

CDs for Tech Transfer Training & Marketing

“Web-site in a box”

Donald A. Nordlund
Technology Transfer Coordinator



UNITED STATES DEPARTMENT of AGRICULTURE
AGRICULTURAL RESEARCH SERVICE

OFFICE of TECHNOLOGY TRANSFER



We are often called upon to make formal presentations related to technology transfer procedures or opportunities:

- In house technology transfer related training efforts.
- Opportunity awareness training for potential outside partners, including economic development organizations.

We usually use handouts as training/marketing aids!

Training/Marketing Aids

- **Traditional – Paper**
 - Bulky and difficult to transport
 - Expensive
 - May require special order
 - Often not easy to modify
- **CDs**
 - Very compact and easy to transport or mail
 - Inexpensive (relative to the amount of material one can hold)
 - Can contain much more material than one could possibly provide in paper format
 - Once basic preparation is done, modification, customization and duplication is easy
 - Special order may be required for large quantities, but it is faster and less expensive than printing
 - Users can print, duplicate, or e-mail items of special interest
 - Can provide editable documents
 - Professional looking

Process for Preparing a “Web Site in a Box”

- **Collect or prepare material in appropriate electronic formats**
- **Use web site design software (Dreamweaver MX, FrontPage, Macromedia Studio MX, etc.) to prepare necessary HTML files and make links to training material (Once this is done, modification and updating become relatively easy and quick processes)**
- **Copy the “web site” and auto run files to an appropriate CD**
- **Duplicate CD to produce the required number of copies**
- **Prepare and attach CD labels**

Call Us Now @:

888-292-7225

Business Card CD-R

Business Cards CDR, 50 MB capacity.



Business Card CDR Rectangular

Regular price: \$28.87

Sale price: **\$11.75**



Business Card CDR Curved

Regular price: \$19.85

Sale price: **\$12.50**



Business Card CDR Inkjet
Printable

Regular price: \$60.00

Sale price: **\$45.00**

Blank CDs are available in different sizes, shapes and capacities. Business card sized CDs are convenient for some uses, but slightly more expensive and contain less storage space than standard sized CDs.

Easy to use label making kits are also available.

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DUPLICATION

Most computers now have RW-CD drives, which can be used to prepare CDs.

CD duplication equipment is available in different sizes, configurations and prices.

Also, CD duplication services are available for large orders.



7 Bay CD Duplicator

Regular price: \$2,999.00

Sale price: **\$1,499.00**



"Stand Alone
CD Duplicator"

\$299

Regular price: \$499.00

Sale price: **\$299.00**



Stand alone 1 to 4 DVD Duplicator

Regular price: \$4,200.00

Sale price: **\$2,500.00**



"DVD Duplicator"

7 Bay System

\$3999

Regular price: \$5,500.00

Sale price: **\$3,999.00**



CD Duplication & Printing

\$1.25

Including CDR & Sleeve

Regular price: \$2.99

Sale price: **\$1.25**



Stand alone 2 to 1 DVD Duplicator

Regular price: \$2,500.00

Sale price: **\$1,620.00**

Effective use of CD technology can:

- Improve efficiency
- Improve portability and “shareability”
- Increase the amount of information provided
- Increase the usefulness/accessibility of the information
- Reduce costs
- Reduce storage space requirements
- Be more professional