

ESTIMATE

Ash Wittmer LLC
1751 Sherwood Ct
Valparaiso, IN 46385-2824

ash@ashwittmer.com
+1 (317) 775-9340

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: 06/27/2025

Product or service	Description	Qty	Rate	Amount
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.	12	\$1,750.00	\$21,000.00
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.	12	\$300.00	\$3,600.00
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
Half Day Production Shoot	Overview: update social media, website, print marketing, and other key pieces. Up to 3 hours on location, 1-2 locations with travel time limited to same town. Planning Session (included) Photography: Headshots for each participant, Group portraits, Working Photos, Team Interaction,	1	\$4,200.00	\$4,200.00

Equipment/Process Images, and Office Details; Images created for social media, print marketing, and website use. Limited commercial license. Digital gallery delivered with 100 edited images and access for immediate download. Video: Video created for social media marketing. 10 short-form social media videos, edited and delivered via online platform.

Custom Graphic Design - Up to 10 Hours	Up to 10 hours of professional graphic design to be used in support of marketing efforts. Graphic design deliverables may include updated Canva templates, printed flyer updates, and/or assistance with printed advertising campaigns.	1	\$2,200.00	\$2,200.00
Custom Website Buildout	Optional: Starting at \$5500 and will be billed separately after determining scope of project.	1	\$0.00	\$0.00
			Total	\$34,600.00

Note to customer

Estimate is valid for 30 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

Expiry date 06/27/2025