

Los Angeles, July 19th, 2021

Prot. 0085171/21

Annex 1 – Economic Offer

Market survey notice: Website Design and Marketing Communication Services for the Audiovisual Sector

Services requested	Technical specifications	Economic offer USD \$
<p>1) Design of a new specialized website dedicated to the audiovisual sector</p>	<p><u>Design of a new specialized website for the audiovisual and film industry sector</u> (domain already available).</p> <p>A mobile responsive website in English language, including at least 4 major areas:</p> <p>a. <u>News</u>: including information about the American and Italian film markets</p> <p>b. <u>Events</u>: highlights of the major events of the audiovisual sector in US and Italy.</p> <p>c. <u>An interactive marketplace</u> to promote B2B networking and professional collaboration between Italian and American companies operating in the film & audiovisual business, a space for offer and demand to meet.</p> <p>d. <u>Training & Education</u>: dedicated to educational videos, webinars and training sessions offered by ITA Los Angeles and its partners.</p> <p><u>The website design should include:</u></p> <ul style="list-style-type: none"> • Proposal for new website naming • Purchase and management of hosting • Website map • Website framework, including all areas required • Creation of website visual assets, if needed (i.e. header, footer, thumbnail, nav banner images and any other related visuals), if needed • Basic SEO implementation • Regular site maintenance (backups, update plugins and themes, fixing bugs etc.) • Assistance for back-end implementation of content and features (i.e. adding landing pages, news, events etc.) • Google Analytics set-up <p>Delivery by 60 days starting from the delivery of contents.</p>	

Initials _____



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2) SEO Optimization of the new website for the audiovisual sector	<p>The services should include: Insertion of tags, meta tags, meta description, title markers, image optimization with alt description and compression, optimization of internal links and contents for desktop and mobile devices.</p> <p>Quotation by page Delivery by 1 week starting from the delivery of contents.</p>	
3) Monthly Google AdWords Campaign to promote the new website for the audiovisual sector	<p>Planning, execution, managing and monitoring of Google AdWords campaigns to promote and increase the traffic on the website. The targeted audience will be defined in collaboration with ITA Los Angeles office.</p> <p>The service should include Analysis of keywords, target and geolocation, creation of the campaign, periodic verification (twice a week) of the spending budget, adjustment for pay per click optimization and analysis.</p> <p>Monthly quotation Delivery by 1 week starting from the delivery of contents.</p>	
4) Monthly Google Display Campaign	<p>Planning, execution, managing and monitoring of Google AdWords campaigns. The service should include the activities mentioned for the Google AdWords campaigns above.</p> <p>Monthly quotation Delivery by 1 week starting from the delivery of contents</p>	
5) Newsletter "News from Hollywood" Templates	<p>Creation of a minimum of 4 newsletter graphic templates to be used on most common mailing programs (Mailchimp, Mailup, Zoho).</p> <p>Delivery by 3 days starting from the delivery of contents.</p>	
	TOTAL:	

***All rates must be inclusive of delivery within the USA, if necessary**

Signature _____

Company name _____

Name/Print _____

Title _____

Date _____

Initials _____