

QUOTATION FOR SERVICES A LA CARTE & AGENCY FEE

Client: Laredo CVB.
Project: Services a la carte.
Contact: Reyna Arzate
Date: August 25, 2025.



Vendor: ADS Comunicación / Ariel Agustín Rodríguez
Contact: Aarón Agustín Rdz.
Email: aaron@adscomunicacion.com
Tel.: 81.15.77.83.41

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 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 (30" max)	12	\$875.00	\$10,500.00
Illustrations such as maps, characters or cartoons	5	\$400.20	\$2,001.00
Editing of photographs, video for use in advertisements	1	\$8,598.00	\$8,598.00
Influencers performance and monitor un der INFLUENCITY PLATFORM	1	\$3,816.00	\$3,816.00
News Momitoring services, 12 months service.	1	\$3,600.00	\$3,600.00
Web Testing, monthly maintenance and technical support for 12 months. License updates for all Plug-ins / apps / wordpress or others needed for the website performance.	12	\$833.33	\$10,000.00
TOTAL A LACARTE SERVICES			\$49,765.00
Annual Agency Fee	1	\$42,000.00	\$42,000.00
Ad placements fee	1	\$51,800.00	\$51,800.00
TOTAL OF ALL SERVICES			\$143,565.00

Payment terms: Net 30 days after delivery.
***The media management fee for the fiscal year 2025-26 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 a two-day trip with travel expenses by car, accompanied by a crew of five, and will be scheduled according to Visit Laredo's needs.

Regards

Aarón Agustín
ADS Comunicación