



PVIPE MEDIA INTERNET ADVERTISING CAMPAIGNS

The following service descriptions and pricing outline specific packages focused on pay-per-click (PPC) advertising. PVIPE has created several tiers of services, which will provide different levels of advertising based on your specific needs. Pricing for each is included below, as well as what each service entails.

Single Serving AdWords Package (1)

This package is for small publishers or authors looking to promote a single title. The focus of this package is to increase visibility for the author's name, book title and 2 additional keywords (roughly 4-5 keywords in total).

Google AdWords Campaign

- All items based on 4-5 keywords provided by publisher or author
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates (this package does not include display/banner ads)
- Monthly bid management to ensure media budget is being spent efficiently and effectively
- Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Once a week email support

Basic AdWords Package – (2)

This package is for small publishers or authors looking for more exposure. This package utilizes up to 75 keywords supplied by the publisher or author.

Google AdWords Campaign

- All items based on 75 keywords provided by publisher or author
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)

- Creation of two text ad templates (this package does not include display/banner ads)
- Monthly bid management to ensure media budget is being spent efficiently and effectively
- Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Once a week email support

Basic AdWords + Facebook Package – (3)

This package is for small publishers or authors looking for more exposure through both Google and Facebook. This package utilizes up to 75 keywords supplied by the publisher or author.

Google AdWords Campaign

- All items based on 75 keywords provided by publisher or author
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates (this package does not include display/banner ads)
- Monthly bid management to ensure media budget is being spent efficiently and effectively
- Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Once a week email support

Facebook Advertising

- Set up of Facebook advertising account – PVIPE account rep would be an admin of the Facebook business page to facilitate set up and maintenance
- Creation of up to 3 different campaigns/segments (demographic, geographic, keyword)
- Creation of two text ad templates per campaign with client provided imagery
- Set daily/monthly targets for budgeting
- Update ads on a monthly basis (as needed) in order to avoid “ad burnout” (when your targeted users have see the same ad too many times and start to ignore it)
- Provide Facebook advertising reporting on a monthly basis
- Once a week email support

Intermediate AdWords Package – (4)

This package is targeted at publishers or authors looking to increase visibility on the web with up to 500 keywords.

Google AdWords Campaign

- All items based on 500 keywords provided by publisher or author
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates
- Creation of two display/banner ad templates in the following sizes: 728x90, 300x250, 160x600 with imagery/messaging provided by client
- Create contextual display campaign (based on keywords) so display ads appear on relevant websites and blogs that accept Google AdWords ads
- Weekly bid management to ensure media budget is being spent efficiently and effectively
- Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Twice a week email support
- Twice a week phone support

Intermediate AdWords + Facebook Package – (5)

This package is for publishers or authors looking to increase their web visibility with up to 500 keywords and a Facebook campaign.

Google AdWords Campaign

- All items based on 500 keywords provided by publisher or author
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates
- Creation of two display/banner ad templates in the following sizes: 728x90, 300x250, 160x600 with imagery/messaging provided by client
- Create contextual display campaign (based on keywords) so display ads appear on relevant websites and blogs that accept Google AdWords ads
- Weekly bid management to ensure media budget is being spent efficiently and effectively
- Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Twice a week email support
- Twice a week phone support

Facebook Advertising

- Set up of Facebook advertising account – PVIPE account rep would be an admin of the Facebook business page to facilitate set up and maintenance
- Creation of up to 6 different campaigns/segments (demographic, geographic, keyword)
- Creation of two text ad templates per campaign with client provided imagery
- Set daily/monthly targets for budgeting
- Weekly bid management to ensure media budget is being spent efficiently and effectively
- Update ads on a monthly basis (as needed) in order to avoid “ad burnout” (when your targeted users have see the same ad too many times and start to ignore it)
- Provide Facebook advertising reporting on a monthly basis
- Twice a week email support
- Twice a week phone support

Advanced AdWords – (6)

This package is for publishers or authors looking to increase their web visibility with up to 2,000 keywords.

Google AdWords Campaign

- Basic keyword research to identify up to 2,000 keywords which are targeted to the publisher’s needs
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates
- Creation of two display/banner ad templates in the following sizes: 728x90, 300x250, 160x600 with imagery/messaging provided by client
- Create contextual display campaign (based on keywords) so display ads appear on relevant websites and blogs that accept Google AdWords ads
- Create placement display campaigns where PVIPE identifies specific websites where display ads will be placed
- Daily bid management to ensure media budget is being spent efficiently and effectively
- Weekly/Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Unlimited support as needed

Advanced AdWords + Facebook Package – (7)

This package is for publishers or authors looking to increase their web visibility with up to 2,000 keywords and a Facebook campaign.

Google AdWords Campaign

- Basic keyword research to identify up to 2,000 keywords which are targeted to the publisher's needs
- Set up Google AdWords account
- Set up Campaign and Ad Groups
- Set up appropriate account settings, which includes geographic targeting, budgeting language targeting & keyword bids
- Set up of proper conversion tracking (if applicable)
- Creation of two text ad templates
- Creation of two display/banner ad templates in the following sizes: 728x90, 300x250, 160x600 with imagery/messaging provided by client
- Create contextual display campaign (based on keywords) so display ads appear on relevant websites and blogs that accept Google AdWords ads
- Create placement display campaigns where PVIPE identifies specific websites where display ads will be placed
- Daily bid management to ensure media budget is being spent efficiently and effectively
- Weekly/Monthly ad testing to ensure the best performing ad is always running
- Provide Google AdWords reporting on a monthly basis
- Unlimited support as needed

Facebook Advertising

- Set up of Facebook advertising account – PVIPE account rep would be an admin of the Facebook business page to facilitate set up and maintenance
- Creation of up to 12 different campaigns/segments (demographic, geographic, keyword)
- Creation of two text ad templates per campaign with client provided imagery
- Set daily/monthly targets for budgeting
- Weekly bid management to ensure media budget is being spent efficiently and effectively
- Update ads on a monthly basis (as needed) in order to avoid "ad burnout" (when your targeted users have see the same ad too many times and start to ignore it)
- Provide Facebook advertising reporting on a weekly basis
- Unlimited support as needed

If you have questions about these services or the pricing, please contact PVIPE at info@pvipemedia.com.