

Diamonds and Doggies

From

Underlab Media Productions

Jonathan Vinazza

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US

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INVOICE #

25

ISSUED ON

December 7, 2020

EXPIRES ON

January 6, 2021

TOTAL ESTIMATED

\$26,794.00

To

Ft Lauderdale

Beach

1100 Seabreeze Blvd

Ft Lauderdale, FL 33316

US

Phone: (954) 397-1194

Task 1.0	Rate	Qty	Amount
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DIAMONDS AND DOGS

\$2,000

1

\$2,000

UPGRADE to PLATINUM

- Up to 12 Categories
- Up to 50 Products
- Customer Account Dashboard
- 5 E-Commerce Plugins*
- Privacy Policy and Terms & Conditions

- Analytics Integration
- Facebook LiveChat
- 6 Blog Articles+
- Google Shopping Integration
- Facebook Shopping Integration
- Email Marketing Service Integration

Product 2.0	SKU	Price	Qty	%	Amount
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Puppy Parade	wde001	\$1,599	1	0%	\$1,599
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Silver E-Commerce Plan

Domain, Hosting,
 SSL Set-Up
 Payment Gateway
 Set-Up
 Email Setup for 3
 Accounts
 Content Pages up
 to 5
 Up to 8 Categories
 Up to 20 Products
 Customer Account
 Dashboard
 2 E-Commerce
 Plugins*
 Privacy Policy and
 Terms & Conditions
 Analytics
 Integration
 Facebook LiveChat
 4 Blog Articles+

Product 3.0	SKU	Price	Qty	%	Amount
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Puppy Parade + D&D		\$650	2	0%	\$1,300
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E-Commerce Funnel

Upgrade

WordPress Based Sales

Pageful

Lead Magnet – PLR

Rebrand

Sales Copy 500 Words

6 Sections Included

Responsive Design

Content Upload

Opt-In Form

Payment Gateway

Social Media Icons

Upsell / Downsell

Autoresponder

Integration

10 Email Journey

Product 4.0	SKU	Price	Qty	%	Amount
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Puppy Parade	Bld-	\$199	1	0%	\$199
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Brand Identity: Serious	002				
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Take Off

- Brand Identity Sheet
(Fonts & Colors)
- Colored and
Greyscale
- 7 Concepts
- 2 Rounds Of Changes
- 5 Formats
(.ai,.eps,.pdf,.jpg,.png)
- Business Card Design
- Letterhead

Task 5.0	Rate	Qty	Amount
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Puppy Parade Episodes	\$600	13	\$7,800
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4 Hour Block Video and Photography

- Stock Footage and Images Per Location

Task 6.0	Rate	Qty	Amount
Puppy Parade Segments and Teasers 15:00 (x4) Segments :60, :15 Edits 3 Sizes	\$400	13	\$5,200

Task 7.0	Rate	Qty	Amount
Puppy Parade 1 Hour Episode Edit Color Correction, Titles, Motion Graphics, Rendering and Uploading	\$400	13	\$5,200

Product 8.0	SKU	Price	Qty	%	Amount
Puppy Parade COMPLETE SOCIAL MEDIA SETUP Facebook, Instagram, Twitter, YouTube, TikTok Designs for Covers Settings Integration	sm-allsetup	\$499	1	0%	\$499

Product 9.0	SKU	Price	Qty	%	Amount
Social Media AD Design & Management Bundle 2 Brands Competitor and Market Analysis 4 Basic or A/B Campaign	sm04	\$899	2	0%	\$1,798

2 ReTarget Campaign
 5 Ad Variations
 3 Custom and 2 Look
 Alike Audience
 Campaign
 Optimization
 Minimum \$2500
 Budget

Product 10.0	SKU	Price	Qty	%	Amount
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Social Media Marketing	sm03	\$699	1	0%	\$699
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Gold Pack

- Post 22 Niche Rebranded Memes
- Post 22 Niche News Articles
- Post 16 Custom Messages of Your Choosing
- Up to 3 Social Accounts
- Weekly Progress Report
- Schedule Blogs and Store Products to Re-Post

Task 11.0	Rate	Qty	Amount
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Affiliate Program – Sumo Affiliate License Set-up Banner Designs for 1 Campaign	\$500	1	\$500
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YET TO BE APPROVED ESTIMATES

SUBTOTAL	\$26,794.00
TOTAL	\$26,794.00

INFO & NOTES

Upon Signing and Accepting This Estimate An Invoice will be created allowing you to PAY DEPOSIT To Commence Your Project. Thank You For Your Business.

TERMS & CONDITIONS

Underlab Media Productions will be referred to as the **Contractor** in this document.

XXXX will be referred to as the **Client** in this document.

PAYMENT SCHEDULE

50% to commence design and development | 50% upon delivery of completed site.

Upon, but not before, delivery of the completed project and upon payment in full, all finished graphics will become property of CLIENT. Contractors's liability will be limited to replacement of any defective works. Contractor will not be held responsible for any consequential damages resulting from errors in the work. It is understood that CLIENT is legally responsible for all project content (including, but not limited to, text and images).

REVISIONS AND REWRITES

CLIENT is responsible for the provision of all content in a timely manner. A two-week lapse between a request for content and the corresponding delivery will constitute a termination of the contract, in which case CLIENT will be invoiced for the services performed to date.

Changes requested by the client that are not included in this contract and / or project scope will be billed at an hourly rate of **\$50** per hour. This rate shall also govern additional work authorized beyond the maximums specified above for such services as general Internet orientation education, marketing consulting, web page design, editing, modifying product pages and databases in an on-line store, art, photo, graphics services, and helping clients learn how to use their own web page editor.

We allow for 2 revisions during the development of the project. Any revisions or additional requirements beyond the initial allowed revisions and requirements included in the project scope will be assessed and charged for at our hourly rate of **\$50**.

All billable changes will be documented and brought to the attention of the client before any charges are accrued.

ASSIGNMENT OF PROJECT

Contractor reserve the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

REFUND POLICY

If the client halts work and applies by registered letter for a refund within 30 days, to **Contractor**, work completed shall be billed at half of the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

BY ACCEPTING AND SIGNING THIS ESTIMATE YOU AGREE TO THESE TERMS.