



MULTIMEDIA

WEB ♦ CONTENT ♦ VIDEO

# STATEMENT OF WORK



PURA VIDA  
MULTIMEDIA

WEB. CONTENT. VIDEO

## Prepared for:

Eric Rivkin

8886.6802

## PuraVida Multimedia Contact Info:

Pura Vida MultiMedia

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## Date:

Sep 20, 2011

# STATEMENT OF WORK



## WEB DEVELOPMENT

\$300

- Visual redesign of [www.vivalaraw.org](http://www.vivalaraw.org) – colors, background, header, and sidebar

\$170

- Navigation and page layout (wireframing)

\$85

- Call to Action graphic in sidebar for newsletter signups

\$250

- Photo Gallery with Lightbox

\$250

- Setup of shopping cart for print and digital books

# STATEMENT OF WORK



CONTENT	\$500	<ul style="list-style-type: none"><li>•Website page revision – articles and sales funnel<ul style="list-style-type: none"><li>•Pages: Farm, Non-Profit, Retreats, Ebook and Book (Store), Levels of Visitation</li></ul></li></ul>
MARKETING	\$225	<ul style="list-style-type: none"><li>•Email newsletter setup (includes first draft)</li></ul>
	\$170	<ul style="list-style-type: none"><li>•Formatting and Layout Design of Ebook</li></ul>

# STATEMENT OF WORK



## VIDEO

\$300

- Edit extant footage into promotional video, with transitions and music

\$300

- Create interview footage describing subject of your choice (farm, charity, etc.)

\$500

- Integrate interview with extant footage into 3–5 minute promotional video

\$170

- Distribute video online through social media platforms

# STATEMENT OF WORK



## RECOMMENDED PACKAGE

### PHASE 1

OBJECTIVE: TO CREATE A SALES CHANNEL  
THAT MAKES PURCHASING YOUR COOKBOOK  
AND YOUR EBOOK EASY AND CONVENIENT  
FOR THE USER

- Visual redesign of [www.vivalaraw.org](http://www.vivalaraw.org) – colors, background, header, and sidebar
- Call to Action graphic in sidebar for newsletter signups
- Setup of shopping cart for print and digital books
- Email newsletter setup (includes first draft)
- Formatting and Layout Design of Ebook

**Total Cost: \$1030**

# STATEMENT OF WORK



## RECOMMENDED PACKAGE

### PHASE 2

OBJECTIVE: TO OVERHAUL THE CONTENT AND DESIGN OF [WWW.VIVALARAW.ORG](http://WWW.VIVALARAW.ORG) TO REFLECT YOUR MULTI-FACETED PROGRAMS AND OPPORTUNITIES, AND TO ATTRACT THE IDEAL CANDIDATES

- Navigation and page layout (wireframing)
- Website page revision – articles and sales funnel
  - Pages: Farm, Non-Profit, Retreats, Store, Levels of Visitation
- Photo Gallery with Lightbox
- Edit extant footage into promotional video, with transitions and music
- Create interview footage describing subject of your choice (farm, charity, etc.)
- Integrate interview with extant footage into 3–5 minute promotional video
- Distribute video online through social media platforms

**Total Cost: \$2190**

# STATEMENT OF WORK



## ESTIMATE & PROJECT COMPLETION

**Website Development: 12 Hours**

**Content Marketing: 12 Hours**

**Videography: 16 Hours**

- Estimated time until delivery: **45 days**  
(includes time for feedback and revision cycles)
- Current Hourly rate: \$85/hour
- You may choose Recommended Package 1, Package 2, or a mix of A La Carte services

**Estimate Total: \$3,220**

- Hourly or Fixed-Bid options available.
- For Hourly, invoices are sent every Saturday, and due within 7 days. All payments taken through PayPal to Caelan@PuraVidaMultiMedia.com
- For Fixed-Bid option, 50% downpayment required in order to begin work; additional 50% due upon satisfactory completion of the project. Additional standard terms & conditions can be found here: <http://goo.gl/f3DTz>