



Client: CITY OF LAREDO CVB
Project: ADVERTISING AGENCY SERVICES

Company profile

- 👍 It started in 2009 and is supported by an experienced team in the advertising industry. We are a family business company led by our creative director and founder, Ariel Agustín Rodríguez
- 👍 Our objective is to make our clients find in us an extension of their teams rather than just another supplier
- 👍 Our mission is to be a reference in creativity & communication in Mexico.
- 👍 After 10 years active we have developed strong and trustful relationships with our clients in a way that we can call them, friends more than just clients.
- 👍 We have the right experience to handle projects with local, regional, or national reach in Mexico or Laredo, TX.
- 👍 As a family business we know the value of good communication, so be sure you **will always have contact with company owners** who are committed to your brand and products.
- 👍 We are CAINTRA NL associate with the member number 41205.
- 👍 All the software used in our processes is licensed.
- 👍 Commercial insurance, and healthy insurance for our associates in México are fully covered. For temporary projects in the US we can hire commercial liability insurances in advance.

References

1. Erika Contreras, The Outlet Shoppes at Laredo.
Mail to: laredomkt@horizongroup.com
2. Ricardo Zaragoza, Empresas Polar Mexico. Mail to: Ricardo.zaragoza@empresaspolar.com
3. Iker de Luisa / Assintant: Gerladine López, AMF AC
Mail to: glopez@amf.org.mx



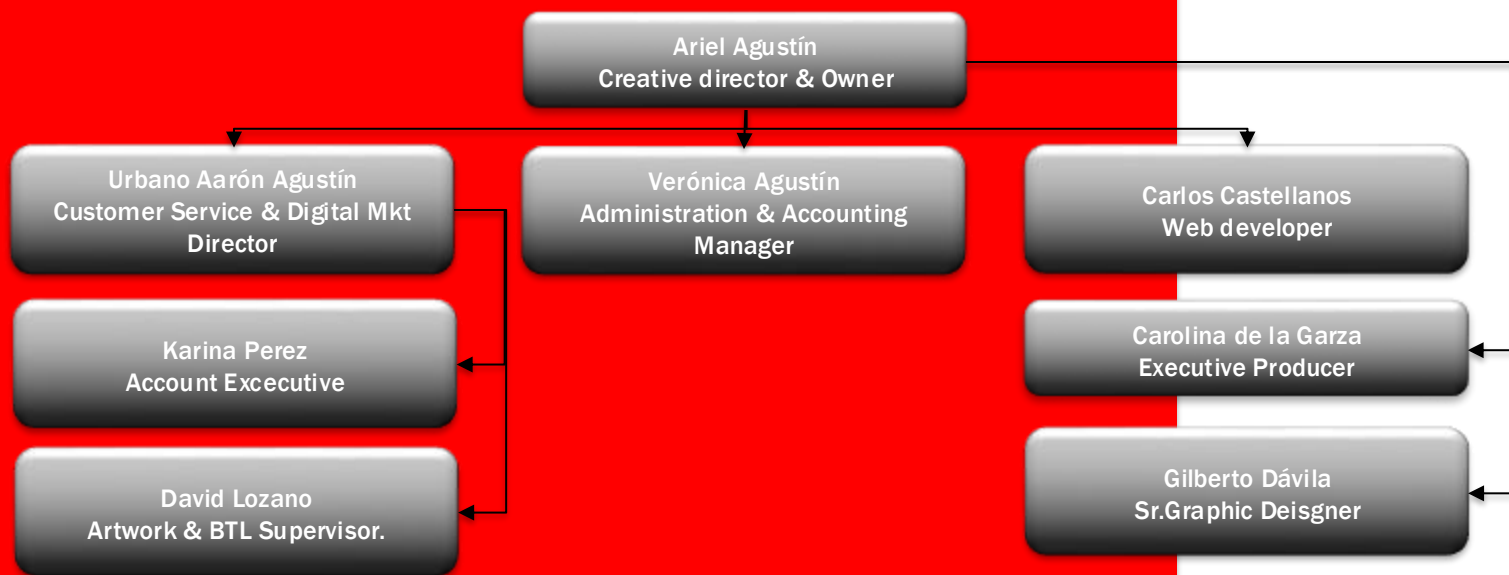
**Where to
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Company profile, our structure.



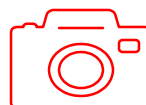
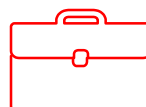
Team has an experience of 15 years in the field of advertising, artwork & design.

TEAM LEADERS:

Ariel Agustín, With a Bachelor Degree in Arts and once creative mind in Alazraky Comunicaciones, our Creative Director has lead successful campaigns in Mexican national market for brands like CORONA BEER / 7-ELEVEN STORES / LAREDO CVB / THE OUTLET SHOPPES / ANTARA SHOPPING MALL / CITY EXPRESS HOTELS.

Aarón Agustín, With an International Relationships Degree and digital marketing studies our Account Manager with more than 15 years of experience as a project manager leading accounts for brands like URBI, TOYODA GOSHI, LAREDO CVB, FERROMEX, AMF AC., SERVIMAQ and many others. In addition he has served as digital director for several of our clients in the digital marketing field.

Carolina de la Garza, Her Business Administration Degree has been a great background to develop her experience as an executive producer having lead productions for brands like TIGRES UANL, JOHN DEERE, URBI, LAREDO CVB, she knows where, who and how to make the best video or photo shoot session to have high visual impact content.



Our Services

Planning. Define the values to be communicated to get an effective creative concept to reach the desired objectives. Work plans development for all campaigns and projects that will occur under the contract time. It also involves planning and managing the media to be used in the advertising campaigns and monitoring brand's communication plans and strategies.

Creativity. Development of relevant, efficient and impactful creativity of the brand through creative paths that start from what has been agreed as a brand communication strategy. (That is, to determine the guiding concept on which our campaign will be ruled).

Artwork. Graphic development of the creativity proposals developed according to the communication strategy of the brand as well as various internal communication materials, editorial design and other elements that the brand requires, which are defined at the time of signing the contract.

Digital Marketing. Administration of social media that includes the development and curation of graphic and video content and lines of communication as well as the creation of digital marketing strategies, online activations, crisis management plan, selection of digital guidelines and updates on brand's website and online platforms. Website design and development if needed.

Production. Plan the production of what is proposed in the campaign under time, quality and budget requirements. Also lead, coordinate and supervise production projects (such as hiring audio studio, production houses, photographers, BTL's, activations and / or Street marketing).

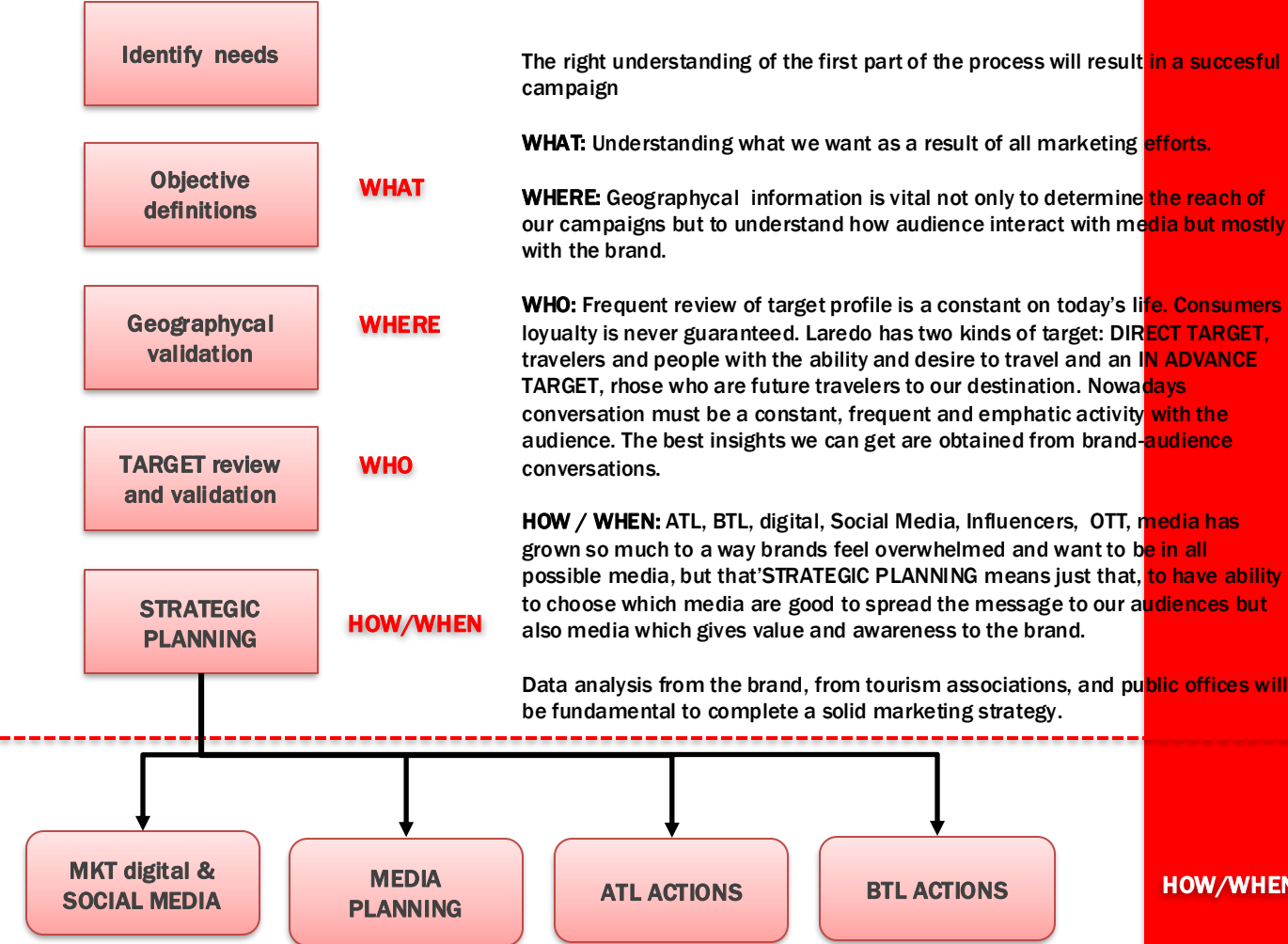
Media Planning and Public Relationships. Plan and implement the purchase of all spaces, time, or other means to be used for the advertising, endeavoring to secure the most advantageous rates available.

Check and verify insertions, displays, broadcasts or other means used, to such degree as is usually performed by advertising agencies; and audit invoices for space, time, material preparation and services.

Public Relationship service: to spread editorial content, press releases or any important information the brand or the campaign need to increase awareness on news, TV or radio interviews, reports, infomercials, online messengers and others.

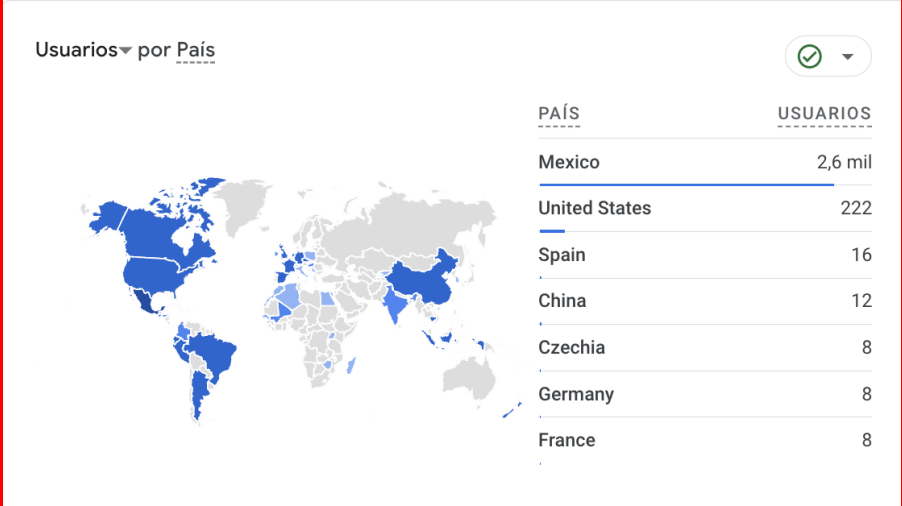


Planning, how do we do?



Once STRATEGIC PLAN lis rady it is time to action:
Media buys.
Digital marketing efforts definitiils.
ATL media selections.
BTL actios definition.

All these effot combined wil result on multplatform campaign being present in most relevant media fields existng.

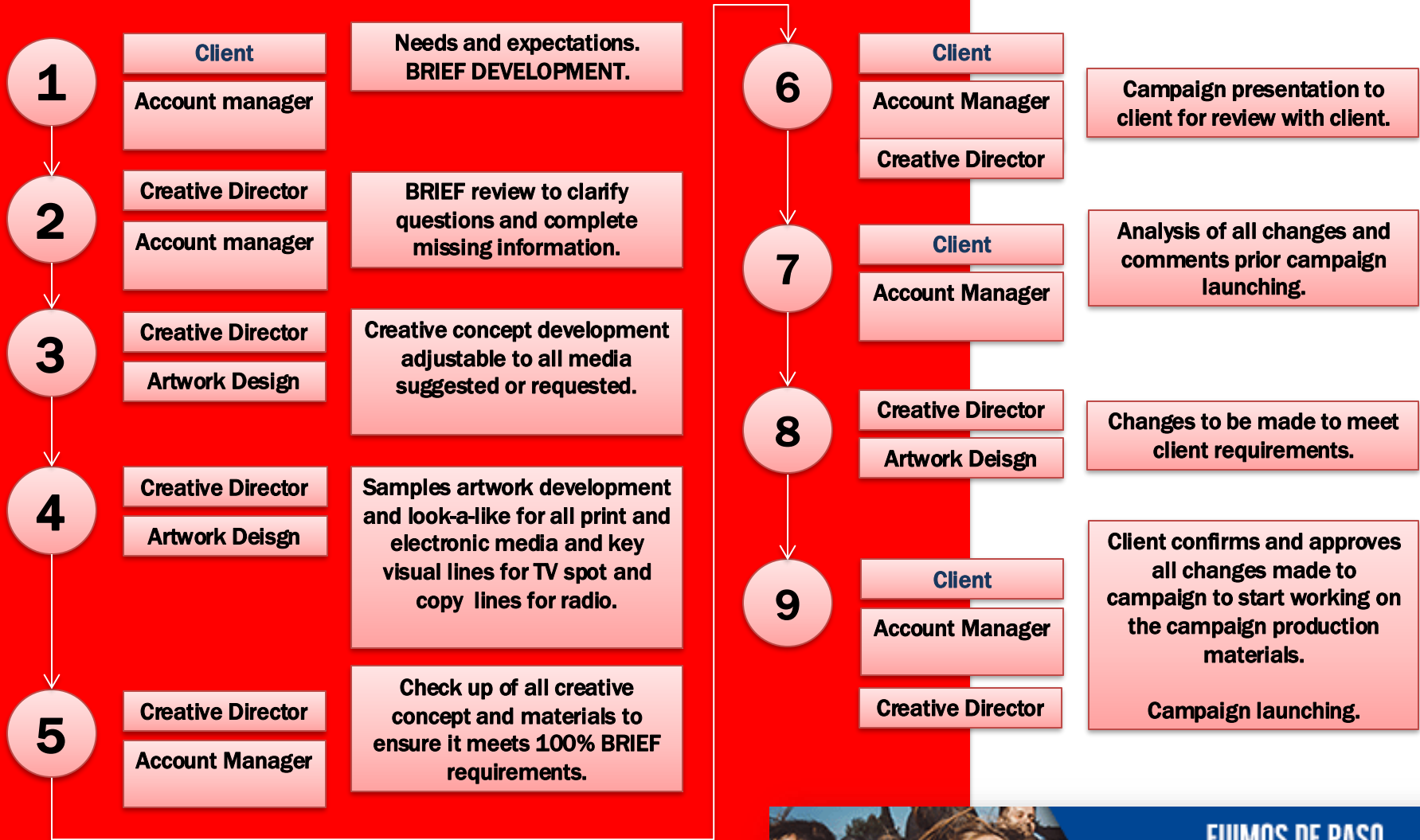


Región	↓ Usuarios	Usuarios nuevos	Sesiones con interacción	Porcentaje de interacciones	Sesiones con interacción por usuario	Tiempo de interacción medio
	3.012 100 % respecto al total	2.904 100 % respecto al total	2.829 100 % respecto al total	84,83 % Media 0 %	0,94 Media 0 %	15 s Media 0 %
1 Nuevo Leon	1.200	1.125	1.286	93,94 %	1,07	18 s
2 Coahuila	264	243	246	85,71 %	0,93	11 s
3 State of Mexico	199	191	154	74,4 %	0,77	15 s
4 Tamaulipas	158	149	168	96 %	1,06	12 s
5 Mexico City	141	132	137	90,13 %	0,97	23 s
6 Texas	115	111	121	96,03 %	1,05	29 s
7 Jalisco	112	104	86	74,78 %	0,77	6 s
8 (not set)	102	101	46	45,1 %	0,45	1 s
9 Queretaro	78	70	57	72,15 %	0,73	14 s
10 Michoacan	63	56	47	73,44 %	0,75	8 s

HOW/WHEN/WHO



Planning, our process



CREATIVE PROCES:

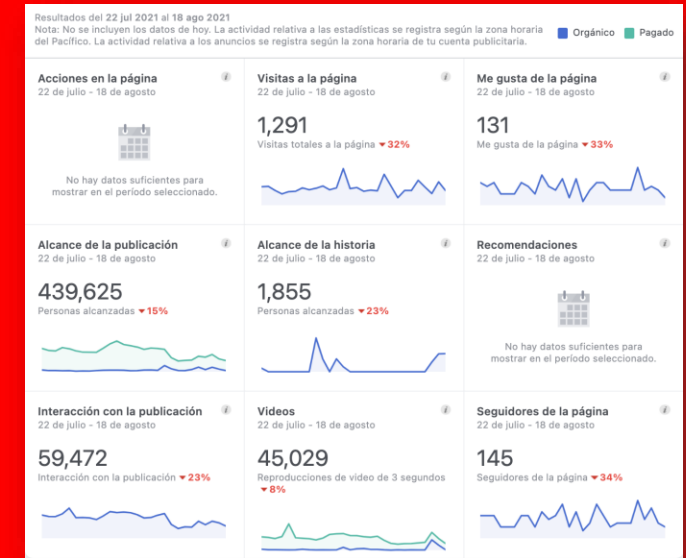
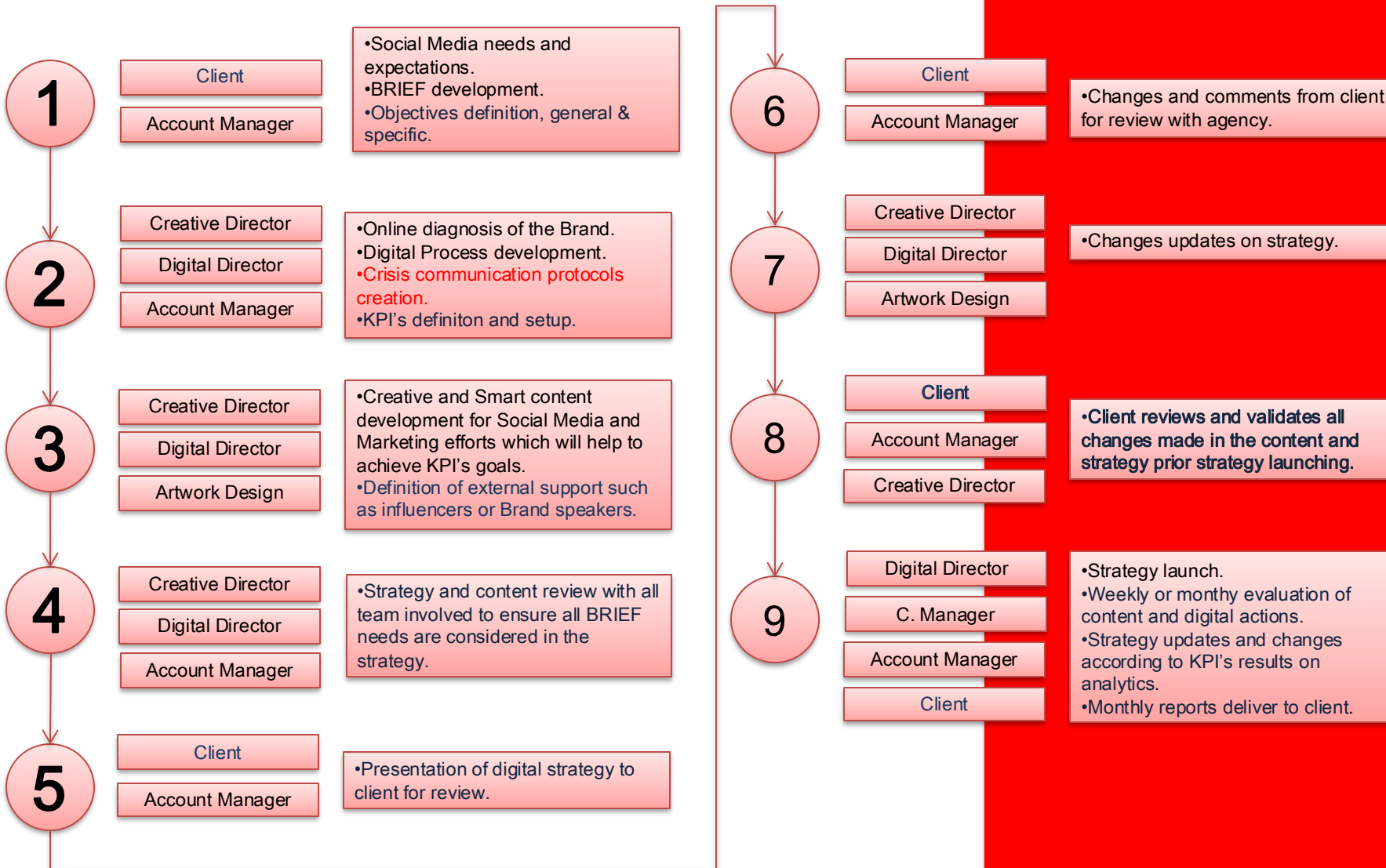
The heart of our campaign is here. The creative development will show how good the needs and expectations of Laredo were listened.

First we need to have the creative, then we develop artwork looksalike to visualize how our message will be seen or understood by our audience. There is no gap for misunderstanding in this part of the process, so it takes most part of the time in the full marketing process.

Flow charts are a very simple and clear way to show those little steps where our process can be stuck, so CONSTANT communication BRAND-AGENCY is a must when developing creative concept.



Planning, our social media process



Social media key facts:

- Categorize social media channels by interaction value so efforts can be address to the proper social media networks.
- Crisis Protocols are vital, on today's life. Conversations are generated online most of the time. So HOW, WHO, and WHEN to react to a crisis need to be defined prior to implementation strategy.
- Analytics tools definition, the simple the better, **social media analytics tooling itself** is the easiest and fastest way to review our performance, but other analytics platforms can be used in parallel to compare and evaluate everybody's performance, BRAND, AGENCY, AND CAMPAIGN.
- Reports and results can be given monthly or weekly as the strategy defines which timelapse is the best way to monitor, in addition to any other dashboards analytics tools may offer. Again the easy the better.

Planning, our digital mkt process

WE NEED:

TO:

IMPLEMENTATION:

TO GET:

TARGET

- Digital TARGET analysis of the Brand thru social media.
- Target habits online & offline.
- To define Communication style for our social media content and marketing online.

OBJECTIVE

- Validation of social medial networks. (what's the purpose)
- Validation of digital marketing efforts. (why need)
- Validation of digital strategy it means give value to all actions made and the ones will be made
- Having an objeive helps us to focus all digital efforts on one path.

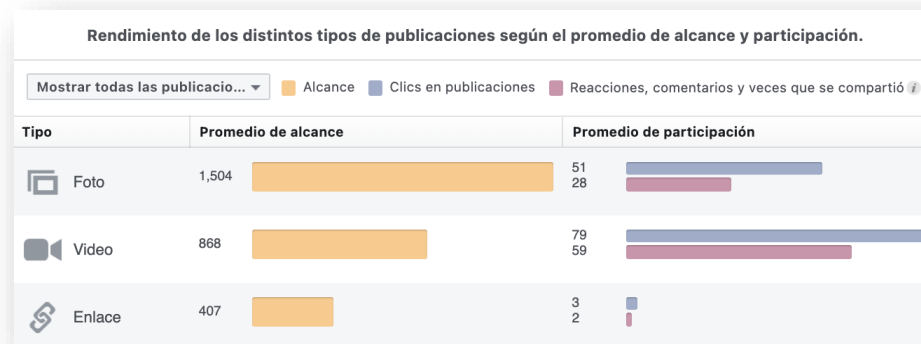
SPECIFIC OBJECTIVE

- KPI'S definition will help to have a measureable strategy.
- Will let us stablish schedules and campaign times.
- Will help us to take right dedecisions in the proper times.
- They will justify our investments.

- Integral digital strategy social networks and media.
- Effective digital medial selection. (organic and paid).
- Social media actions defined by interaction value.
- **Determination of the importance or relevance of social media Influencers or brand ambassadors,**
- Definition of all organic or non paid efforts such as owned or partnered websites, social media networks.
- SEO action program development
- online organic contentto increase conversation levels and it's quality.
- Review and work on MULTIMEDIA content on YouTube.
- Analytics platfforms definition for evaluations (KPI's)
- Crisis plan reaction.
- Budget definition.

Succesful campaign!

- Audience increase in quality and number of followers
- Insights to improve Brand interaction with audience.
- Conversions (if needed).
- A positive Brand sentiment online.



Planning, research & analytics

Plattaforms used to measure digital marketing:

We handle social media analytics plattformes:

- Facebook & Instagram
- Twitter
- Youtube analytics
- GOOGLE ANALYTICS
- Influnecity

And also other plataforms like:

Social Bakers / Hootsuite / SproutSocial
(we can also work with platfforms client already use)

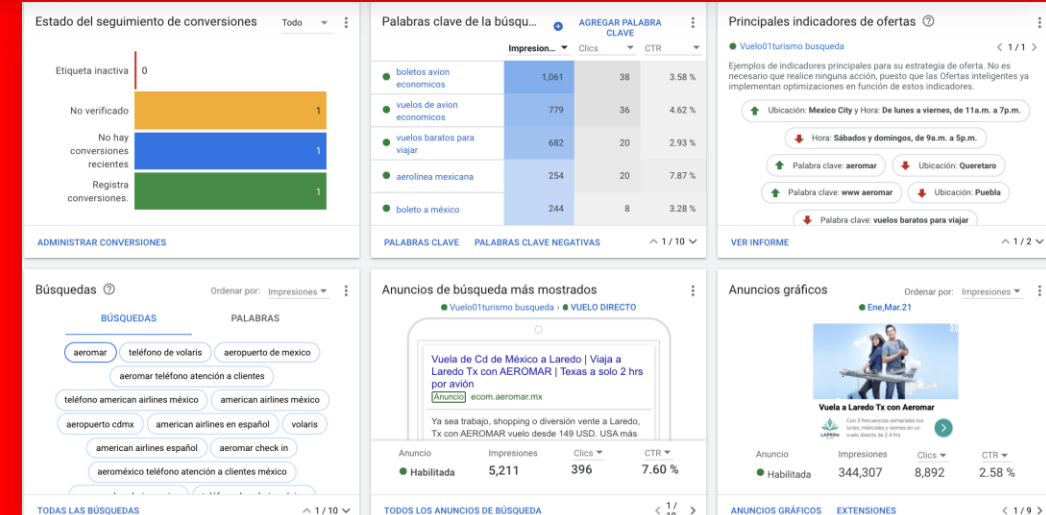
Analytic tools help to get the following insights:

Brand sentiment
Engagement
Target profile
Webiste clicks
Video views
Conversions (when needed)



That will help us to improve:

- Quality of communication
- Social media content
- Geographical reach
- Media investments
- Media mix variations



Media buys process

Agency Experience:

- More than 10 years of commercial relations with local and national media.
- Direct relationship of agency with media (without intermediaries).
- Price negotiation ability.
- Media consumption analysis with IFETEL & INEGI DATA.

Client Experience:

- Updated target profile.
- Budget.
- Social media insights.
- Previous expertise in brand media.

Media Planning:

- ATL media selection.
- BTL actions definition.
- Digital marketing selection & analysis.
- Social media importance value for the campaign.
- Campaign times definition.
- Budget definition.
- Media Plan construction and presentation to client for approval.
- Client approval.

Implementation:

- Broadcast & publishing schedules definition.
- Production of all material required.
- BTL schedule definition.

CAMPAIGN LAUNCHING

CAMPAIGN PERFORMANCE:

Proof of publication (evidence).
Audience performance (ratings when needed)
KPI's: impressions, clicks, views, downloads and the ones requested by cliente.
Invoices control to follow up budget.

Our Expertise

During 12 years we have worked and developed campaigns for different kind of brands, products and services. Some of our clients are:



Portfolio



Audiovisual & BTL portfolio visit: <https://vimeo.com/adscomunicacion>



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Portfolio



Una visión más amplia para los negocios

LGG
Licenciatura en Gerencia Global

Los nuevos profesionales buscan establecer una visión de negocios, más completa y multifacética, con las herramientas necesarias para desempeñarse eficazmente en todos los aspectos de la dirección de un negocio.

En la **UR** tenemos una carrera especializada en desarrollar los talentos que el mundo empresarial necesita.

UR

www.ur.mx



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Dirigida para quienes buscan el éxito en el mundo de los negocios con una excelente preparación profesional.

UR

La Licenciatura en Gerencia Global

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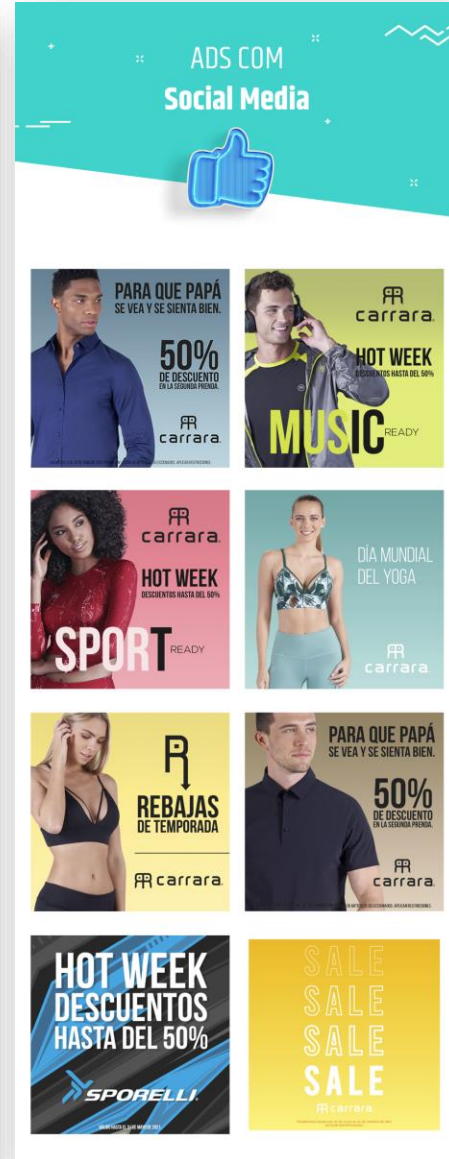
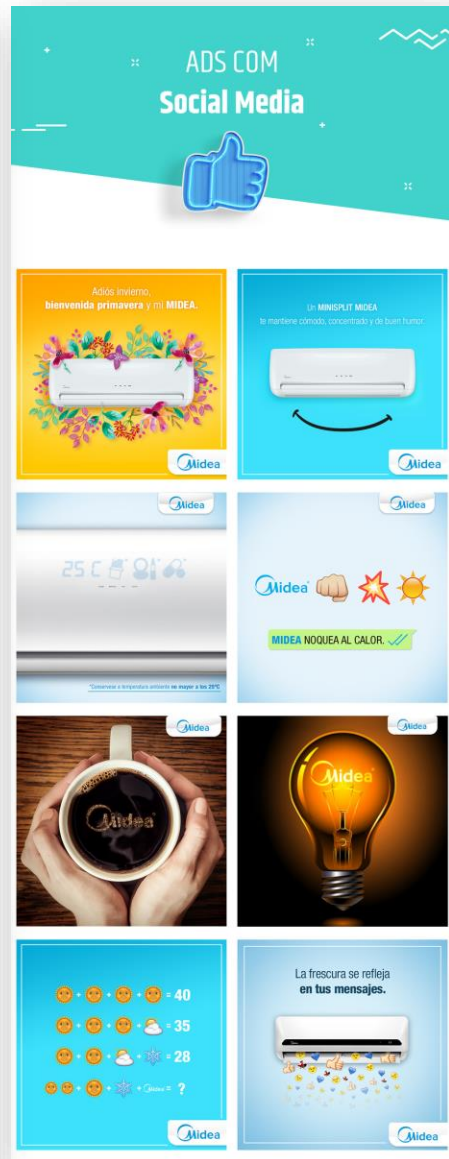
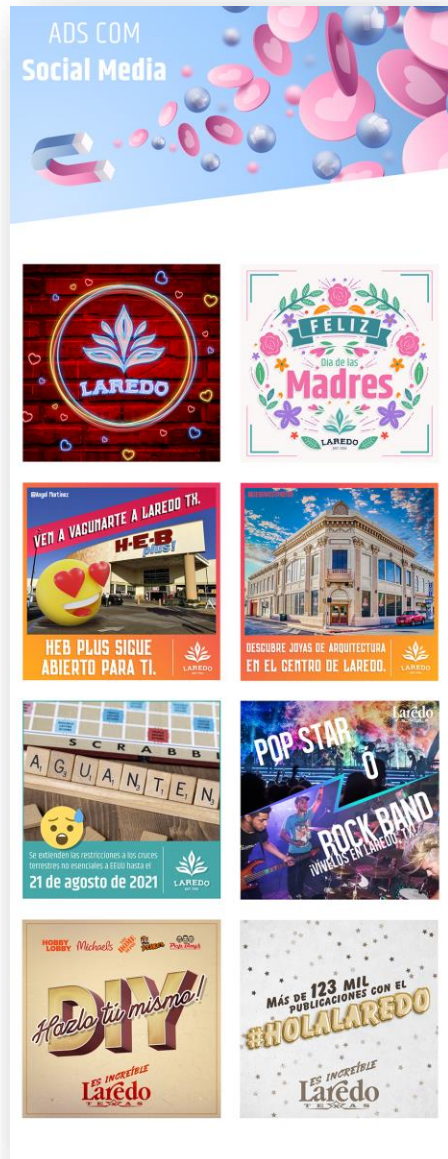
UR

www.ur.mx

La Licenciatura en Gerencia Global va dirigida a los jóvenes emprendedores, que como tú, buscan integrarse exitosamente en el mundo de los negocios con una preparación profesional con valores, sólida y multifacética.

Audiovisual & BTL portfolio visit: <https://vimeo.com/adscomunicacion>

Portfolio



Agency Services Proposal

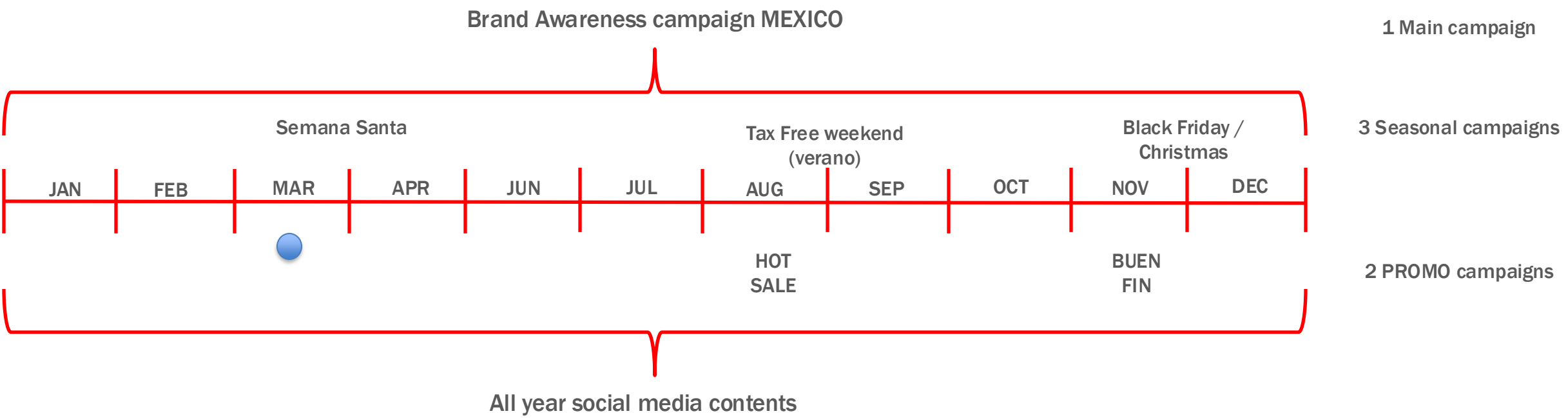
OBJECTIVE

Improve brand awareness of LAREDO and boost the value of LAREDO in Mexico.

GOAL

Build and keep a positive brand sentiment in the Mexican audience to increase travel intentions to Laredo Texas.

Agency Services Proposal, Project strategy



Media Selection:

- 1. Print
- 2. Out Of Home
- 3. Digital marketing
- 4. Electronic (TV, radio)
- 5. BTL

Public Relations efforts:

- 1. Press releases distribution.
- 2. Interview arrangements.
- 3. Content distributions.

Organic efforts:

- 1. Social media management
- 2. Emailing
- 3. Website SEO
- 4. Partnerships

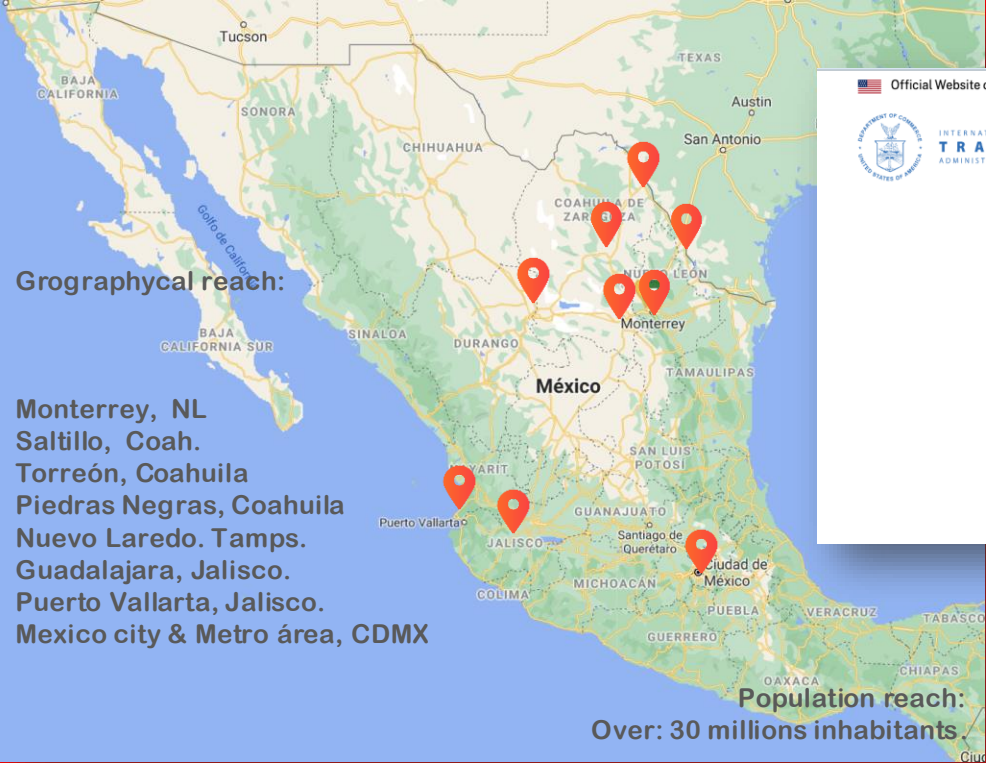
BTL actions:

- 1. Semana Santa experience
- 2. Tree lighting holidays



Agency Services Proposal, Strategy (target)

DATA: Shopping is 79% leisure activity for Mexicans visiting the U.S. by air.



Official Website of the International Trade Administration [Here's how you know](#)

For U.S. Businesses BuyUSA Invest in the USA About Us Contact Us

- Top-line characteristics of the 724,000 Mexican-air visitor arrivals to the United States:
 - The average Mexican visitor had a combined annual household income of \$70,045, stayed 11.64 nights and spent \$1,271 while in the United States. Estimated overall travel spending in the United States was \$920.2 million, up 34.8% from the second quarter of 2022.
 - The average visitor made decision to visit the United States 56.9 days prior to trip and made an airline reservation 39.3 days prior to trip.
 - 67.5% traveled alone, 18.1% traveled with family/relatives, and 13.6% traveled with a spouse/partner.
 - Vacation/Holiday was the top main purpose of the trip (45.8%, down from 52.2% in 2022 Q2) , followed by Visit Friends/Relatives (27.3%, up from 26.5% in 2022 Q2), and Business¹ (23.8%, up from 17.8% in 2022 Q2).
 - Shopping was the top (79%) leisure activity engaged, followed by Sightseeing (60.5%), Amusement/Theme Parks (27.5%), National Parks/Monuments (22.5%), and Experience Fine Dining (21.2%).
 - Hotel or Motel, etc. was the top (59%) type of accommodation used, while Auto (Private or Company) was the top (48.9%) type of transportation used in the United States.
 - Texas (146,000) was the top state visited, followed by California (128K), Florida (117K), Illinois (77K) and New York (69K).

Non Esencial Travelers Performance:

Texas is the fifth destination mention for all non immigrant travelers between 2018-20.

For Meixcan Air Travelers Texas is the TOP State visited.

Over 10 million Mexicans visited the USA in 2020.

Temporary admits for pleasure was the main reason of non immigrant travelers to USA in 2019.

Source: HOMELAND AND SECURITY
OFFICE OF IMMIGRATION STATISTICS
INTERNATIONAL TRADE ADMINISTRATION



Agency proposal services Creative concept for the following campaigns:

No.	CREATIVE SERVICES	QUANTITY
1	MEXICO MAIN BRAND AWARENESS CAMPAIGN	1
	SEMANA SANTA SEASON	1
	TAX FREE WEEKEND SEASON (VERANO)	1
	BLACK FRIDAY & CHRISTMAS SEASON	1
CONTENT CREATION FOR SOCIAL MEDIA ON THE FOLLOWING LINES:		
2	DIGITAL SEASONALS ACCORDING TO ATL CAMPAIGNS	312
	SHOPPING	
	SPORTS	
	OUTDOORS	
	HISTORY & CULTURE	
3	CULINARY	4
	Screens for EXPO stands & backdrops for LAREDO CVB	
4	EDITORIAL ARTWORK & INTERNAL COMMUNICACTION CAMPAIGNS	As per request

Total creative proposals for every campaign: 2
Every proposal includes copy lines for radio, key visual for TV or photos.
Social media content will vary among graphics, GIF, or clips under 15 secs.



Agency proposal services Artwork development (based on history request by Laredo CVB team and media):

No.	PRINT	SIZES		No.	DIGITAL	SIZES
1	Prensa plana	24.6 X 38 cm	si	26	Boxbanner	310 X 111 pixeles
2	prensa media plana	24.6 X 18 cm	si	27	Banner	300 X 250 dpi
3	Prensa plana	54.5 X 31.5 cm	si	28	webb banner design	728 X 90
4	Prensa media plana	27.2 X 31.4 cm	si	29	webb banner design	960 X 90
5	Prensa media plana	25.4 X 28.8 cm	si	30	webb banner design	245 X 90
6	Prensa página	32 X 25 cm	si	31	webb banner design	180 x 210
7	Prensa plana	54 X 33cm	si	32	webb banner design	120 X 200
8	Prensa media plana	26 X 33 cm	si	33	webb banner design	33 X 80
9	Prensa	8.2 X 13 cm	si	34	Visit laredo banner	960 X 276
10	Pensa El Horizonte	27.5 X 49 cm	si	35	visit laredo banner	990 X 90
11	Prensa el financiero	16 X 25 cm	si	36	visit laredo banner	940 X 90
12	Magazine	21.3 X 28.5 cm	si		OTHER	SIZES
13	prensa El Norte	22 X 30 cm	si	37	Stand ICOMEX	según diseño
14	Prensa El Norte doble	54.9 X 31.4 cm	si	38	KEY VISUAL PARA SPOT TV	Up to 30"
15	Prensa El norte	22 X 156 cm	si	39	SCRIPTs PARA SPOTS DE RADIO	Up to 30"
	OUTDOOR	SIZE		40	Vinil Design PHOTO OP CVB	244 X 104 "
16	Cartelera doble	39.5 X 19.8 pies	si	41	Display 1.20 X 2.40 mts	1.20 X 2.4 mts
17	Cartelera doble	14.4 X 4.7 mts	si	42	Back Drop for press conference	2.40 X 2 mts
18	Cartelera doble	12.9 X 7.32 mts	si	43	Rack cards	Half lettler max size
19	Cartelera doble	8 x 12 mts	si		ALTERNATIVE MEDIA	SIZES
20	Cartelera sencilla	12 X 4 mts	si	44	Stand 6 X 6 UP TO 17 PANELS	17 PANELS
21	Cartelera sencilla	12.81 X 4.27 mts	si	45	MAGAZINES AND EXPO PROMOTIONALS	8 3/8 ths X 10 7/8 ths
22	Cartelera electrónica	1040 X 800 pixeles	no	46	Roll up banner	180 cm X 80 cm
23	Smart screen digital	1920 X 1080 pixeles	si	47	StandS EXPO 3 X 6	8 PANELS
24	Malls electronic screens	58 X 175 pixeles	no	48	Fold out brochure	Tabloid
25	MUPI BUS STOPS	Several sizes	no	49	PORT LAREDO STAND 3 X 3	3 PANELS

List above show major designs requested by client but other sizes can be added to the artwork by request as long as the are under the creative concept approved.



Agency proposal services

Social media content creation & management as follows:

SOCIAL MEDIA NETWORK	QUANTITY OF CONTENT DEVELOPMENT BY TYPE					PERFORMANCE ANALYTICS	
	POST ON FEED	STORY	INSTAV OR REEL	TWEET	VIDEO	KPI'S*	REPORT DELIVERY BY
FACEBOOK: https://www.facebook.com/VisitLaredoTexas	312	52	0	0	0	• Likes • Engagements • Reactions • Views • Reach • Followers	Monthly report by Sproutsocial or Facebook analytics if requested.
INSTAGRAM: https://www.instagram.com/visitlaredotx/	312	52	3	0	0	• Likes • Engagements • Reactions • Reach • Followers • Comments	Monthly report by Sproutsocial or Facebook analytics if requested.
TWITTER: https://twitter.com/VisitLaredoTx	0	0	0	200	0	• Followers • Engagement	Monthly report by Sproutsocial.
YOUTUBE: https://www.youtube.com/channel/UC3eQgM9ru8klrO6mp9XBzUg	0	0	0	0	3	• Views • viewability • Followers	Monthly report by Youtube analytics if requested.

*KPI's could change according to brand strategy or monthly performance.

Agency proposal services

Your team work:

I. To provide the services previously listed ADS Comunicación will require of the following staff and resources:

- Brand Experience and TARGET profile.
- Budget.
- Brief.

II. Staff involved:

- a) Creative director.
- b) Artwork & design.
- c) Director digital.
- d) Servicio a cliente.
- e) Client (para validación).

III. Team work proposed:

- a) Account manager & director digital: Aarón Agustín Rodríguez
- b) Creative Director: Ariel Agustín Rodríguez
- c) Sr. Graphic Designer: Gilberto Dávila
- d) Video & audio producer. Carolina de la Garza
- e) Community manager. To be confirmed.

Total staff assigned to the project: 5



Team has an experience of 9 years in the field of advertising, artwork & design.

TEAM LEADERS:

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Agency proposal services

AGENCY FEE

SERVICE	DESCRIPTION	MONTHLY FEE	TOTAL INVESTMENT 2024-25
ADVERTISING AGENCY FULL SERVICE	Planning. Define the values to be communicated to get and effective creative concept to reach the desired objectives. Work plans development for all campaigns and projects that will occur under the contract time. Creativity. Development of relevant, efficient and impactful creativity of the brand through creative paths that start from what has been agreed as a brand communication strategy. Artwork. Graphic development of the creativity proposals developed according to the communication strategy of the brand as well as various internal communication materials, editorial design and other elements that the brand requires. Digital Marketing. Administration of social nmedia that includes the development and curation of graphic and video content and lines of communication as well as the creation of digital marketing strategies, online activations, crisis management plan, selection of digital guidelines and updates on brand’s website and online plattforms. Production. Plan the production of what is proposed in the campaign under time, quality and budget requirements. Also lead, coordinate and supervise production projects (such as hiring audio studio, production houses, photographers, BTL’s, activations and / or Street marketing).	USD \$ 3,500.00	\$ 42,000.00
MEDIA MANAGEMENT	Media Planning an Public Relationships. Plan and implement the purchase of all spaces, time, or other means to be used for the advertising, endeavoring to secure the most advantageous rates available. Check and verify insertions, displays, broadcasts or other means used, to such degree as is usually performed by advertising agencies; and audit invoices for space, time, material preparation and services	This service will be paid by an agency commission to media which will be around 10% to 15% of media buys budget, depeding on final agreements with media. In case the new “Ley para la Transparencia, Prevención y Combate de Prácticas Indebidas en Materia de Contratación de Publicidad” starts to be effective, the media will discount that 10 to 15% amount from invoice to client and ADS Comunicación will issue an invoice to the client instead, in order to meet legal requirements in Mexico.	



SERVICES A LA CARTE

SERVICE	Qty suggested	Unit price	Total suggested
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 muscis 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
2D graphic animation (illustration developed by ADS Comunicación), 10" lenght with stock music	4	\$ 1,000.00	\$ 4,000.00
3D graphic animation with stock music up to 10" lenght with stock music	2	\$ 2,500.00	\$ 5,000.00
PHOTO SHOOT SESION: 2 Full days with travel expenses for a crew of 5 people. (With 25 photo edition) all raw City of Laredo property.	1	\$ 5,500.00	\$ 5,500.00
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 cosmmetics 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
Meetings and Sports Facility Guide designs up to 16 pages	2	\$ 3,000.00	\$ 6,000.00
Design development and distribution of newsletter	12	\$ 300.00	\$ 3,600.00
News Monitor service per month basis	12	\$ 300.00	\$ 3,600.00
Backdrop production in coroplat material	2	\$ 1,100.00	\$ 2,200.00
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

The quantities suggested on this chart are considered needed for a successful campaign, with the following comments:

Audio & TV spots: are considered for 5 seasonals in a year.

Movie spot: If cinema broadcast is not considered, the minute spot can be considered for presentations, event promotions, co-sponsoring, public relations affairs, and more.

Photo and video session: are considering keeping updated images and increasing the variety of content, it will be used for social media content, advertorial or be spoke ads, and organic content. As a destination quality and variety are needed to keep the image fresh and alive.

Illustrations: Designs like cartoon style maps, characters, and all drawings that can be needed for communication purposes.

Travel Expenses: All prices marked in blue are considering travel expenses, in case the brand needs extra visits travel expenses will apply.

Website maintenance can be in the current platform or Wordpress-based site.

WEBSITE DESIGN & PROGRAMMING INCLUDE:

- Visual deisgn, interaction, and responsive programming.
- Licenses, Security Certificate SSL
- Word press plug in licenses
- Hosting fees

Estimated Investment 2024-2025 (TOTAL INVESTMENT INCLUDING AGENCY FEE & A LA CARTE SERVICES)

DESCRIPTION	TOTAL INVESTMENT 2023-24
AGENCY FEE (As explained in previous pages)	\$ 42,000.00
PRODUCTION MATERIALS BUDGET (As suggested in previous pages, but the client can determine quantities for each service.)	\$ 83,098.80

TERMS & CONDITIONS

Prices in American dollars.
This quote is valid until September 1st. 2024.
Agency fee services will be invoiced during the first 5 days of the month during contract duration.
All production services listed A LA CARTE will be invoiced separated and after service is provided.
It is full responsibility of the client the rights registration process to all Mexican authorities.

Thank you very much for your consideration to this project and we hope to hear from you soon.

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