



Asset Combination List

Thanks for downloading this list!

Whichever Tier you're on (Bronze, Silver or Gold), you'll find below all the possible combinations of assets that make the most of your Marketing Asset Design Plan.

Some combinations will use up all your monthly points, while others will come just below the threshold, in which case your remaining points will rollover to the following month.

A few combinations will go over your allowance by 1 point, which will then be deducted from the following month's points.

The available assets come in 6 varieties; A, B, C, D, E and F, as detailed in the following table. However, you'll notice that only assets A to D are included in the 3 Tier Combination Lists.

This is because these are the most common assets most clients require, as well as the fact that assets E and F are much greater in extent, which means that, in order to provide you with the best possible value, they are therefore quoted on an individual basis.

If you need an asset of more than 16 pages, please don't hesitate to get in touch with me and I'll be happy to arrange a free consultation to go over the details before I provide you with a tailored quote.

Individual Marketing Assets

Asset Type:	Plan Rate:	Std. Rate:	Points:
A - Single-sided (1pp) Social Media Covers CD/DVD Covers S-s Leaflets Point-Of-Sale (POS)	£100 Web Banners Audiobook Covers Printed Flyers/eFlyers Printed/Web Banners	£150 Video/Podcast Splashes Printed/Online Ads Blog Headers Business Stationery	5pt eBook Covers Posters Printed Signage Wall/Vehicle Decal Graphics
B - Double-sided (2pp) Printed Flyers/Leaflets 2-page PDFs	£140 D-s Business Cards Basic Course Materials	£210 Food & Drink Menus Simple Forms	7pt CD/DVD Inlays /Rear Trays Short Checklist PDFs
C - Up to 6 pages (3-6pp) Advanced Forms Appointment Cards	£200 Folded Leaflets 4 to 6-page PDFs	£300 Tri-fold Brochures Long Checklist PDFs	10pt Folded CD+DVD Booklets Short Course Materials
D - Up to 16 pages (7-16pp) Long-form Documents Promotional Literature	£400 Short-form E-books Lead Magnets	£600 Sales Brochures Fanzines	20pt Extended Course Materials Medium CD/DVD Booklets
E - Up to 32 pages (17-32pp) Sales Brochures Style Guides	£600 - £780 Medium-length E-books Short Story Books	£900 - £1170 Children's Story Books Informational Pamphlets	30pt - 39pt Technical Manuals Extended CD/DVD Booklets
F - Over 32 pages (33pp+) Corporate Literature Product Catalogues	£800+ Extended E-books Hardback Books	£1200+ In-house Magazines Paperback Novels	40pt+ Operation Manuals Memoirs

Tier 1: Bronze

Monthly Cost:
£500

Assets per Month:
2 to 5

Points per Month:
25

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
1	5				£500	£750	5	25	-
2	3	1			£440	£660	4	22	(3)
3	2	2			£480	£720	4	24	(1)
4	1	3			£520	£780	4	26	(-1)
5	3		1		£500	£750	4	25	-
6	1	1	1		£440	£660	3	22	(3)
7	1		2		£500	£750	3	25	-
8	1			1	£500	£750	2	25	-

Tier 2: Silver

Monthly Cost:
£1000

Assets per Month:
3 to 10

Points per Month:
50

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
1	10				£1000	£1500	10	50	-
2	8	1			£940	£1410	9	47	(3)
3	7	2			£980	£1470	9	49	(1)
4	6	3			£1020	£1530	9	51	(-1)
5	4	4			£960	£1440	8	48	(2)
6	3	5			£1000	£1500	8	50	-
7	1	6			£940	£1410	7	47	(3)
8		7			£980	£1470	6	49	(1)
9	8		1		£1000	£1500	9	50	-
10	6	1	1		£940	£1410	8	47	(3)
11	5	2	1		£980	£1470	8	49	(1)
12	2	4	1		£960	£1440	7	48	(2)
13	1	5	1		£1000	£1500	7	50	-
14	6		2		£1000	£1500	8	50	-
15	3	2	2		£980	£1470	7	49	(1)
16	2	3	2		£1020	£1530	7	51	(-1)

Tier 2: Silver - Continued...

Monthly Cost:
£1000

Assets per Month:
3 to 10

Points per Month:
50

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
17		4	2		£960	£1440	6	48	(2)
18	4		3		£1000	£1500	7	50	-
19	1	2	3		££980	£1470	6	49	(1)
20	2	1	3		£940	£1410	6	47	(3)
21	2		4		£1000	£1500	6	50	-
22		1	4		£940	£1410	5	47	(3)
23			5		£1000	£1500	5	50	-
24	6			1	£1000	£1500	7	50	-
25	4	1		1	£940	£1410	6	47	(3)
26	3	2		1	£980	£1470	6	49	(1)
27	2	3		1	£1020	£1530	6	51	(-1)
28		4		1	£960	£1440	5	48	(2)
29	4		1	1	£1000	£1500	6	50	-
30	1	2	1	1	£980	£1470	5	49	(1)
31	2	1	1	1	£940	£1410	5	47	(3)
32			2	1	£1000	£1500	3	50	-
33	2			2	£1000	£1500	4	50	-
34		1		2	£940	£1410	3	47	(3)
35			1	2	£1000	£1500	3	50	-

Tier 3: Gold

Monthly Cost:
£1500

Assets per Month:
5 to 15

Points per Month:
75

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
1	15				£1500	£2250	15	75	-
2	13	1			£1440	£2160	14	72	(3)
3	12	2			£1480	£2220	14	74	(1)
4	11	3			£1520	£2280	14	76	(-1)
5	8	5			£1500	£2250	13	75	-

Tier 3: Gold - Continued...

Monthly Cost:
£1500

Assets per Month:
5 to 15

Points per Month:
75

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
6	6	6			£1440	£2160	12	72	(3)
7	5	7			£1480	£2220	12	74	(1)
8	4	8			£1520	£2280	12	76	(-1)
9	2	9			£1460	£2190	11	73	(2)
10	1	10			£1500	£2250	11	75	-
11	13		1		£1500	£2250	14	75	-
12	11	1	1		£1440	£2160	13	72	(3)
13	10	2	1		£1480	£2220	13	74	(1)
14	9	3	1		£1520	£2280	13	76	(-1)
15	7	4	1		£1460	£2190	12	73	(2)
16	6	5	1		£1500	£2250	12	75	-
17	4	6	1		£1440	£2160	11	72	(3)
18	3	7	1		£1480	£2220	11	74	(1)
19	2	8	1		£1520	£2280	11	76	(-1)
20		9	1		£1460	£2190	10	73	(2)
21	11		2		£1500	£2250	13	75	-
22	8	2	2		£1480	£2220	12	74	(1)
23	7	3	2		£1520	£2280	12	76	(-1)
24	5	4	2		£1460	£2190	11	73	(2)
25	4	5	2		£1500	£2250	11	75	-
26	2	6	2		£1440	£2160	10	72	(3)
27	1	7	2		£1480	£2220	10	74	(1)
28		8	2		£1520	£2280	10	76	(-1)
29	9		3		£1500	£2250	12	75	-
30	7	1	3		£1440	£2160	11	72	(3)
31	6	2	3		£1480	£2220	11	74	(1)
32	5	3	3		£1520	£2280	11	76	(-1)
33	3	4	3		£1460	£2190	10	73	(2)
34	2	5	3		£1500	£2250	10	75	-
35		6	3		£1440	£2160	9	72	(3)
36	7		4		£1500	£2250	11	75	-

Tier 3: Gold - Continued...

Monthly Cost:
£1500

Assets per Month:
5 to 15

Points per Month:
75

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
37	5	1	4		£1440	£2160	10	72	(3)
38	4	2	4		£1480	£2220	10	74	(1)
39	3	3	4		£1520	£2280	10	76	(-1)
40	1	4	4		£1460	£2190	9	73	(2)
41		5	4		£1500	£2250	9	75	-
42	5		5		£1500	£2250	10	75	-
43	3	1	5		£1440	£2160	9	72	(3)
44	2	2	5		£1480	£2220	9	74	(1)
45	1	3	5		£1520	£2280	9	76	(-1)
46	3		6		£1500	£2250	9	75	-
47	1	1	6		£1440	£2160	8	72	(3)
48		2	6		£1480	£2220	8	74	(1)
49	1		7		£1500	£2250	8	75	-
50	11			1	£1500	£2250	12	75	-
51	9	1		1	£1440	£2160	11	72	(3)
52	8	2		1	£1480	£2220	11	74	(1)
53	7	3		1	£1520	£2280	11	76	(-1)
54	5	4		1	£1460	£2190	10	73	(2)
55	4	5		1	£1500	£2250	10	75	-
56	2	6		1	£1440	£2160	9	72	(3)
57	1	7		1	£1480	£2220	9	74	(1)
58		8		1	£1520	£2280	9	76	(-1)
59	9		1	1	£1500	£2250	11	75	-
60	7	1	1	1	£1440	£2160	10	72	(3)
61	6	2	1	1	£1480	£2220	10	74	(1)
62	5	3	1	1	£1520	£2280	10	76	(-1)
63	3	4	1	1	£1460	£2190	9	73	(2)
64	2	5	1	1	£1500	£2250	9	75	-
65		6	1	1	£1440	£2160	8	72	(3)
66	7		2	1	£1500	£2250	10	75	-
67	5	1	2	1	£1440	£2160	9	72	(3)

Tier 3: Gold - Continued...

Monthly Cost:
£1500

Assets per Month:
5 to 15

Points per Month:
75

#	A	B	C	D	Plan Rate:	Std. Rate:	Assets:	Points:	Rollover:
68	4	2	2	1	£1480	£2220	9	74	(1)
69	3	3	2	1	£1520	£2280	9	76	(-1)
70	1	4	2	1	£1460	£2190	8	73	(2)
71		5	2	1	£1500	£2250	8	75	-
72	5		3	1	£1500	£2250	9	75	-
73	3	1	3	1	£1440	£2160	8	72	(3)
74	2	2	3	1	£1480	£2220	8	74	(1)
75	1	3	3	1	£1520	£2280	8	76	(-1)
76	3		4	1	£1500	£2250	8	75	-
77	1	1	4	1	£1440	£2160	7	72	(3)
78		2	4	1	£1480	£2220	7	74	(1)
79	1		5	1	£1500	£2250	7	75	-
80	7			2	£1500	£2250	9	75	-
81	5	1		2	£1440	£2160	8	72	(3)
82	4	2		2	£1480	£2220	8	74	(1)
83	3	3		2	£1520	£2280	8	76	(-1)
84	1	4		2	£1460	£2190	7	73	(2)
85		5		2	£1500	£2250	7	75	-
86	5		1	2	£1500	£2250	8	75	-
87	3	1	1	2	£1440	£2160	7	72	(3)
88	2	2	1	2	£1480	£2220	7	74	(1)
89	1	3	1	2	£1520	£2280	7	76	(-1)
90	3		2	2	£1500	£2250	7	75	-
91	1	1	2	2	£1440	£2160	6	72	(3)
92		2	2	2	£1480	£2220	6	74	(1)
93	1		3	2	£1500	£2250	6	75	-
94	3			3	£1500	£2250	6	75	-
95	1	1		3	£1440	£2160	5	72	(3)
96		2		3	£1480	£2220	5	74	(1)
97	1		1	3	£1500	£2250	5	75	-