


| DIGITAL ADVERTISING | MANAGEMENT FEE |
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| <p>Choose up to three platforms:</p> <div> <div>Google Paid Search</div> <div>YouTube</div> </div> <div> <div>In-Market Display</div> <div>Microsoft Ad Center</div> </div> <div> <div>Programmatic</div> <div>Twitter Paid Social</div> </div> <div> <div>Facebook</div> <div>Local WAZE Advertising</div> </div> <p><small>*Additional Platforms \$250 Each. Custom Creative add \$200 per piece.</small></p> | <p>Spend Under \$4,999 20% Management Fee</p> <p>Spend Over \$5,000 \$1,000 Flat Fee</p> |

| FUEL: SEARCH & DISPLAY | PRICE |
|---|----------|
|  <p>Our dynamic advertising program maximizes the impact of your ad budget by creating customized, highly-targeted text ads and keyword lists based on real-time inventory data and conditional logic.</p> | \$200/mo |

| SEO PACKAGES | STANDARD \$999 | ADVANCED \$1,499 | DOMINATE \$2,299 |
|-----------------------------------|-------------------|---------------------|---------------------|
| Keyword Optimization | ✓ | ✓ | ✓ |
| Ongoing Website Optimization | ✓ | ✓ | ✓ |
| Advanced Google Analytics | ✓ | ✓ | ✓ |
| Google Webmaster Tools Monitoring | ✓ | ✓ | ✓ |
| Reporting | ✓ | ✓ | ✓ |
| Content Creation | ✓ | ✓ | ✓ |
| Competitor Analysis | ✓ | ✓ | ✓ |
| Social Integration | ✓ | ✓ | ✓ |
| Custom Strategy | | ✓ | ✓ |
| Local Optimization | | ✓ | ✓ |
| Performance Management | | ✓ | ✓ |
| Event Support and Outreach | | | ✓ |
| Creative Support | | | ✓ |