



CUSTOM MEDIA RATES



CUSTOM MULTIMEDIA & CREATIVE SERVICES FOR NETWORKED DIGITAL SIGNAGE

Networked Digital Signage & Content For Hospitals & Healthcare

Prices subject to change, please verify that your estimate has not expired. Quote is for production of SWF files at approximately 24 Frames/sec. Total price, is price plus cost of stock royalty free digital images. Conversion of client supplied digital images, if needed, is included in price.

Static Content provided should be in SWF, JPG, PNG, GIF 640 x 480 Format. **Mini AD Zone** 320 x 240, 640 x 480. (Min. 72 dpi).

Video & Animations should be 24 FPS, 42 point Veranda or Arial Fonts, 15, 30 or 60 seconds duration in SWF, FLV, MP4, M4V, MOV, 3GP MPG format (Preferably in 150 dpi or higher). **HD Full Screen Ad Zone** 854 x 480, 1280 x 720 or 1920 x 1080. **1/4 Screen Ad Zone** 640 x 480, 800 x 600, 1024 x 768.

Custom Animated Flash Animation (Minimum 15 Seconds)	UNITS	PRICE
Ad or Slide Creation/EA.	15 Sec. or Less	\$189
Ad or Slide Creation/EA.	30-60 Sec.	\$299
Ad or Slide Creation/EA. W/ SOUND	30 Sec.	\$349
Ad or Slide Creation/EA. W/ SOUND	60 Sec.	\$649
PC Screensaver Loop/EA.	180 Sec.	\$1,599
PC Screensaver Loop/EA. Edit	60 Sec	\$225
Custom Video Editing, Conversion & Production		
Video Codec Conversion	300 Sec.	\$99
Video Editing	60 Sec.	\$299
Multimedia & Post Production Services - Commercials, Education, Corporate for Broadcast - Podcast - Digital Signage - Websites - Social Networking - Shopping Carts	Per Project	ESTIMATE
Video Subtitles	60 Sec.	\$299
Power Point Conversion		
Static Slide Conversion Power Point to SWF	20 Slides	\$99
Animated Slide Conversion Power Point to SWF	20 Slides	\$149
Multimedia TV Broadcast & Programming Services		
Content Programming; Inserting, scheduling, deleting, any single multimedia item.	PER PLAYLIST	\$35
General Consulting (Travel & Per Diem Expenses are additional)	One Hour	\$120



CUSTOM FOREIGN LANGUAGE TRANSLATION

Custom translation of ED STAT GUIDE or any CNtv content products are \$.45/word (one time charge) plus an additional annual "foreign language" content subscription. Ask us for more details.

Custom translated versions requires a minimum 46" display to display the English and Translated versions side-by-side

Contact Us: ads@CareNetTV.com 1275 4th St. #612 Santa Rosa, CA 95404-4049 TOLL FREE (888) 202-9912

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COLOR CHART

Contrast is a major concern for digital signage. Colors of similar brightness should not be used together. The best combination for legibility is usually a light background with dark text. The impact of color has been recognized for centuries. More recently, psychological studies have attempted to define the types of emotions and reactions that certain colors elicit:

- | | |
|--|---|
| Red – excitement, danger, passion, power, aggression – increases appetite | Pink – calming, relaxing |
| Orange – warmth, enthusiasm, intensity – seen as less aggressive than red, also increases appetite | Purple – richness, sophistication, luxury |
| Yellow – energy, warmth, hope | Brown – stability, reliability, credibility |
| Green – growth, freshness, youth | White – innocence, purity |
| Blue – calm, tranquility, serenity | |

Another factor of note – bright colors tend to have more positive associations than dark colors.

Color Contrast - A High color contrast factor will improve legibility. Here are the best combinations, ranked in order of legibility from a distance.

<p>1</p>  <p>Black on Yellow</p>	<p>2</p>  <p>White on Black</p>	<p>3</p>  <p>Yellow on Black</p>	<p>4</p>  <p>White on Black</p>
<p>5</p>  <p>Blue on White</p>	<p>6</p>  <p>White on Blue</p>	<p>7</p>  <p>Blue on Yellow</p>	<p>8</p>  <p>Yellow on Blue</p>
<p>9</p>  <p>Green on White</p>	<p>10</p>  <p>White on Green</p>	<p>11</p>  <p>Red on White</p>	<p>12</p>  <p>White on Red</p>
<p>13</p>  <p>Red on Yellow</p>	<p>14</p>  <p>Yellow on Red</p>		



RESOLUTION CHART

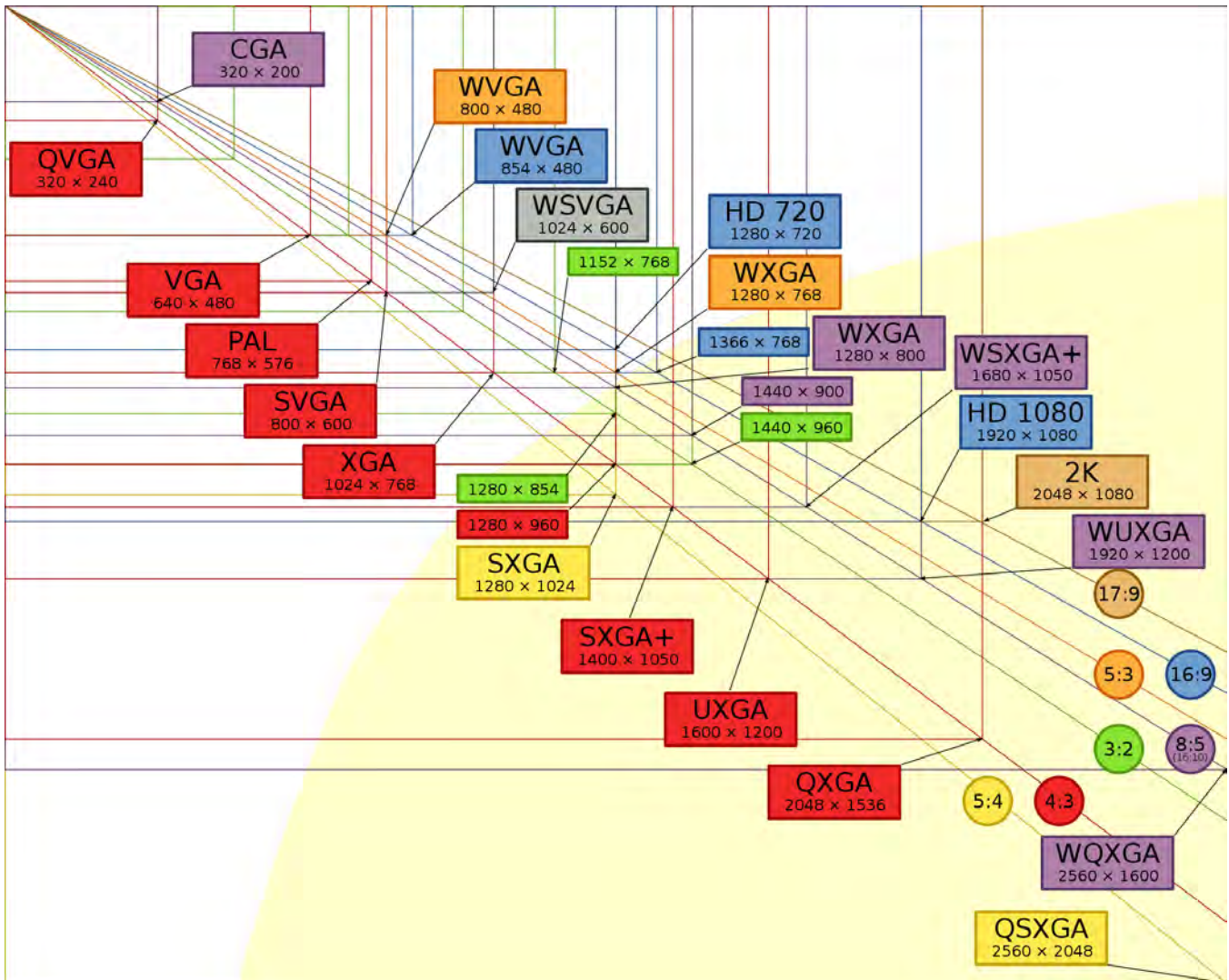


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CONTENT PROOFING



CUSTOM CONTENT CREATION & PROOFING
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Proofing Policy & Procedure

DISPLAY PROOFS:

It is the buyer's responsibility to review the final display proof and layout of their custom Ads and all their submissions (text and graphics) per the Seller's rates and specifications and written estimate. Seller will assign buyer a URL address hyperlink (internet webpage) to review and approve their display proof. The proof period is seven days, consists of a low resolution presentation that includes the Buyer's customization

Once the final proof has been reviewed and confirmed by the buyer in writing, no further changes can be made to that order without additional cost to buyer. Buyer has seven days from the date of seller's request for display proof approval to submit written approval or a change request order. Provided buyer has made payment, seller will except written requests for extension of the proofing period and delivery date if needed.

Seller will not accept responsibility for typographical errors, errors in spelling, grammar, punctuation, graphics, fonts, colors or content after client has approved the presentation proof by digital or written acknowledgement and acceptance. Seller will not be held responsible for client errors in finished sizes, color, resolution, or missing and erroneous information.

CHANGES

If Buyer requires changes to artwork, graphics, text, or layout after their final presentation proof approval, they must submit a Change Request in writing and provide the appropriate file formats. There will be additional resubmit fees charged to your account based on seller's service rates. If you wish to receive a new presentation proof, a fee of \$35 for website display proof will also be charged.

ELECTRONIC ORDERS. Buyer orders or change requests may be placed in writing or by electronic means. Electronic transactions shall be deemed to satisfy any legal formalities requiring that agreements be in writing in accordance with the Electronic Signatures in Global and National Commerce Act (15 U.S.C. § 7001).

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CONTENT PROOFING



Final Proof Approval

I have thoroughly reviewed the online multimedia presentation proof at:

URL: _____

Prepared for: _____

I agree that the customized presentation is now complete and ready for final production and shipping/broadcasting. I understand that any changes I require to the presentation design from this day forward will incur additional charges per the CNTV change request policy and rates.

Agent Signature

Company Date

Please sign this form and fax or email to:

Email: ads@carenettv.com FAX: CareNetTV.com, Inc. at (888) 202-9912

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