

14 – Tampa Laser Lipo SMM – Option 1

From

Underlab Media Productions

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INVOICE #

14

ISSUED ON

September 10, 2020

EXPIRES ON

October 10, 2020

TOTAL ESTIMATED

\$1,212.30

To

Dr. Elizabeth Tilka,

DC

Phone: 813335969

Product 1.0	SKU	Price	Qty	%	Amount
Facebook SetUp Add Business Info • Set-Up Button • Facebook Cover Design • Profile Image • Ad Account Set-up • Facebook Pixel Installation	sm-fbsetup	\$249	1	0%	\$249
Product 2.0	SKU	Price	Qty	%	Amount

Instagram Set-Up	sm-	\$99	1	0%	\$99
Profile Image	igsetup				
• Bio Optimization					
Facebook Integration					

Service 3.0	Price	Amount
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Gold Ad Pack

\$500 \$500

Creatives for Google, Facebook and Instagram

- - 1 Print Ad (1/4 Page) or Rackcard (1/8 Page)

- - Facebook Image Ads (1200x628) 2 Variations

- - Instagram Image Ad (1080x1080) 2 Variations

- - 5 Web Banners Sizes*

- - 2 Rounds of Changes

- - Promo Video 15 and 30 Second / 2 Sizes (Square and Vertical)

Service 4.0	Price	Amount
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Silver SM Campaign

\$499 \$499

Competitor and Market Analysis

2 Basic or A/B Campaign

1 ReTarget Campaign

2 Ad Variations

2 Custom and 1 Look Alike Audience

Campaign Optimization

Minimum \$1000 Budget

YET TO BE APPROVED ESTIMATES

SUBTOTAL	\$1,347.00
DISCOUNT	\$134.70
TOTAL	\$1,212.30

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.

Tampa Bay Laser Lipo will be referred to as the **Client** in this document.

PAYMENT SCHEDULE

Costs must be paid upfront.

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.