

QUOTATION FOR SERVICES A LA CARTE & AGENCY FEE

Client: Laredo CVB.
Project: Services a la carte.
Contact: Reyna Arzate
Date: September 10, 2024.



Vendor: ADS Comunicación / Ariel Agustín Rodriguez
Contact: Aarón Agustín Rdz.
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List of production materials and services as requested:

Service description	Quantity	Unit price	Total
Radio spot up to 30": stock music and up to 2 voice over talent.	5	\$ 650.00	\$ 3,250.00
TV spot up to 30" stock music and up to 2 voice over talent, 2D graphics and video images from client's stock.	5	\$ 1,600.00	\$ 8,000.00
12" Video clip for AD Reel for social media with stock music and voice over (1 minute)	12	\$ 874.00	\$ 10,488.00
Illustrations such as maps, characters or cartoons	4	\$ 400.20	\$ 1,600.80
3D graphic animation with stock music up to 10" length with stock music	2	\$ 2,500.00	\$ 5,000.00
DESTINATION VIDEO (1 MINUTE): 2 Full days with travel expenses for a crew of 6 people. WITH ONE VIDEO EDIT, STOCK MUSIC, 2D GRAPHICS, AND VOICE OVER.	1	\$12,000.00	\$ 12,000.00
Photo edition commercial service, basic cosmetics edits, shine, color, size.	15	\$ 60.00	\$ 900.00
Full and deep photo edition service	3	\$ 320.00	\$ 960.00
Extra hour for production, photo or video edits	8	\$ 450.00	\$ 3,600.00
Design development and distribution of newsletter	4	\$ 300.00	\$ 1,200.00
News Monitor service per month basis	12	\$ 300.00	\$ 3,600.00
Website design and programming in WORD PRESS (including licenses, hosting, plugin costs) SEO, optimize copy and code Web Testing, consistently review website for recommendations for the highest return and monthly maintenance and technical support for 12 months.	1	\$12,400.00	\$ 12,400.00
TOTAL			\$ 62,998.80

AD VALUE: Website development and maintenance of visitlaredo.com website English version total value of \$ 12,400.00

Payment terms: Net 30 days after delivery.

***The media management fee for the fiscal year 2024-25 has been set up in 10% of the total media investments of the city of Laredo in Mexico.**

Delivery time may change depending on the service requested.

Photoshoot/Videoshoot sessions include one-day round trip expenses by car, with a crew of 4.

If you have any questions please feel free to contact us.

Regards

Aarón Agustín
ADS Comunicación