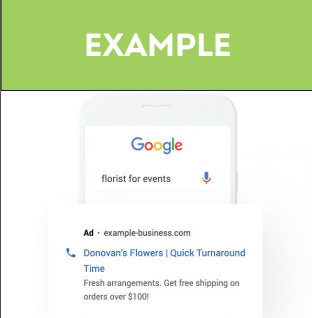


PAID ADVERTISING CAMPAIGN PRICING

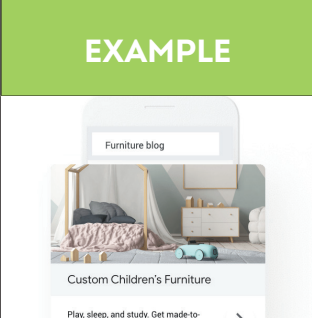
Search Campaigns / Pay-Per-Click (PPC)

Utilizes Google Adwords. Your business and relevant services or offers listed at the top of Google search results based on potential customer keyword searches.

EXAMPLE	BEST USED FOR	COST
	<p>General advertising and specific service offers. Highlight your key services or specials, geared towards specific keywords that people are Googling.</p>	<p>15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)</p>

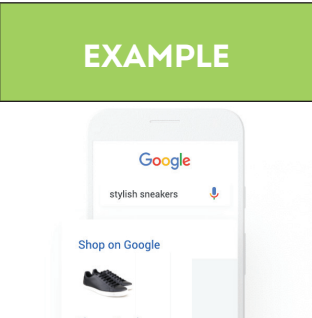
Display Ads / Banner Ads

Utilizes Google Adwords. Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail, or using mobile devices and apps.

EXAMPLE	BEST USED FOR	DESIGN COST	AD COST
	<p>Customers who want to strengthen their inbound marketing and bring people to specific places on their website.</p>	<p>\$100 - \$200 7 - 15 ad sizes set up</p>	<p>15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)</p>


Shopping Campaigns

Utilizes Google Adwords. Highlights specific items you have for sale in your inventory and displays them at the top of the "Shopping" tab in Google search results.

EXAMPLE	BEST USED FOR	DESIGN COST	AD COST
	<p>Customers who have specific items for sale.</p>	<p>Based on Needs Optional product image setup if needed</p>	<p>15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)</p>

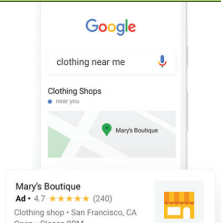
Video Ads

Utilizes YouTube. Reach potential customers when they watch or search for videos on YouTube—and only pay when they show interest.

EXAMPLE	BEST USED FOR	DESIGN COST	AD COST
 <p>Nina's Robots We build bite-sized robots</p>	Anyone with video content to highlight their business or services.	Use your own video or ask us about pricing for a custom video for your business.	15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)

Local Campaigns

Utilizes Google Adwords. Promote your physical locations across Google. Local campaigns help you reach shoppers to highlight your nearby stores, in-store product inventory, or special promotions.

EXAMPLE	BEST USED FOR	COST
 <p>Mary's Boutique Ad - 4.7 ★★★★★ (240) Clothing shop • San Francisco, CA Open - Closes 9PM</p>	Customers who want to stand out from the crowd when users are searching for the location of specific products or services on Google maps.	15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)

Social Campaigns

There are many different kinds of social campaigns with specific goals or targets on each social platform. Let us know when you want to explore your options and we can help.

EXAMPLE	BEST USED FOR	DESIGN COST	AD COST
 <p>Dollar Shave Club Here's why so many people are joining the Club. Curious about Dollar Shave Club?</p>	Customers who have events, featured products, or specials they'd like to feature on social.	Based on Needs Depends on platform use.	15% management fee above ad spend (example: \$100 monthly ad spend = \$115 total cost)

Disclaimer

All pricing based on "average" marketing needs of customers. Pricing may differ due to individual usages. Any adjustments to pricing will be discussed with customers prior to beginning any work. Pricing and services subject to change.