

PARTNER PRICING

LAST UPDATED: 02.28.20



RETAIL PRICING SHEET

DISPLAY ADS	Suggested Retail
General placement and Retargeting	✓
Keyword search retargeting	✓
Geo-fencing	✓
Contextual targeting	✓
CPM (COST PER THOUSAND)	\$12 CPM
Niche Demographic Targeting**	+ \$3 CPM

A LA CARTE	Suggested Retail
Advanced Landing Page <i>(Includes Custom Domain + Analytics)</i>	\$350 / each
Directory Management	\$100 / mo
Lead Tracking (calls & forms)	\$100 / mo
Google Analytics Setup <i>(+ Free Installation***)</i>	\$50 / once
Local Reputation Management	\$150 / mo
Static Creative <i>(4 Sizes)</i>	\$125 / ea set of 4
HTML5 Animated Creative <i>(4 Sizes)</i>	\$250 / ea set of 4
Additional ads with same design	\$35 each

*See SEO/social price sheet

**\$2 is a flat CPM addition as data fees are fixed

***Pending that appropriate website access is given and framework used is reasonable to navigate

****Order minimum of 40k users within email list \$600 Retail / \$400 Hard Cost

WEBSITE SERVICES	Suggested Retail
Website Design & Build Out	\$2,500
Managed Website Hosting	\$100/mo
Website Maintenance (Hourly)	\$100/hour

DIGITAL MARKETING SOLUTIONS	Suggested Retail
Google Ads/Facebook	30% Spend + Setup Fee
SEO Packages*	\$600 - \$1,200 - \$3,000 - \$4,400
Social Media Posting*	\$200 - \$500 - \$1,000

VIDEO CAMPAIGNS	Suggested Retail
Video Display <i>(+\$3 for Advanced Demo)</i>	\$25 CPM
Blended OTT Standard Targeting	\$30 CPM
Blended OTT Advanced Targeting	\$38 CPM
TrueView Video <i>(Previously YouTube Pre-Roll)</i>	30% Spend + Setup Fee

DATA DRIVEN EMAIL	Suggested Retail
Email List + Deployment****	\$15 CPM
Custom Email Design	\$350
Hashed Emails <i>(for use with Facebook campaigns)</i>	\$275
Address Matchback <i>(for use with Display)</i>	\$275

HARD COST PRICE SHEET

(INCLUDES HARD COST TO INFINITE DIGITAL - INTERNAL USE ONLY)

DISPLAY ADS	Suggested Retail	Hard Cost
General Placement and Retargeting	✓	✓
Keyword Search Retargeting	✓	✓
Geo-fencing	✓	✓
Contextual Targeting	✓	✓
CPM (COST PER THOUSAND)	\$12 CPM	\$6 CPM
Niche Demographic Targeting**	+\$3 CPM	+\$2 CPM

A LA CARTE	Suggested Retail	Hard Cost
Advanced Landing Page <i>(Includes Custom Domain + Analytics + Call Tracking)</i>	\$350 / each	\$200 / each
Directory Management	\$100 / mo	\$50 / mo
Lead Tracking (calls)	\$100 / mo	\$50 / mo
Google Analytics Setup (+Free Installation***)	\$50 / once	\$50 / once
Local Reputation Management	\$150 / mo	\$75 / mo
Static Creative (4 Sizes)	\$125 / ea set of 4	\$100 / ea set of 4
HTML5 Animated Creative (4 Sizes)	\$250 / ea set of 4	\$200 / ea set of 4
Additional ads with same design	\$35 each	\$35 each

*See SEO/social price sheet

**\$2 is a flat CPM addition as data fees are fixed

***Pending that appropriate website access is given and framework used is reasonable to navigate

****Order minimum of 40k users within email list \$600 Retail / \$400 Hard Cost

WEBSITE SERVICES	Suggested Retail	Hard Cost
Website Design & Build Out	\$2,500	\$1,500
Managed Website Hosting	\$100/mo	\$75
Website Maintenance (Hourly)	\$100/hour	\$75

DIGITAL SERVICES	Suggested Retail	Hard Cost
Google Ads/Facebook	30% Spend + Setup Fee	20% Spend + Setup Fee (\$150)
SEO Packages*	\$600 - \$1,200 - \$3,000 - \$4,400	See Slide
Social Media Posting*	\$200 - \$500 - \$1,000	See Slide

VIDEO CAMPAIGNS	Suggested Retail	Hard Cost
Video Display (+\$3 for Advanced Demo)	\$25 CPM	\$15 CPM
Blended OTT Standard Targeting	\$30 CPM	\$20 CPM
Blended OTT Advanced Targeting	\$38 CPM	\$24 CPM
TrueView Video	30% Spend + Setup Fee	20% Spend + Setup Fee

DATA DRIVEN EMAIL	Suggested Retail	Hard Cost
Email List + Deployment****	\$15 CPM	\$10 CPM
Custom Email Design	\$350	\$200
Hashed Emails <i>(for use with Facebook campaigns)</i>	\$250	\$200
Address Matchback <i>(for use with Display)</i>	\$250	\$200

WEBSITE DESIGN/DEVELOPMENT PRICING

WEBSITE PACKAGES	SILVER	GOLD	PLATINUM
User-Friendly Content Management System	✓	✓	✓
Responsive Design	✓	✓	✓
Built Per SEO Best Practices	✓	✓	✓
Royalty-Free Stock Photography	✓	✓	✓
Google Font Typography*	✓	✓	✓
Google Analytics & Search Console Setup	✓	✓	✓
Maximum Page Count	5	10	20
Contact Forms	1	Up to 2	Up to 2
3 Months of SEO Included		✓	✓
3 Months of Hosting Included			✓
SUGGESTED RETAIL	\$2,500	\$5,000	\$7,500
HARD COST	\$1,500	\$3,000	\$5,000

**Ensures fonts will show correctly on all mainstream web browsers*

A LA CARTE WEB ITEMS	RETAIL	HARD COST
Additional Pages	\$45 / page	\$25 / page
Additional Forms	\$50 / form	\$35 / form
Managed Website Hosting	\$75 / month	\$50 / month

SOCIAL MEDIA MANAGEMENT PRICING

SOCIAL MEDIA PACKAGES	SILVER	GOLD	PLATINUM
Dedicated Social Media Manager	✓	✓	✓
Updated/Optimized Social Media Profile	✓	✓	✓
Social Strategy Worksheet	✓	✓	✓
Monthly Posts Written & Published	15	15	25
Includes Facebook	✓	✓	✓
Facebook Engagement Ads Budget*		\$100	\$325
Instagram Promoted Post Budget*		\$50	\$150
SUGGESTED RETAIL	\$200	\$500	\$1,000
HARD COST	\$100	\$300	\$600

*Majority of clients objectives are primarily relevant to Facebook.
6-month commitment on all packages recommend for best results.*

SEO PACKAGE PRICING

SEO PACKAGES	3 KEYWORD	6 KEYWORD	12 KEYWORD	25 KEYWORD
RELATED KEYWORD PHRASES	9/15	20-30	35-50	50-100
Optimized Pages (<i>Up To</i>)	10	20	35	50
Offsite Optimized Articles On Search Engine Friendly Sites**	3	4	5	6
Initial On-page Optimization Including Meta Titles & Descriptions & Images	✓	✓	✓	✓
Installation Of Any Needed Plugins (<i>Wordpress Only</i>)	✓	✓	✓	✓
Broken Link & Page Check (<i>Redirects Access Dependent</i>)	✓	✓	✓	✓
Google Analytics & Search Console Setup (<i>If Needed</i>)	✓	✓	✓	✓
Verify <i>Robots.txt</i> ss Present & Correctly Implemented	✓	✓	✓	✓
Keyword Rank Tracking	✓	✓	✓	✓
Ongoing Content Tracking		✓	✓	✓
Heat Mapping (Up To 5 Main Pages)		✓	✓	✓
Sponsored Links From Authoritative Websites**		1	2	3
Ongoing Conversion Optimization			✓	✓
Ongoing Conflicting Content Audits			✓	✓
Directory Management for One Location			✓	✓
SUGGESTED RETAIL	\$600	\$1,200	\$3,000	\$4,400
HARD COST	\$450	\$900	\$2,200	CUSTOM

3-6 month expectation for results.

**Over the course of 6 months