



STATEMENT OF WORK



PURA VIDA
MULTIMEDIA

WEB. CONTENT. VIDEO

Prepared for:

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Pura Vida MultiMedia

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WEBSITE DESIGN & DEVELOPMENT

Rate: \$2500

- Visual design and customization
- Navigation, Sidebar, Header and Footer design
- 20 pages of copy and photos
- Wordpress blog engine
- Custom graphic design for buttons and page elements
- Email account setup (and integration with current email accounts) for up to 10 emails
- Hosting during development period (then \$10/month)
- Search Engine Optimization and Site Submission to major search engines

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CONTENT MARKETING

Rate: \$ 1150

- Creation of Social Media profiles on Facebook, Twitter, LinkedIn, Tumblr, and Pinterest
- Seeding of 1000 followers and 100 fans
- Email Newsletter design, development, and integration
- Autoposting feature integrating blog with SM accounts
- 1 month of Social Media Management
- PDF Ebook design and development on subject of your choice (suggested: Top 10 Questions to Ask Before You Buy A Used Car)
- Offered to all new email newsletter subscribers upon confirmation of subscription
- Promotion through Social Media Sphere

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GRAPHIC DESIGN

Rate: \$ 250/ea

- 2 rounds of revision for any marketing collateral
- Delivery of all source files and standard filetypes
- Logo design process - 3 different directions, followed by 2 rounds of revision on selected direction
- Brochure - trifold, QR code on back for lead capture
- Postcard - call to action on front, suitable for mail merge
- Advertisement for local magazine
- Banner advertisement for web advertising

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MOTION GRAPHICS

Rate: \$ 550

1-3 MINUTE VIDEO

Rate: \$ 1500

3-5 MINUTE VIDEO

Rate: \$ 2500

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

- Flashy interlude of text and photos
- Marketing copy representing your core messaging
- 2 rounds of revision on content and mood

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

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FINAL ESTIMATE & PROJECT COMPLETION

Recommended Services:

- Website Design, Content Marketing, and Logo Design

Estimate Total: \$3,900

- Estimated time until delivery: **60 days**
(includes time for feedback and revision cycles)
- \$1950 downpayment required in order to begin work; final \$1950 due upon satisfactory completion of the project.
- Additional standard terms & conditions can be found here: <http://goo.gl/f3DTz>

