING ASSETS
FOR MY REBRAND AND/OR MULTIPLE EVENTS/TRADE SHOWS.”

The Difference...

Monthly Marketing Partner Packages provide an ongoing content partner for the brand.

Marketing Partner Packages provide a major campaign package around a product or event.

This guide outlines how ATex Media structures partnership packages, deliverables, usage rights, product sample credits, and future content support.

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PURPOSE

MONTHLY MARKETING PACKAGES

“WE NEED OUR WHOLE BRAND AND PRODUCT LINE
TO LOOK BETTER EVERY MONTH.”

Built for companies that need their FULL PRODUCT LINE supported over time. Rather than placing ALL creative effort into 1 or 2 isolated product campaigns, ATex Media works alongside your company each month to create consistent photo, video, designed ad, web, social, and dealer-ready assets across multiple priority products and or lines.

YOUR PERSONAL CREATIVE BRAND PARTNER
for **ONGOING SUPPORT**

PRODUCT LAUNCH/CAMPAIGN PACKAGES

“WE NEED A ONE TIME ASSET PACKAGE/CAMPAIGN
FOR OUR PRODUCT, BRAND, OR LINE.”

Built for companies launching a specific product or product line. Rather than spreading creative resources across multiple products, ATex Media focuses every asset into one coordinated campaign, delivering photography, video, advertising, web, social, and dealer-ready marketing designed to maximize a successful launch.

YOUR DEDICATED CREATIVE PARTNER
for **PRODUCT LAUNCH CAMPAIGNS!**



CHOOSING THE RIGHT PACKAGE STYLE

FULL SIDE BY SIDE DELIVERABLE BREAKDOWN (PAGE 12)

Choose a *Launch Marketing Partnership* Package if...

Choose a *Monthly Marketing Partnership* if...

You have ONE priority product to promote or launch
You need ONE focused campaign
You are preparing for a launch, release, or trade show
You want a clean, one-time delivery
You need campaign assets for one product
You prefer a more defined project window

You have MULTIPLE products that need ongoing support
You need a consistent product marketing system
Your website, socials, and product pages need regular updates or a <i>REBRAND</i>
You want ATex Media involved month after month
You need CONSISTENT OUTPUT for 3 or more months; Consistent - Overall Larger and more Impactful Collective Company Campaign
You prefer an external creative/media partner



PRODUCT PARTNERSHIP CREDIT

Product Partnership Credits are applied at the discretion of ATex Media and are determined by the overall partnership value, production scope, and future marketing applicability of the product.

CREDITS ARE NOT INTENDED TO REFLECT THE RETAIL OR WHOLESALE VALUE OF A SUPPLIED PRODUCT

Professional Launch Campaign	
Base Campaign Value	\$3750
Product Partnership Credit	-\$750
Client Investment	\$3000

EXAMPLE



Monthly Partnership Package Pricing

T1	Product Presence Partnership (Page 7)	(Pricing is Per-Month) \$1750-2250	For companies that need consistent BASELINE product content.
T2	Product Content Partnership (Page 8)	\$3000-4500	For companies that need MULTIPLE PRODUCTS served monthly.
T3	Brand Marketing Partnership (Page 9)	\$5500-8500	For companies that need ATex Media operating as an outside creative/media partner for a Major Long Term Multi Product Campaign and Events

MONTHLY MARKETING PARTNER

<i>DELIVERABLES</i>	T1 Product Presence Partnership	T2 <i>Product Content Parternship</i>	T3 Brand Marketing Partnership
# of Products Serviced	1	Up to 4	Up to 6
Edited Product Photos	12-20	25-40	50 or more
Commercial White Box Photos	8-10	12-20	40 or more
Branded Social/Web Graphics	~5	~10	15-25
Premium Ad Designs (Catalog)	X	5	10 +
Product Feature Video	✓	✓	✓
Cinematic Launch Film	X	✓	✓
Product In-Use Video	X	X (Optional for Swap)	✓
Logo Animation (1st Month Only)	✓	✓	✓
Vertical Reel(s)	✓	✓	✓
Social Packaging/Organization	X	✓	✓
Basic Social Posting Consultation	✓	✓	X
Social Content Plan/Schedule	X	X	✓
Dealer Ads/Spec Sheets	X	X	1/Month
Revisions	1	2	3
<i>Total Monthly Deliverables</i>	35 Visual Assets - 1 Video	50-75 Visual Assets - 2 Video	100+ Visual Assets - 3 Video - <u>Catalog Ready Assets</u>

Product Launch and Campaign Package Pricing

Have MULTIPLE PRODUCTS? Split Your Deliverables Between More Than 1 Product! (Ask about HOW!)

T1

ESSENTIAL LAUNCH
(Page 6)

\$1500-2000

Best for simple product launches and website updates

T2

PROFESSIONAL LAUNCH
(Page 7)

\$3000-3750

Best for FULL product marketing campaigns

T3

FLAGSHIP LAUNCH
(Page 8)

\$5500-7500

Best for MAJOR launches, new product lines, or high priority campaigns (Trade Shows, Major Event Releases, etc.)

PRODUCT LAUNCH AND CAMPAIGN

<i>DELIVERABLES</i>	Essential _{T1}	<i>Professional</i> _{T2}	Flagship _{T3}
Commercial Product Photos	15	30	50 +
White Box Photos	10	15	20
Branded Social/Web Graphics	5	10	15
Premium Ad Designs (Catalog)	X	5	12 + (Full Catalog)
Product Feature Video	✓	✓	✓
Cinematic Launch Film	Optional	✓	✓
Product In-Use Video	X	Optional	✓
5-10 Min Feature Breakdown Video - Product Walkthrough (Youtube)	X	X	Optional
Social Packaging/Organization	X	✓	✓
Post Delivery Support	X	✓	✓
Social Content Plan/Schedule	X	X	✓
Dealer Ads/Pricing Sheets	X	X	3
Full Product Catalog (Marketing Catalog)	X	X	✓
Revisions	2	3	4
Turnaround	7-14 Days	14-21 Days	30-45 Days
<i>Total Deliverables</i>	30 Photo - 1 Video	60 Photo - 2 Video	100+ Total Photo - 3 Video - <u>Full Catalog</u> - Dealer Pages/Ads

THE DIFFERENCE

T2 Monthly Partnership VS T2 Professional Launch

“ * ” INDICATES A MONTHLY PARTNERSHIP ADVANTAGE – WHERE MONTHLY PARTNERSHIP PROVIDES ADDITIONAL VALUE

DELIVERABLES	Monthly	➡ After 3 Months	Professional Launch
# of Products Serviced	Up to 4*	Up to 12*	1
Edited Product Photos	Up to 40*	~100*	30
Commercial White Box Photos	~20*	~60*	15
Branded Social/Web Graphics	~10	~30	10
Premium Ad Designs (Catalog)	~5	~15	5
Product Feature Video	✓	3*	✓
Cinematic Launch Film	✓	3*	✓
Product In-Use Video	X (Optional for Swap)	X (Optional for Swap)	X (Optional for Swap)
Logo Animation	✓	✓	✓
Monthly Planning Meetings	✓*	3*	X
Social Packaging/Organization	✓	✓	✓
Basic Social Posting Consultation	✓*	✓*	X
Social Content Plan/Schedule	(Optional)*	(Optional)*	X
Product Credit Available	Up to \$1000*	Up to \$1000*	Up to \$750
Revisions	2	6	3
Total Monthly Deliverables	50-75 Visual Assets - 2 Video	200+ Deliverables - 6 Video	~60 Visual Assets - 2 Video

LET'S BUILD A CONSISTENT PRODUCT MARKETING SYSTEM

TO BEGIN:

1. Select your Monthly or Launch Package
2. Confirm final details, Credit, and Agreement
3. Choose and ship the first products to be serviced
4. Discuss creative direction and exchange digital assets
5. Begin production and monthly asset delivery

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3-Month Minimum Agreement Required

COMMERCIAL USAGE RIGHTS

INCLUDED USE:

Website, Socials, Product Pages, Dealer Marketing, Catalogs, Trade Shows, Paid Advertising, Print Advertising, and Promotional Campaigns.

NOTE*

- RAW Files are not included by DEFAULT and may be licensed separately upon request.
- Client must be willing to provide, if any, all necessary hex codes and or logos.



A WEBSITE THAT ACTUALLY WORKS

Take your partnership and or marketing campaign to the **NEXT LEVEL**

WITH RAW CODED WEBSITE INTEGRATION

(monthly analysis and adjustments for peak performance available at an affordable cost)

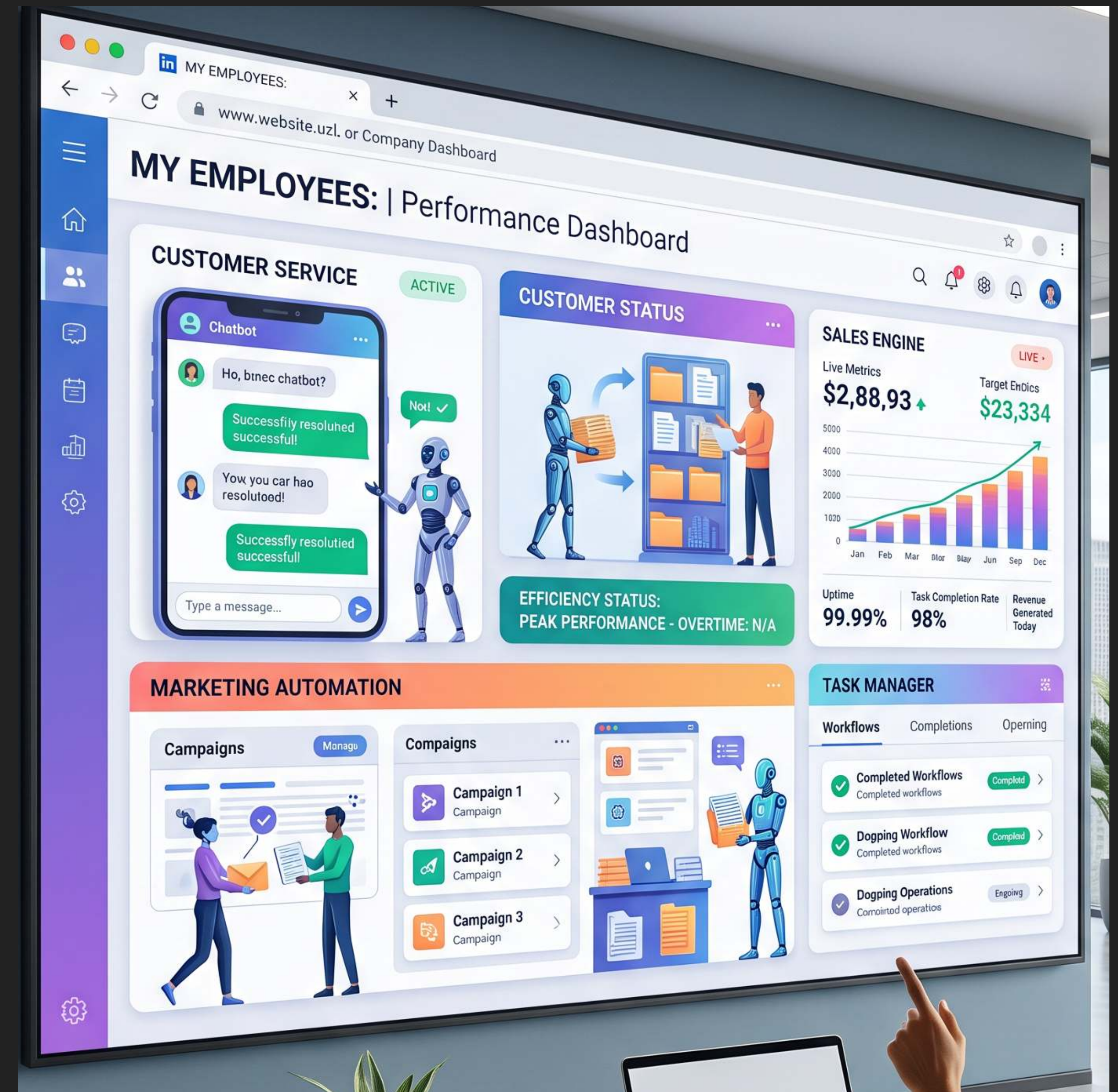
NO WIX

NO WORDPRESS

NO TEMPLATES!

WE BUILD IT FROM THE GROUND UP -

TAILORED TO YOUR BRAND, TARGET AUDIENCE, LOCATIONS, and DESIRED GROWTH!



CUSTOM PACKAGES AVAILABLE ADDITIONAL DELIVERABLES	PRICING
Commercial Product Photography	Starting at... \$500
Commercial White Box Photos	Starting at... \$300
Branded Social/Web Marketing Graphics	Starting at... \$350
Premium Advertising Designs (Catalog)	Starting at... \$500
Product Feature Video	Starting at... \$750
Cinematic Launch Film	Starting at... \$1200
Product In-Use Video	(Custom)
5-10 Min Feature Breakdown/Walkthrough Video (Youtube)	Starting at... \$1500
Social Packaging/Organization/Planning	Starting at... \$350
Dealer Ads/Pricing Sheets	Starting at... \$350
Full Product Catalog (12-20 Page Marketing Catalog)	Starting at... \$2500
Logo Animation	Starting at... \$250
Logo Design	Starting at... \$300
Optimized Website Build/Integration	CONTACT FOR A QUOTE

PARTNERSHIP PHILOSOPHY

Every project is built to integrate seamlessly with previous campaigns, ensuring a consistent visual identity while reducing the workload of your marketing team.

Whether you require a single updated product photo batch or a complete product launch campaign, ATex Media provides scalable creative solutions tailored to your marketing objectives.

NOTE*

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ATEX MEDIA PRODUCTIONS

Alex@Atexmediaproductions.com



CLASS/EVENT PACKAGE PRICING

Training / Instructor Media Package

— Starting at **\$2,500**

- Up to 2 Full Production Days
- Travel within agreed range
- Client-covered lodging
- Post-production workflow
- **1 Specialized/Personalized Advertisement**
- **3-5 Edits**
- **10-15 edited photos**

Add-ons

- Additional Shoot Day: \$750
- Additional Edit: \$150-300
- Drone Coverage: +\$250
- 24-Hour Rush Delivery: +\$500



IDPA/PCSL/IPSC/USPSA Match and Event Coverage

— Starting at **\$1,000 /Production Day + Travel**

- Match Coverage and footage collection (Beginning to End)
- Client covers mileage, hotel, travel
- Postproduction Workflow and Delivery – PAY PER EDIT



Editing & Archive Services (Pay Per Edit)

- Editing: \$100/hr (Minimum 3 Hours)
- Archive/storage: \$25-50/month OR Client may purchase an ATEX MEDIA APPROVED Hard Drive/SSD for personalized indefinite storage and use.



**For 1 Day Classes: Contact – Alex@Atexmediaproductions.com

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DELIVERABLE EXAMPLES BY CATEGORY



COMMERCIAL PRODUCT PHOTOGRAPHY

PREMIUM STANDALONE COMMERCIAL PHOTOGRAPHY

- ▶ Foundation for Every Marketing Campaign
- ▶ High-Quality, Versatile Images Ideally Used for Web, Social, Product Pages, Press, Dealer Use, and Future Ads.
- ▶ Supports Consistent Brand Messaging



PREMIUM WHITE BOX COMMERCIAL PHOTOGRAPHY

- # PHOTOGRAPHY
- istings,
Use, and
s
- 
- A black tactical pouch with a zipper and a flap, surrounded by various gear including binoculars, a flashlight, a lens cap, a cleaning cloth, and a cable.

COMMERCIAL PRODUCT PHOTOGRAPHY SELLS THE BRAND VISUALLY.
WHITE BOX PHOTOGRAPHY PRESENTS THE PRODUCT CLEARLY.

SOCIAL/WEB MARKETING GRAPHICS

PREMIUM BRANDED PHOTOGRAPHY

- ▶ Uniform Branding and Logos Paired with Photography Deliverables.

VCSEL
LASER
MODULE
M6TR-V
LASERSPEED

VCSEL
LASER
MODULE
M6TR-V
LASERSPEED

VCSEL
LASER
MODULE
M6TR-V
LASERSPEED

PREMIUM ADVERTISING DESIGNS

PRODUCT FEATURE – DESIGNED CATALOG ADS



VCSEL LASER MODULE
M6TR-V
LASERSPEED

CR123A POWERED



VCSEL LASER MODULE
M6TR-V
LASERSPEED

TR1 WHITE LIGHT HEAD



VCSEL LASER MODULE
M6TR-V
LASERSPEED

IR LASER - ILLUMINATOR



VCSEL LASER MODULE
M6TR-V
LASERSPEED

ERGONOMIC ACTIVATION



VCSEL LASER MODULE
M6TR-V
LASERSPEED

MULTI FUNCTION LASER DEVICE



VCSEL LASER MODULE
M6TR-V
LASERSPEED

ERGONOMIC ACTIVATION



VCSEL LASER MODULE
LASERSPEED
M6TR-V

MULTI-FUNCTION VCSEL LASER DEVICE

M6TR-V

TR1 WHITE LIGHT - IR ILLUMINATOR - IR LASER - VIS LASER - PRESSURE PAD

L A S E R S P E E D

VCSEL LASER MODULE
LASERSPEED
M6TR-V

- True 4 in 1 Laser Aiming System
- IP68X Waterproof
- Crane Pressure Pad
- TR1 White Light Head
- 1200g Recoil Rated
- AL-IL-DL-AH-IH-DH



PREMIUM ADVERTISING DESIGNS

VCSEL LASER MODULE
LASERSPEED
M6TR-V
4 in 1 IR LASER AIMING SYSTEM

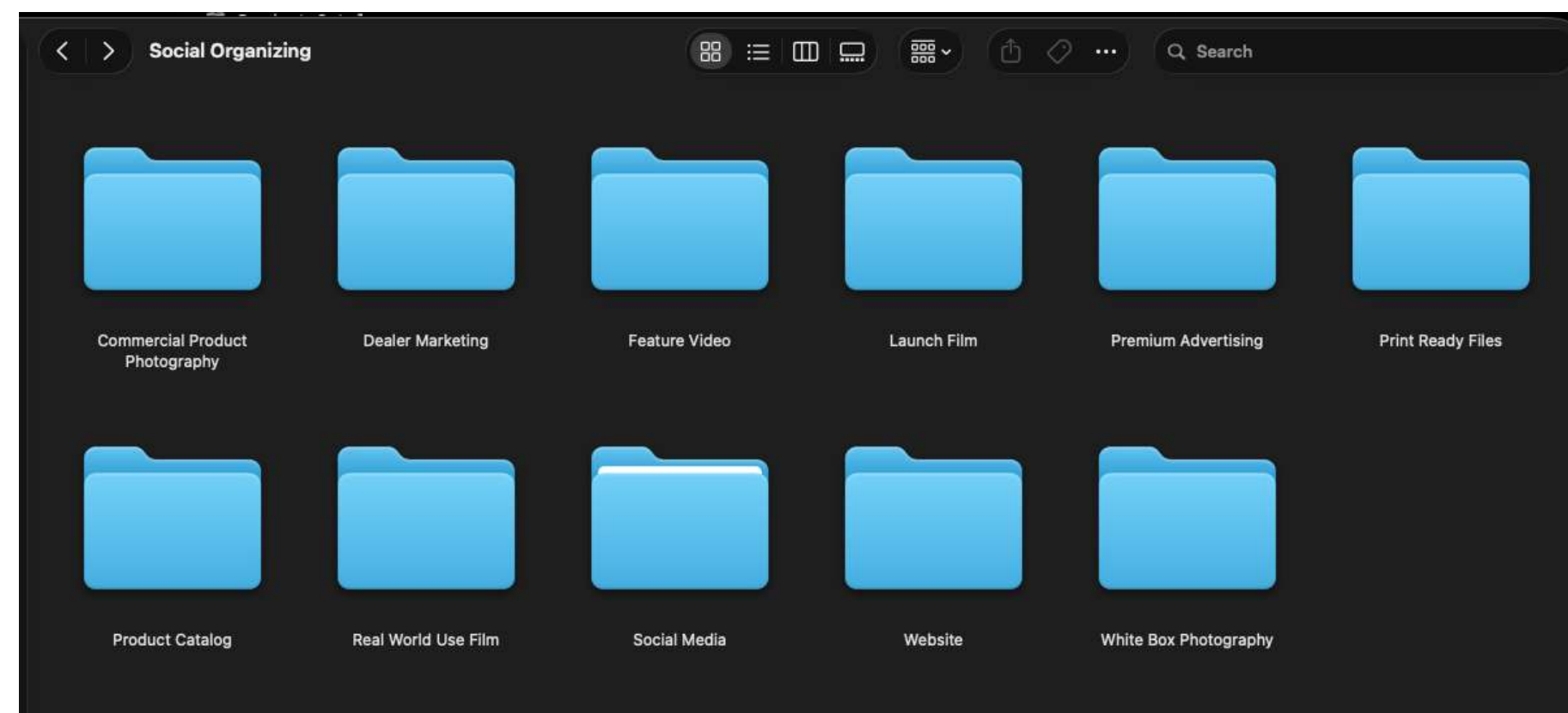
- IP68X Waterproof
- Crane Pressure Pad
- TR1 White Light Head
- 1200g Recoil Rated
- 8 Operation Settings



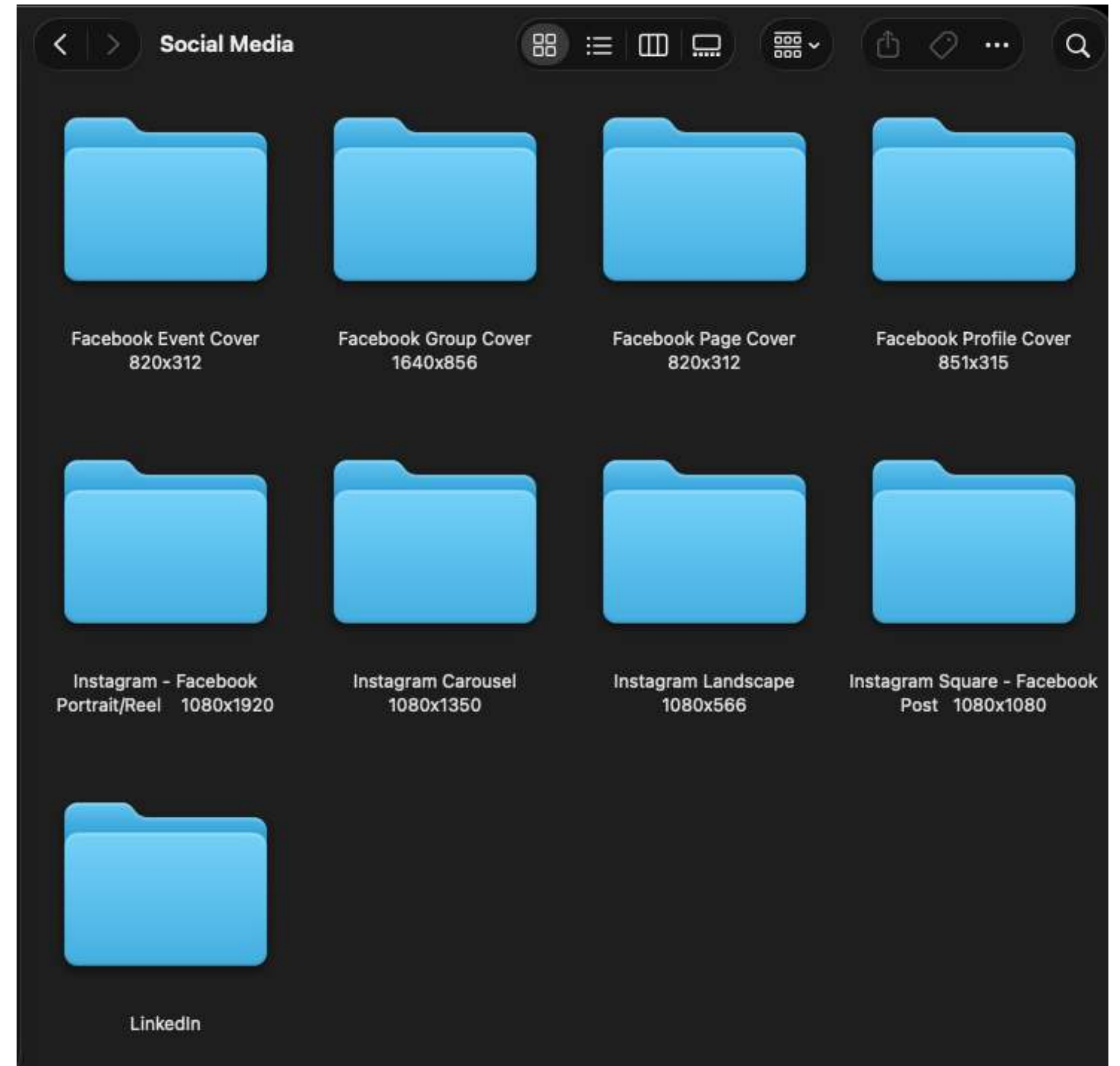
DESIGNED TO SAVE YOUR MARKETING TEAM TIME

Every campaign is professionally organized and delivered with clearly labeled folders, platform-specific exports, and production ready assets.

Eliminating the need to search through hundreds of files to find a particular format.



**NO MESSY FILE DROP!
-SEAMLESS NAVIGATION-**



FOR DEALERS AND DISTRIBUTORS

SALES TOOLS



STRAKE 9

CALIBERS & BARREL LENGTH RESTRICTIONS

9mm - Full Auto Rated - All Lengths

.357/38spl - 16" Barrel

.300 BLK Supersonic - 9"

.300 BLK Subsonic - Full Auto - 7"

.350 Legend - 16"

.308 Win - 20"

.338 Arc Subsonic - 12"

5.56 Nato - 16"

7.62x39 - 16"

8.6 BLK Subsonic - 12"



LayerX
Suppression

STRAKE9

FOUNDERS
EDITION



PRODUCT FEATURE VIDEO



VIDEO

PRODUCT FEATURING

30–60 Second “Floating Product” Video Highlighting
Top Product Features and Selling Points in a
Cinematic Format in Vertical and Horizontal.



PRODUCT LAUNCH VIDEO



VIDEO

PRODUCT LAUNCH

30-60 Second HYPE Reel Built to Grow Excitement and Desire for an Upcoming or New Product Launch. Highlighting a High Octane Collection of Visuals to Make any Customer WISH THEY HAD ONE.

0 AI Generation - 100% ORIGINAL



PRODUCT IN-USE VIDEO



VIDEO

REAL WORLD USE

30-120 Second Cinematic Production Video Highlighting the Use of a Product in its Desired Field. Utilizing Real Professionals and Gear to Bring a REAL LIFE Authentic Display of Your Products Primary Functions in REAL TIME.

0 AI Generation - 100% ORIGINAL

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