



STATEMENT OF WORK



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

Prepared for:

Costa Rica Star

www.news.co.cr

PuraVida Multimedia Contact Info:

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INTAKE PROCESS

At Pura Vida MultiMedia, we believe that building a website is a collaborative process.

To understand and craft your digital vision, we will spend time interviewing you in-depth about your goals and aesthetic preferences. We will proceed, with some variation, along this outline:

1. Graphic Design (logo and marketing collateral)
2. Wireframes (outlines of website navigation)
3. Content (populating copy and photos)
4. Web Design (visual layout)
5. Web Development (coding, account integration)
6. Promotion (announcement, strategic alliances, social media strategy)

Specific details of the work are outlined below.

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WEBSITE DESIGN & DEVELOPMENT

Rate: \$3600

- Visual design and customization
- Navigation, Sidebar, Header and Footer design
- Up to 15 pages of copy and photos
- Wordpress blog engine and theme customization
- Custom graphics for in-site design elements
- Multiple author permissions (admin, author, editor, subscriber)
- Forum Architecture with Facebook sign-in
- Content Migration from Existing Site
- Sidebar widgets for Currency Conversion, Weather, etc.

STATEMENT OF WORK



SOCIAL MEDIA MARKETING

Rate: \$ 1150

MOBILE VERSION

Rate: \$ 750

- Custom Backgrounds designed for Social Media profiles on Facebook, Twitter, LinkedIn, and YouTube
 - Seeding of followers and fans
 - RSS Email Newsletter setup
 - Draft email newsletter writing and design
 - Cleansing and conversion of existing list of email addresses
 - Autoposting feature integrating blog with SM accounts
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- Mobile version of site developed for iOS, Android, and Tablet platforms
 - Integration with Social media feeds
 - QR Codes developed for use in marketing collateral

STATEMENT OF WORK



GRAPHIC DESIGN

Rate: \$ 250/ea

- 2 rounds of revision for any marketing collateral
- Delivery of all source files and standard filetypes

- Logo design and development for texture and layers
- Creation of icon to represent the Costa Rica Star brand

- Brochure - trifold, QR code on back for lead capture
- Postcard - call to action on front, suitable for mail merge
- Banner advertisements for web advertising

STATEMENT OF WORK



MOTION GRAPHICS

Rate: \$ 550

1-3 MINUTE VIDEO

Rate: \$ 3500

10 MINUTE VIDEO

Rate: \$ 7800

- 5 second visual branding of logo using After Effects
- Template file for future use in standard programs (Final Cut Pro, Adobe Premiere, and iMovie)

- Onsite interviews and footage - 2 days
- Scriptwriting and pre-production
- Editing with 2 rounds of revision

- 4 breaks in pace of video, at 30s, 60s, 120s, and 5 minutes
- Motion Graphics (included) inserted at breaks
- Onsite interviews and footage - 4 days
- Scriptwriting and Editing with 2 rounds of revision

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TOTAL

(WITH ALL THE BELLS AND WHISTLES)

Rate: \$ 10,600

HOURLY RATE

Rate: \$ 100

(FOR ADDITIONAL SERVICES)

- This is a draft version of the Statement of Work that Pura Vida MultiMedia can provide for you. After an intake process, we can add or subtract different elements from this stage of the proposal.
- Videography services may not be a very high priority for you at this stage, but we highly recommend logo design. The effectiveness of having a visual identity to brand you across the internet cannot be overstated.
- Our standard terms and conditions can be found here: <http://goo.gl/f3DTz>

