

**Medstar Media, INC.**  
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 chris@medstarmedia.com

# INVOICE

**BILL TO**  
 250 SOUTH SERVICE ROAD  
 ROSLYN HEIGHTS, NY 11577

**INVOICE #** 1050  
**DATE** 07/02/2019  
**DUE DATE** 07/02/2019  
**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
07/01/2019	<b>Website Design + Development</b>	<ul style="list-style-type: none"> <li>• Optimize all treatment related pages</li> <li>• Install lead capture forms, integrate with autoresponder and set up client &amp; customer notifications</li> <li>• Optimize website for optimal desktop, tablet, mobile and cross-browser capability</li> <li>• Design custom graphics</li> <li>• Make additional website design adjustments</li> </ul> <p>This is an estimate on how much time we feel it will take to make the website adjustments we discussed. If less time is needed we will credit your account. If more time is needed we will notify you in advance.</p>	14	200.00	2,800.00
07/01/2019	<b>Digital Marketing Set Up Service</b>	<p>Set Up Google Adwords pay per click campaigns for treatment related searches</p> <ul style="list-style-type: none"> <li>• Perform keyword research, create ad groups and ad copy</li> <li>• Set up Facebook/Instagram ad campaigns</li> <li>• Set up conversion tracking, sales funnels and goals: Google Analytics, Google Tag Manager, Google Search Console, Call Tracking, Facebook conversion tracking, etc.</li> </ul> <p>----</p> <p>Monthly marketing services commence after completion of ad campaign set up. Services</p>	1	1,500.00	1,500.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
		<p>will include monthly advertising management on Google ads, Facebook and Instagram as well as a monthly email newsletter. \$1750 is the fee is to manage the digital marketing campaigns monthly.</p> <p>A three-month monthly management term is required. After the three-month requirement, either party may cancel services with a 30-day notice.</p> <p>Set up and monthly management fee does not include media costs. Client will be responsible to pay media costs directly to Google &amp; Facebook.</p>			
07/01/2019	<b>Content Creation + Search Engine Optimization (SEO)</b>	<p>SEO optimized treatment/service content (750-1000 words)</p> <p>Laser resurfacing</p> <p>Microneedling</p> <p>Facials &amp; skin treatments</p> <p>Dermaplaning</p> <p>Photofacial</p> <p>Chemical Peels</p> <p>PRP</p> <p>Laser hair removal</p> <p>Emsculpt</p> <p>cellulite</p> <p>dermal fillers</p> <p>botox -</p> <p>Acne treatment</p> <p>Summary pages (INJECTIONS , FACIAL TREATMENTS, BODY TREATMENTS</p>	14	400.00	5,600.00

Digital Marketing Agreement  
Medstar Media, Inc. also known as "Company" agrees to provide Truth + Beauty Spa also known as "client" with aesthetic content creation and targeted digital marketing services. Client agrees to pay company upfront for the services. Client will have access to a full refund within three days of the start of the project. After the three days, the client has access to a partial refund (the total payment minus any billable hours dedicated to the project.) Monthly marketing services commence after completion of ad campaign set up. The website, content, graphics, designs, ad copy and other developed marketing assets will be the sole property of the client. IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed as of date 7/01/2019

PAYMENT 9,900.00  
BALANCE DUE **\$0.00**

Signature \_\_\_\_\_ /  
Truth + Beauty Spa/ Cori Goldfarb

Signature: CZ(digital signature) / Chris Zelig/ Medstar Media, Inc.