### Yodle Fees

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| Initial Setup **$447**  **One Time** | **Initial Setup - $447**  Setting up the account takes many hours of work from setup and IMS teams to ensure proper creation of accounts.  It takes about 8 business days to completely prepare an account for launch.  **Keyword Portfolio Creation**   * We build out a list of thousands of KW’s related to the services we are advertising for through research into the client’s segment and location * Determine the services offered, all variations to search for that service, specific locations to serve, huge list of keywords   **Ad Copy Design**   * Write 3-5 ad copies for each service the client is advertising, unlimited number of services   **Account Setup**   * Research & initial setup of the locations to Geo & Tern targets * Setup of bidding algorithm (Click Rank) * Push client ads to all 75 search providers, directories, & partners * If done on own, time and cost prohibitive * Provision the remote call forwarding number * Purchase of domain name(s) and annual domain name registration * For DynamicMirrors - reverse proxy of site and setup |

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| AdverSite **$599**  **One Time** | **Yodle AdverSite - $599**  The creation of our template based website solution that typically converts visitors into callers 4x higher than the standard website.  **Included Features**   * Setup site content, either from our stock library or provided by the client * A base layout, created with proper landing pages for each service and strong calls to action on every page. * Up to 5 additional pages if needed. * 8 business days to create * Add imagery using either client provided images or Yodle stock images * Web Form w/Spam Trap – Included on all sites * If desired, create * custom coupons & promotions * interactive maps with driving directions * 1 photo gallery of up to 30 images provided by client   **Benefits**   * Customer owns the final website * Future website revisions free * New promotions free |

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| ProSite **$2497**  **One Time** | **Yodle ProSite - $2497**  Our custom designed ProSites are created from scratch to accurately convey each client’s vision of their business and marketing objectives.  **Included Features**   * Each 20 page site is completely unique and the design is customer tailored to the clients specifications. * Client will receive a design consultation with one of our web designers * Given the amount of effort involved, a typical ProSite takes approximately 30 days to complete. |

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| Management Fee **$69** Monthly | **Management Fee - $69**  **Dedicated Interactive Marketing Specialist (IMS)**   * Every client receives a dedicated IMS who monitors account performance and continuously makes tweaks to maximize ROI   **Complete Access to Yodle Live Platform**   * Clients have 24/7 access to the Yodle Live platform to monitor account performance. * Unique tracking number is assigned for call reporting & recording * Store every movement made on AdverSite - Identify where people are attracted – maybe add a promotion * Record audio of every call to the tracking phone number * Lead manager storing all past tracking emails sent * Detailed web analytics and statistics (Ad Stats)   **Monthly Services**   * Multiple hosted web-based email accounts with significant storage for personnel * Monthly hosting fee for AdverSite / Mirror / ProSite * Ongoing Geo-Targeting optimization and keyword management * Ongoing upgrades of applications, infrastructure and components * As Yodle improves, you get the benefits for free |

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| Organic Fee **$667**  **Monthly** | **Organic Plus - $667**  **Initial Setup**   * Every client receives an initial consultation with one of our SEO experts to identify which services are best to optimize for. * We’ll then tweak the website following on-page optimization best practices to assure the site is search engine friendly.   **Ongoing Optimization**   * Each month, Yodle will generate inbound links to your site through our distribution network, article syndication, and video publication. * To continuously improve ranking on search engines   **If Organic is purchased, the Management Fee $69 does not apply** |

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| Sponsored Budget **$Variable**  **Monthly** | **Sponsored Budget**   * The Sponsored monthly budget is utilized across the major search engines and our network of sites to drive qualified, inbound phone calls & emails to customers at the lowest possible acquisition cost. * Click Rank and IMS skills result in the lowest cost * The budget is discretionary, based on client needs & expectations * Minimum budget requirements apply - vary with segments * Rollover Over – unused budget dollars will roll over to the next month * Maximum rollover is 2x the monthly budget * If rollover is greater than 2x monthly budget, customer would not be charged for that month * Overspend – when budget is spent prior to the end of the month * Good opportunity for up-sell by the IMS |