



KLEBANOFF ASSOCIATES, INC.

COMMUNICATING INFORMATION TECHNOLOGIES TO MARKETS



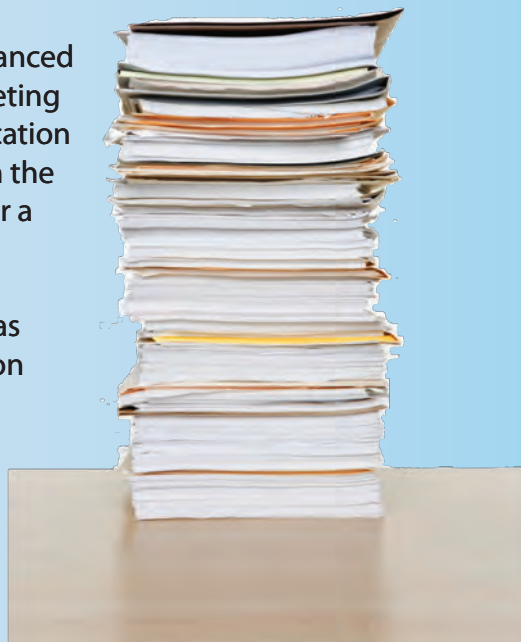
Writing Services

Joel Klebanoff

Joel Klebanoff, president of Klebanoff Associates, Inc., has a unique history of experience and education that melds advanced understanding and skills in information technologies, marketing and writing. For almost ten years he was a mainframe application programmer. After attaining a marketing-focused MBA from the University of Toronto, he became the marketing manager for a computer consulting firm.

Joel founded Klebanoff Associates in 1989. Since then, he has provided marketing communications services for information technology vendors, with a focus on writing white papers, articles, brochure copy, case studies and other marketing collateral.

In addition to providing marketing communications services for vendors, Joel has also written editorial and advertorial articles, product reviews and case studies for publications such as MC Press and System iNews. He is also the author of *BYTE-ing Satire: A light-hearted poke in technology's eye*.



Fees

Fees vary depending on the length, nature and amount of research required for a writing assignment, but the price usually falls into the following ranges:

Articles: \$500 — \$4,000

Case studies: \$600 — \$2,000

White papers: \$2,500 — \$5,000

As an alternative, work can be billed on an hourly basis, at a rate of \$100 per hour. This is usually less expensive than the fixed price option, but there is no advance guarantee of the total project cost. While there is a promise to use best efforts to complete the project as efficiently as possible, under the hourly rate structure the client assumes the risk of things not going according to plan.

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