



**National Media Spots**

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## **DIGITAL - RATE CARD #3**

### **SOCIAL MEDIA & ONLINE SEARCH PROGRAMS RATE CARD**



**Google Ad Words Pay Per Click Program:** NMS strategies have been developed for local or national businesses to generate the best possible result. NMS can optimize your Google AdWords campaigns for ecommerce, products, services, sales or lead generation. NMS will use internal strategies to ensure that you get most out of your Google AdWords campaign without a lot of risk. This includes keyword analysis, keyword selection, ad copy tricks to attract buyers and geo-targeting to only show ads in areas where people can take advantage of your products or services. NMS consultants will help your company attract new business to your website and lower your average cost per click, lead or sale. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$995.00-\$1695.00

**Monthly Management Fee:** \$695.00-\$1295.00

**Google Display Ad Program:** Display advertising lets you create all types of ads - text, image and interactive. Ads can be placed on websites that are relevant to what you're marketing or selling with geo-targeting. Show those ads to the people that are likely to be most interested. NMS will manage and track your budget, campaigns and results as you go. The Google Display Network lets you place ads on a variety of websites, news websites, blogs and other niche sites across the internet to reach more potential customers. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$695.00-\$1295.00

**Monthly Management Fee:** \$495.00-\$995.00

**Google Retargeting Program:** Retargeting allows you to reach past website visitors and app users. Retargeting lets you show ads to people who have visited your website or used your mobile app before. When people leave your website without buying anything, for example, retargeting helps you reconnect with them by showing relevant ads as they browse the web, as they use mobile apps, or as they search on Google. Dynamic retargeting takes this to the next level by including the products or services that people viewed on your website within the ads. Dynamic retargeting takes additional steps such as adding custom parameters to your website's tag and creating a feed, it can deliver customized, higher-performance ads. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$695.00-\$1295.00

**Monthly Management Fee:** \$495.00-\$995.00

**Google Ad Words for Video:** Online videos are an exciting and interactive way to engage people on the web and encourage them to click through to your site. With AdWords for video, you can advertise your business in multiple ad formats across the Google Display Network, Google's network of web content publishers, YouTube Network and video publisher pages, games, and apps on the Google Display Network (includes access to YouTube). Publisher sites can focus

on streaming videos as a core part of their site content, or they can feature videos as additional content or media rich advertising. With the CPV bidding model of True View, you only pay when a viewer chooses to watch your video, instead of every time your ad is shown. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$695.00-\$1295.00

**Monthly Management Fees:** \$995.00-\$1695.00



**YouTube Video (Direct Program):** Founded in February 2005, YouTube allows billions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is one of Google's largest and most powerful publishers featuring video content. There are a few ways to place your ads in videos on YouTube specifically, or videos on any publisher site within the Google Display Network. Reach your ideal customer and zero in on the right people based on who they are, where they're located, and what they're interested in. (For example, men aged 18-34 in Boston or women who enjoy travel.) You pay only when someone chooses to watch your ad, so you don't waste money advertising to people who aren't interested in your business. See what's working with YouTube's free analytics tool which help you to understand who's watching your ads and how they're interacting with them. You can build a following as your ads can drive video shares, new channel subscriptions and create opportunities to communicate with your customers. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$695.00-\$995.00

**Monthly Management Fees:** \$695.00-\$1295.00



**Facebook Advertising:** NMS will help the client build and maintain a Facebook page, add a unique cover photo and use your logo as a profile picture and create a post so when people visit your Facebook page they see recent activity about your product or service. With Facebook you can create a page that connects to your fans with ads. You can create multiple ads to help build an audience for your page and brand. Facebook allows you targeting options to show your ads to only the people and customers you want reach. See which versions of your ads work best, engage your customers and fans with great content and information about your business on your Facebook page. Add a new post to your page at least once a week. Pin your most important posts to the top of your Facebook page. Ask questions, share exclusive news and respond to people when they post or comment on your page. Influence the friends of your fans encourage checkins, participation in events or create an offer to encourage more activity on your Facebook page. When people interact with the content on your Facebook page, their friends are eligible to see the activity. When people do things such as like, comment or check-in to your page, you can promote those activities to their friends. With hundreds of millions of users Facebook advertising can help you connect to the world! *(NMS fees based on size of client's budget and workload by NMS.)*

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**Monthly Management Fees:** \$995.00-\$1695.00

**Facebook Mobile App Advertising:** With Facebook Mobile App advertising you can promote your own mobile app and get your mobile apps up and running to your specific customers. Use the power of the Facebook news feed to distribute your mobile app. With Facebook Mobile Apps you can integrate with Facebook to take advantage of our advanced measurement and optimization tools. With Facebook Mobile Apps you can find your target customers among the 699 million people on Facebook every day and drive customers and traffic to your website with one click from the most engaging place on Facebook. You can use the power of the Facebook news feed to distribute your mobile app to the right customers at the right time. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$995.00-\$1495.00

**Monthly Management Fees:** \$995.00-\$1695.



**LinkedIn Advertising:** NMS will help the client build and maintain a LinkedIn page and presence. LinkedIn Ads are a selfservice advertising solution that allow you to create and place ads on prominent pages on the LinkedIn website. Customers can click on your ads and visit your website. You specify which LinkedIn members view your ads by selecting a target audience: by job title, job function, industry, geography, age, gender, company name, company size, or LinkedIn Group. Control your advertising costs by setting a budget and only pay for the clicks or impressions that you receive. Your ads will be eligible to appear on a variety of prominent pages on the LinkedIn website. Your ads may appear in various positions on any or all pages such as the profile page (when users view the profile of other LinkedIn members), the home page (the page that users see when they log in to LinkedIn), the inbox page (the page where users see messages and invitations to connect), the search results page (the page that results when you search for a member by name) and groups pages. With LinkedIn you can reach a very current and active business world. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$695.00-\$995.00

**Monthly Management Fee:** \$695.00-\$1295.00



**Twitter Advertising:** NMS will help clients build and maintain a Twitter connection with over 284 million monthly active users. Twitter helps businesses stay connected to their interests, whether it's the latest global news or their favorite place to shop. Businesses use Twitter to help them achieve their marketing goals, such as growing their community of followers, driving more visitors to their website, and capturing more leads to follow up with. Whatever your business goals are, NMS will guide you through designing ad campaigns that are best suited for whatever you're trying to accomplish. Get the most out of your marketing dollars by only paying for the actions that you want and tracking your results over time with Twitter analytics tools. The value of Twitter is more than just its millions of active users, it's how those users engage with the product, service, or brand. Twitter causes passionate conversations, explores topics, and shares interesting content. Becoming a part of that active and energetic engagement is a great way to build relationships and create advocates for your business. With Twitter you can increase website traffic and conversions. Reach a specific audience of users with targeting options by keywords, interests, geography and more, to drive the most qualified visitors to your website. Since 78% of Twitter's users access the platform from a mobile device, it presents a huge opportunity for mobile application as well. Twitter can boost your app installs and engagements. With Twitter you can quickly build your community of relevant followers. When someone decides to follow you on Twitter, you gain a chance to engage with that person over time. Each time you engage with your followers, you create new opportunities for them to share content, make purchases or tell others about their positive experiences. Businesses use Twitter to engage customers in meaningful exchanges. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$995.00-\$1495.00

**Monthly Management Fees:** \$995.00-\$1695.00



**Instagram Advertising:** NMS will help you develop your Instagram advertising program. Capture and share the world's moments, Instagram is a fast, beautiful, and fun way to share your life with friends and family. Take a picture or video, choose a filter to transform its look and feel, then post to Instagram, it's that easy. You can even share to Facebook, Twitter, and more. It's a new way to see the world. Instagram with a community of over 300 million is one of the world's

largest mobile ads platforms. Instagram can give marketers and brands the ability to reach an engaged audience, deliver messages in a focused visual experience, and publish content in a creative, high-quality environment. Instagram is unlike any other platform in its singular focus on captivating imagery, giving brands an avenue for rich visual storytelling. What's unique about your company, business or brand and how will you share that information with the world? With Instagram, NMS can help you share your company's content, products, and services to an ever-increasing world. *(NMS fees based on size of client's budget and workload by NMS.)*

**Set Up Fee:** \$995.00-\$1495.00

**Monthly Management Fees:** \$995.00-\$1695.00



**Constant Contact E-Mail Marketing:** With Constant Contact you can reach your customers where they are every day; their e-mail inbox. If you think email doesn't work anymore? Not a chance. Your customers are in their inbox every day, several times a day. With email marketing from Constant Contact you're sure to reach them, and that means more people through your front door, more people to your website, more calls, and more revenue. Email marketing is built for your success! NMS will help you create beautiful, professional-looking emails fast with customizable templates and drag and drop editing priced with businesses in mind. Constant Contact email marketing is affordable and can be very effective when handled correctly! Constant Contact can get you ready to extend your reach and build your business with powerful social media integration. With NMS and Constant Contact, you will be able to track your success with real-time reporting that makes it easy to plan your next move. *(NMS fees based on size of client's budget and workload by NMS.)*

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**Monthly Management Fee:** \$695.00-\$995.00

**Notes:**

- 1: NMS rates listed above are based on 12-month contracts that may be canceled by Client or NMS with 90 day written notice.
- 2: The NMS media department will manage all digital and social media campaigns. From time to time NMS may use a 3<sup>rd</sup> party consultant or companies on a client's media campaign. NMS is solely responsible for all costs associated with any 3<sup>rd</sup> party.
- 3: NMS rates include a no cost "NMS Infrastructure Review". NMS will provide data and information at no cost to client based on its review of the client's infrastructure. If the client wishes they may engage NMS for additional work on client's infrastructure at rates and fees agreed to by NMS and client.
- 4: Social media campaigns can take time to initiate success, client should plan for a 60-90 day window to see real results.
- 5: NMS can create banner ads, videos, email ads and other media at costs and fees as agreed with client at time of media creation.
- 6: NMS may offer a discounted rate for clients who opt to purchase multiple social media packages and other NMS media buys or programs of between -5% and -15% as agreed with client.
- 7: All NMS rates are subject to change without notice.
- 8: Client sets a monthly budget for all social media and digital campaigns, NMS manages monthly budget on behalf of the client.
- 9: Rate ranges are based on size of client budget and workload by NMS.

**Rate Card Updated: 1/31/2021**



**Thank You for Choosing National Media Spots, Inc.**

**We Appreciate Your Business!**

**888-579-8088**

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