

## WHAT IS PICADOR CREATIVE?

Picador Creative is a service of Texas Tech University's Center for Agricultural Technology Transfer. We are a service center aiming to build quality communications products for agricultural businesses in the West Texas region at a reasonable price. Our services are designed to enhance your business through strategic communication. We offer turn-key services, from creative idea to the execution of a final product.

## WHAT IS A PICADOR?

A picador is a Matador "in training." Many Texas Tech Matadors go on to become leaders in agricultural communications. In order for Texas Tech to continue in this tradition of success, we take advantage of preparing our students for the work force. The service center is a way to emphasize the importance of education and help our "Picadors" gain valuable experience outside a classroom setting.



FOR PRICES OR ADDITIONAL INFORMATION,  
PLEASE CONTACT OUR TEAM:

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Lubbock, TX 79416  
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806.742.2816



TEXAS TECH UNIVERSITY  
Center for Agricultural Technology Transfer



## WHY US?

By choosing Picador Creative, your business is exposed to a vast array of resources. Our service center consists of two undergraduate designers, a graduate supervisor and a team of four agricultural communications faculty members working together to create unique, quality products. Our designers are up-to-date on the latest programs in the design industry, and our products are offered at discounted rates.

Additional services can be produced upon request. Contact us today to learn more.



## AVAILABLE SERVICES:

### GRAPHIC DESIGN

- Business cards
- Letterhead
- Full-color brochure
- Print design
- Newsletter template - up to 8 pages
- Logo - five options

### ONLINE MEDIA

- Website - up to eight separate pages
- Online media graphic
- Online media plan
- Online newsletter template
- Website re-design

### VIDEO PRODUCTION & PHOTOGRAPHY

- Photography editing
- Custom photography
- General video footage
- Basic video package - one to two minutes
- Promotional video - two to six minutes

### WRITING

- News release
- Fact sheet
- Backgrounder
- Biography
- Talking points
- Opinion editorial - up to five pages
- Feature article - up to five pages

## PACKAGES:

### MULTIMEDIA PACKAGE

- Basic video package
- Up to 10 edited custom images
- Five minutes of general video footage

### ONLINE MEDIA PACKAGE

- Online media plan
- Three online media graphics
- Account set-up
- Basic online content development

### NEWSLETTER PACKAGE

- Newsletter content development
- Up to five edited custom images
- Custom newsletter graphic

### MEDIA KIT PACKAGE

- Five writing items
- Five custom images
- Custom folder design

### STARTER PACKAGE

- Logo
- Brochure
- Business card
- Print design
- Online media plan