

Medstar Media, INC.

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support@medstarmedia.com

INVOICE

BILL TO

Cheryl Boyarsky

Pelle Medical Spa

INVOICE # 1227

DATE 08/19/2020

DUE DATE 08/19/2020

TERMS Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Website Design + Development	<ul style="list-style-type: none"> • Complete landing page redesign and development of CoolSculpting & Botox page • Install lead capture forms, integrate with autoresponder and set up client & customer notifications • Optimize website for optimal desktop, tablet, mobile and cross-browser usability • Design custom graphics <p>This is an estimate. If less time is needed your account will be credited. If you need additional development we will provide you an estimate prior to starting the work. As a bonus we will provide two hours to develop your new high level system.</p>	5	200.00	1,000.00
Campaign Set-Up Service	<ul style="list-style-type: none"> • Set Up Google Adwords pay per click campaigns to target people in your area looking for providers • Perform keyword research, create ad groups and ad copy • Set up Facebook/Instagram ad campaigns by client request • Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc. <p>Monthly marketing management fees of \$1500 a month commence after we launch campaign.</p>	1	1,500.00	1,500.00
Digital Marketing Monthly Management	<ul style="list-style-type: none"> • Monthly management of Google Ads / Social Media Ads • 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 <p>The billing cycle for this service begins once ads start running.</p> <p>DIGITAL MARKETING AGREEMENT At all times the media, websites, and graphics we create custom for you, are your property. Website Optimization and Digital Marketing Set-Up are nonrefundable after 72 hours. There is a three month minimum for Digital</p>	1	1,500.00	1,500.00

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Marketing Management Services. Subsequent monthly recurring charges may be canceled at any time with 30 days' notice. Your advertising costs, web hosting, and any other associated costs are your responsibility, and you determine the limit of your monthly advertising budget you wish us to manage. Medstar Media, Inc. is not obligated to provide any subsequent services if monthly recurring charges are not received. All marketing purchasing accounts will be in your name. If additional costs are necessary for any service needed for you, we will obtain your approval first.

This agreement shall be interpreted under the laws of the State of Utah, and exclusive jurisdiction shall be the courts in Salt Lake County, Utah. If any litigation is brought concerning this agreement, despite any rule or statutory authority, the parties agree that they shall bear their own attorney's fees and costs. You further agree that in any event, Medstar Media, Inc.'s limits of any liability to you shall not exceed the amounts paid by you to Medstar Media, Inc. Time is of the essence, and if any provision of this agreement is found unenforceable, the remain provisions shall bind the parties.

The return on your marketing investment will vary based upon your location, pricing, and business good will, which can also be affected by market forces beyond anyone's control. Earnings and web rankings of other clients may not be the same as yours in your market. We, therefore, cannot, and do not, promise any specific rate of return on your advertising spend.

I authorize you to charge my credit card the above amounts or agree to send in a check. I further agree to the terms, conditions and descriptions listed above.

Signature / Date

PAYMENT	4,000.00
BALANCE DUE	\$0.00