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## Pricing Addendum

Please see the **Comprehensive Plan Proposal** for a detailed account of each subheading listed below.

### **Website Development, Brand, and Creative Content**



- Development of Brand - \$4,000
- Website Design - \$10,300
- Creative Content - \$5,700

In addition River Travel Media will set up the following for the City of La Crosse. The first year is covered within the basic cost of your website. Year two and beyond are the responsibility of the City. Note: these are third party costs and are subject to change.

SSL Certificate: \$89.98

Hosting: \$187.05

Website Malware Security: \$71.88

Total: \$348.91

**Total Cost of Website Development, Brand, and Creative Content: \$20,000**

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### **Marketing Assistance**

- Public Relations - \$4,500
- Analytics - \$1,700
- Video Creation - \$3,000
- E-Newsletters - \$5,800

**Total Cost of Marketing Assistance: \$15,000**

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### **Social Media**



[rivertravelmedia.com](http://rivertravelmedia.com) | [rivertravelmagazine.com](http://rivertravelmagazine.com) | [lacrosselocal.com](http://lacrosselocal.com)

- Social Media Management - \$2,900
- Social Media Advertising - \$2,100
  - River Travel Media charges a \$200 set up fee, \$150 per month maintenance fee, and 10% of ad buy for Social Media Advertising. (this is included in pricing)

**Total Cost of Social Media: \$5,000**

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### **Advertising**

- Responsive Display Ads - \$4,920
  - River Travel Media charges a \$200 set up fee, \$150 per month maintenance fee, and 10% of ad buy for Responsive Display Ads. (this is included in pricing)
- In-Stream Advertising (pre-roll) - \$2,560
  - River Travel Media charges a \$200 set up fee, \$150 per month maintenance fee, and 10% of ad buy for In-Stream Advertising. (this is included in pricing)
- Radio Advertising - \$1,800
  - River Travel Media charges a 20% administration fee (this is included in pricing)
- Print Advertising - \$720
  - River Travel Media charges a 20% administration fee (this is included in pricing)

**Total Cost of Advertising: \$10,000**

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### **Billing**

River Travel Media sends invoices via email.

The Brand Development and Website Design will be billed ½ at the beginning of the branding/website project and ½ at the completion. \$14,300 total, divided into two equal installments of \$7,150.

The remaining balance of the campaign will be billed monthly January 2022 through June of 2023. A total of \$35,700 or \$1,983.33 per month.

