



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 | \$3.50 |
| 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</small> | |
|--|--------------|
| <small>*SEO contracts are 13 months. Month 1 is Set Up; Month 2-13 program execution.</small> | |
| <small>*Proof of Performance must have a location tied to each keyword/ phrase.</small> | |
| <small>*SEO Reports/Dashboards go live 30 days after set up starts.</small> | |
| <small>*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.</small> | |
|--|------------|
| <small>*Custom marketing list example : Demo, Credit Score, Income, etc...</small> | |
| <small>*Custom program builds include: E-blast, Targeting data, retargeting, and mail matchback.</small> | |
| <small>*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 | \$200 |

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.