

**Medstar Media, INC.**  
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# INVOICE

**BILL TO**  
 Dr. Deborah Cole-Sedivy

**INVOICE #** 1114  
**DATE** 11/04/2019  
**DUE DATE** 11/04/2019  
**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
11/01/2019	<b>Digital Marketing Monthly Management</b>	Service Dates: 11/01/19-11/30/19 • Monthly management of Google Adwords, Facebook and Instagram campaigns to target CoolSculpting buyers online. • Optimize campaigns for conversions monthly • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Consult Exit pop technology to increase leads. • Additional service page generation and AdWords campaigns set up	1	1,500.00	1,500.00
11/01/2019	<b>Content Creation + Search Engine Optimization (SEO)</b>	Service dates: 11/01/19-11/30/19 Two treatment-related articles a month <a href="https://monarch-aesthetic.com/blog/coolsculpting-cost">https://monarch-aesthetic.com/blog/coolsculpting-cost</a> <a href="https://monarch-aesthetic.com/blog/cooltone-before-and-after">https://monarch-aesthetic.com/blog/cooltone-before-and-after</a> •Website + Service page updates and on-site SEO (up to two hours) • Google Webmasters management  A three-month monthly management term is required.	1	1,250.00	1,250.00

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PAYMENT  
BALANCE DUE

2,750.00  
**\$0.00**