# Service Proposal

## **Prepared For:**

**{{"now" | date: "%Y-%m-%d %H:%M"}}**

{{lead.address}}

{% assign evan = "cool" %}

Dear {{lead.identifier}},

I look forward to your feedback and will be available to answer any questions you have and clarify anything within this proposal.

Sincerely,

{{lead.creator}}

{% for p in purchases %}

{{p.name}}

{{p.price}}

{% endfor %}

{% if true %}

{{campaign.name}} delivers world-class creative and strategic solutions across all media platforms. We develop and execute television campaigns, social-by-design, influencer outreach programs, experiential events, print, digital, outdoor, and branded entertainment. Our audience-first approach means that every idea is grounded in a deep strategic understanding of the target audience and lives in the media most. I am {{evan}}.

{% else %}

When you work with {{campaign.name}}, you'll experience the exceptional service and attention to detail that you can only find with an independent advertising agency. We pride ourselves on focusing on you, the customer, providing one-on-one attention to detail in regard to all your advertising need.

{% endif %}

**Our Services**

We are a firm that creates new promotional ideas, designs print, radio, television, and internet advertisements, books advertisement space and time. We also plan and conduct advertising campaigns, commissions research and surveys, and other such services that help a client in entering and succeeding in a chosen market. In general, advertising agencies are not deemed agents of the advertisers, because we act as principals for the services they buy on behalf of our clients.

{{campaign.name}} encompasses many different skills and disciplines in the production and maintenance of advertising. The different areas of advertising include web graphic design; banner design; authoring, including standardized marketing and branding. Often many individuals will work for companies covering different aspects of the design process, although some designers will cover them all. The term Advertising is normally used to describe the advertising process relating to the front-end (client side) design of a campaign including writing content. {{campaign.name}} partially overlaps marketing in the broader scope of a creative agency. {{campaign.name}} are expected to have an awareness of usability and if their role involves creating brands then they are also expected to be up to date with marketing and advertising accessibility guidelines.

## **Service Price Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Purchase Name | Constant Fee | Description | Purchase Price |
| {% for p in purchases %}{{p.name}} | $5.00 | {{p.purchasable.description}} | ${{p.price}}{% endfor %} |

**DUPLICATE PRICESHEET**

|  |  |  |  |
| --- | --- | --- | --- |
| Purchase Name | Constant Fee | Description | Purchase Price |
| {% for p in purchases %}{{p.name}} | $5.00 | -- duplicate -- | ${{p.price}}{% endfor %} |

|  |  |  |  |
| --- | --- | --- | --- |
| Purchase Name | Constant Fee | Description | Purchase Price |
| {% for p in lead.pmmonths\_cf %}{{p}} | $5.00{{p}} | -- duplicate -- | ${{p}}{% endfor %} |

Signature

## Agree and Sign

I, {{lead.creator}}, agree to the above services and pricing set forth by {{campaign.name}} in this proposal.