



\*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 accountable if they are slow to get material for builds.

## Display

IP List- \$900 per list   Minimum Order 50,000		
*CRM Training Requirements to run program - First/ Last Name, Address, Email		
GPS Targeting	Rate (CPM)	Set Up Fee
Geofencing	\$3.50	
Event Fencing	\$3.50	
Waze GPS	\$3.50	\$100
Addressable Geofencing	\$3.50	
Display (standard)	Rate (CPM)	
Site Retargeting	\$3.50	
Category Contextual	\$3.50	
Search/ Keyword	\$3.50	
Dynamic	\$3.50	
Native	\$3.50	
Search Retargeting	\$3.50	
CRM Targeting	\$3.50	

## Video

*All video production must be provided by the client. Premium PreRoll must be approved.		
Video	Rate	Source
Youtube	\$15 CPM	Youtube
Facebook	15% Mgmt Fee	Facebook
PreRoll (Non Youtube)	\$15 CPM	Google/Simpli.fi
PreRoll Premium IP Targeting	\$18 CPM	Simpli.fi /Google
TruView	15% Mgmt Fee	Google
CTV/OTT	\$32 CPM	Zyp / Simpli

## WebSite

Website	Rate	Turn Around
Leading Page	\$250	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	Rate (*Net)	Includes
Live Chat Starter Pack	\$250	includes up to 20 chats per month
Live Chat Pro	\$400	includes up to 50 chats per month

## Search Engine Marketing

*Set Up Fee is Required if Bing and Yahoo will be used.		
*Minimums can be adjusted if multiple products are being used. Order Minimum \$2,000		
PPC/ SEM	Rate	
Google	15% Mgmt Fee	na
Bing	15% Mgmt Fee	na
Yahoo	15% Mgmt Fee	na
Shopping	Rate	
Amazon	15% Mgmt Fee	na
Google Shopping	15% Mgmt Fee	na

## SEO

*All SEO accounts must be approved	
*All 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 Dashboards go live 30 days after Set Up starts.	
*Proof of Performance is based on 3 months. Factors will be built around rank movement.	
SEO	
1-15 Keywords/ Phrases	\$900
Up to 25 Keywords/ Phrases	\$1,200
Up to 40 Keywords/ Phrases	\$1,800

## Email

*All Presale info requires up to 3 days if we are building custom marketing list.	
*Custom marketing list example : Demo, Credit Score, Income, ETC...	
*Custom program builds include: E-blast, Targeting data, retargeting, and mail matchback.	
*Mail matchback includes: mailing address to all emails from data sample.	
Email	Rate
Standard E-Blast	\$12 CPM
Retargeting Options	\$3.50 CPM
Mail Match Back	\$100
Email Creation	\$200

## Social Media

Full service posting: Includes Facebook and Instagram	
Social Media	Rate
Facebook/ Instagram	15% Mgmt Fee
LinkedIn	15% Mgmt Fee
Yelp	15% Mgmt Fee
Twitter	15% Mgmt Fee