

ESTIMATE

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ASH WITTMER

Bill to
Lake County Health Department
2900 West 93rd Ave.
Crown Point, Indiana 46307

Ship to
Lake County Health Department
2900 West 93rd Ave.
Crown Point, Indiana 46307

Estimate details

Estimate date: 05/27/2025
Expiration date: 06/24/2025

Product or service	Description	Qty	Rate	Amount
Custom Branding Basics Package	Basic Strategy Questionnaire, Creative Direction, Primary & Secondary Logo(s), Brand Marks or Iconography, Patterns and/or Textures, Color Palette, Typography Selection, and Brand Style Guide. Includes Series of 10 Branded Canva Templates for Social Media.	1	\$4,950.00	\$4,950.00
Google Business Listing Assessment	Research, Strategy, and Assistance in Optimizing your Google Business Listing. Troubleshooting support. Consultation Call, Project Assessment, and Strategy Plan.	1	\$1,150.00	\$1,150.00
Social Media Audit	2 Profile Overviews, Competitor Analysis, Performance Analysis, Goal-Oriented Recommendations, Content Strategy and Engagement Tactics, Post-Audit In Person Meeting (included)	1	\$1,300.00	\$1,300.00
Social Media Management - 3/wk	Creative Strategy, Content Creation (Including Images, Videos, Graphics, and Copy), Hashtags, SEO Principles, Selection of Trending Audio and Posting Schedule. Weekly: 3 Posts, 1 Hr. Engagement, Email Updates, and Team Support. Monthly Report. Billed per Month.	3	\$1,750.00	\$5,250.00
Google Business Profile Posting Add-on	Implementation of Google Business Profile Optimization posing plan. Weekly Profile updates, including custom content, and visuals. Monitoring and responding to comments and GBP reviews. Billed per Month.	3	\$300.00	\$900.00

Branding Content Shoot	Up to 1 hour total, 1 location. Images will be used for social media, print marketing, future magazine buildout, and website updates. Photography + Shoot Planning: Up to 20 Images created for social media, print marketing, and website use. Limited commercial license. Digital gallery delivered with access for immediate download. Video: Video created for social media marketing. 5 short-form social media videos, edited B-roll folder, and delivered via online platform.	3	\$1,200.00	\$3,600.00
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Corporate Headshot Event	Includes Planning, Production, and Commercial Licensing. Pre-project Planning Call, Custom Style Guide PDF for Participants. Set Build with Seamless Paper Backdrop, Lights, Grip, Cameras, Lenses, Equipment, and Insurance. Each participant (up to 25) will be given 3 edited selects. Series of up to 10 Group Portraits Included. Professional Makeup Artist on Set.	1	\$3,000.00	\$3,000.00
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			Total	\$20,150.00
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Note to customer

Estimate is valid for 28 days. Services will include creation of marketing images and all media assets shall be delivered with the following license: Publicity, Collateral, and Advertising use, in perpetuity.

Complete Your Booking: Upon the parties’ signatures of the Media Agreement, we will reserve the date and time agreed upon and will not make other reservations for that date and time and Client will tender the Reservation Deposit. If the date is cancelled for any reason, the Reservation Deposit will not be returned or refunded.

Accepted date	Accepted by
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Expiry date	06/24/2025
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