



## Display

IP List: \$900 per list   Minimum Order 50,000	
GPS Targeting	Rate (CPM)
Geofencing	\$3.50
Event Geofencing	\$3.50
Addressable Geofencing	\$3.50
Waze GPS	\$3.50 + \$100 set up fee
Display (Standard)	Rate (CPM)
Site Retargeting	\$3.50
Category Contextual	\$3.50
Search/Keyword Retargeting	\$3.50
Dynamic	\$3.50
Native	\$5.00
CRM Targeting <small>*Requirements: First/Last Name, Address, Email</small>	\$3.50
Weather Trigger	\$7.00

## Video

<small>*All video production must be provided by the client. Premium PreRoll must be approved.</small>	
Video	Rate
YouTube	\$15 CPM
TruView	15% Margin
PreRoll (Non-YouTube)	\$15 CPM
PreRoll Premium IP Targeting	\$18 CPM
CTV/OTT	\$32 CPM
Facebook	15% Margin

## WebSite

Website Packages	Rate	Turn Around
<small>*Content not included</small>		
Landing Page	\$400	30 Days
Responsive Up to 10 Pages	\$1,500	60 Days
Responsive Up to 20 Pages	\$3,000	60 Days
Responsive Over 20 Pages	\$6,000	60 Days
E-Commerce	Custom	60 Days

## Live Chat

Live Chat Packages	Rate	Includes
Live Chat Starter Pack	\$250	Up to 20 Live Chat Leads/Month
Live Chat Pro	\$400	Up to 50 Live Chat Leads/Month

## Search Engine Marketing

<small>*\$100 Set Up Fee is required if Bing and Yahoo will be used.</small>	
PPC/SEM	Rate
Google	15% Margin
Bing	15% Margin
Yahoo	15% Margin
Shopping	Rate
Google Shopping	15% Margin
Amazon	15% Margin

## SEO

<small>*All SEO accounts must be approved. *SEO contracts are 13 months. Month 1 is Set Up; Month 2-13 program execution. *Proof of Performance must have a location tied to each keyword/ phrase. *SEO Reports/Dashboards go live 30 days after set up starts. *Proof of Performance is based on 3 months. Factors will be built around rank movement.</small>	
SEO Packages	Monthly Rate
1-15 Keywords/Phrases	\$900
Up to 25 Keywords/Phrases	\$1,200
Up to 40 Keywords/Phrases	\$1,800

## Email

<small>*All Presale info requires up to 3 days if we are building custom marketing list. *Custom marketing list example : Demo, Credit Score, Income, etc... *Mail matchback includes: mailing address to all emails from data sample.</small>	
Email	Rate
Standard E-Blast	\$12 CPM
Retargeting Opens	\$3.50 CPM
Mail Match Back	\$100
Email Creation	\$500

## Audio

Audio Ads	Rate (CPM)
Blended Streaming Network	\$12
Spotify/Pandora	\$20

## Social Media Advertising

Social Media Platform	Rate
Facebook and/or Instagram	15% Margin
LinkedIn	15% Margin
Yelp	15% Margin
Twitter	15% Margin

\*Order Minimum \$2,000. Minimums can be adjusted if multiple products are being used.

\*All contracted budgets for all products including promised impressions will be rolled over to the next month if not fully delivered within the contracted time frame.

\*All turn around times start once materials are gathered. Not when contract is signed. Make sure client is aware and we are not liable if they are slow to get material for builds.