



Display

List Purchase: \$350 per list up to 25,000 (\$14 CPM additional)

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

*All video production must be provided by the client. Premium PreRoll must be approved.

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 <small>*Content not included</small>	Rate	Turn Around
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

Creative Services

Creative	Rate
Display Ads: 3 sizes (animated)	\$150
Display Ads: 5 sizes (animated)	\$250
Social Media: 1 piece of creative/ad	\$100

Search Engine Marketing

*\$100 Set Up Fee is required if Bing and Yahoo will be used.

PPC/SEM	Rate
Google	15% Margin
Bing	15% Margin
Yahoo	15% Margin
Shopping	Rate
Google Shopping	15% Margin
Amazon	15% Margin

SEO

*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.

SEO Packages	Monthly Rate
1-15 Keywords/Phrases	\$900
Up to 25 Keywords/Phrases	\$1,200
Up to 40 Keywords/Phrases	\$1,800

Email

*Custom marketing list example: Demo, Credit Score, Income, etc...

Email	Rate
Standard E-Blast & Creative Up to 62,500 (\$12 CPM additional)	\$1200
Hashed Email List Purchase To be used on Display & Facebook	\$350 up to 50,000 (\$7 CPM additional)
Direct Mail List Purchase Doesn't include deployment	\$350 up to 25,000 (\$14 CPM additional)

Audio

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

Social Media Advertising

List Purchase: \$350 per list up to 50,000 (\$7 CPM additional)

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.