

Medstar Media, INC.
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INVOICE

BILL TO
 Richard Nattis
 Sight of Beauty

INVOICE # 1120
DATE 11/18/2019
DUE DATE 11/18/2019
TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
11/18/2019	Website Design + Development	<ul style="list-style-type: none"> • Website design & optimization on Wordpress • 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 it takes less time we will credit you. If we need more time, we will notify you in advance.</p>	8	200.00	1,600.00
11/18/2019	Digital Marketing Set Up Service	<p>CoolSculpting Digital Marketing Set Up</p> <ul style="list-style-type: none"> • Set Up Google Adwords pay per click campaigns to target CoolSculpting customers. • 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. Includes set up of multiple campaigns for both locations 	1	1,500.00	1,500.00
11/18/2019	Digital Marketing Monthly Management Service	<ul style="list-style-type: none"> • Manage & optimize digital marketing campaigns on Google Adwords. and Social media accounts • Optin technology to increase 	1	2,500.00	2,500.00

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		<p>conversions.</p> <ul style="list-style-type: none"> • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring <p>Monthly marketing services commence after completion of ad campaign set up and once ads are turned on.</p> <p>A three-month monthly management term is required. Set up and monthly management fee does not include media costs. Client will be responsible to pay media costs directly to Google & Facebook.</p>			
11/18/2019	SEO Optimized Content Creation	<p>Professionally written SEO Optimized treatment page (500-1000 words)</p> <ol style="list-style-type: none"> 1. Coolsculpting 2. Ultherapy 3. Botox 4. Fillers 5. Light sheer 	5	400.00	2,000.00
11/18/2019	DIGITAL MARKETING AGREEMENT	<p>Website Optimization and Digital Marketing Set-Up with 3 Months Digital Marketing Management Services are nonrefundable after 72 hours. 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.</p> <p>At all times the media, websites,</p>	1	0.00	0.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
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and graphics we create custom for you, are your property.

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 goodwill, 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.

By signing below, I authorize you to charge my credit card the above amounts. With 30 days notice, I may cancel the monthly recurring charges at any time. I further agree to the terms, conditions and descriptions above.

Your Name / Date

PAYMENT	7,600.00
BALANCE DUE	\$0.00