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**ADAMS MEDIA GROUP**

# MEDIA KIT

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## ABOUT ADAMS MEDIA GROUP

Marketing is an essential component in helping any business establish itself as an industry leader, especially through areas like business and brand development, advertising, and public relations. At Adams Media Group, we don't believe in a one-size-fits-all marketing approach to help clients meet their immediate needs and long-term goals and objectives.

Adams Media Group employs a highly skilled, creative team with a deep commitment to their craft. Our team is devoted to getting to know you and your brand whether you need to launch a new website, manage social media, develop an SEO campaign, or all of the above. We will listen closely to your vision to produce and distribute relevant, quality content with a competitive edge.

Our websites come fully customizable, responsive, and mobile-friendly for an optimal user experience across desktop, laptop, tablet, and mobile devices. We also adapt each package to suit your individual needs and budget and provide ample opportunity for feedback throughout each project.

Let us focus on the details so that you can focus on all of the other aspects of your business. Contact us today to get started!



Please note all prices and package details listed herein are subject to change. We offer a variety of other services in addition to what is included in this document. Please contact Adams Media Group for a complimentary consultation and quote for your next project.

## OUR SERVICES



**ADVERTISING**



**PHOTOGRAPHY+ VIDEO**



**MARKETING**



**BRANDING**



**GRAPHIC DESIGN**



**PUBLIC RELATIONS**



**SOCIAL MEDIA**



**WEB DESIGN + SEO**



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# WEBSITE DESIGN PACKAGES

At Adams Media Group, we specialize in creating custom, mobile-friendly websites that align with each client's unique brand identity. Each package includes one hour of CMS training once the site launches. Plus, when you choose Adams Media Group, you'll have a website that you can customize and maintain all on your own or we can do it all for you.

## STARTER

Our starter package is perfect for newly launched companies on a budget.

### Package Includes:

- Website design
- Up to three web pages
- A half hour of photography

### Cost:

- Starting at \$995
- Hosting and monthly maintenance available

## LAUNCH

Our launch package is ideal for companies looking to sell their products or services online or simply require a larger digital footprint.

### Package Includes:

- Website design
- Up to ten web pages
- Copy writing
- One hour of photography
- Up to 15 seconds of videography

### Cost:

- Starting at \$2,350
- Hosting and monthly maintenance available



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# MARKETING PACKAGES

We've combined our most popular marketing services into two distinct packages. Our Connect package is a low-cost approach designed to build brand awareness, generate leads, and increase web traffic at a sustainable pace. Ideal for medium to large businesses with more aggressive marketing goals and budgets, our Grow package goes beyond social. It blends traditional and digital marketing tactics for optimal growth. Use each package individually or combine the two for a more robust marketing strategy.

## CONNECT

### Package Includes:

- Social media management for up to three social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Google +, or Pinterest.
- Content creation
- Advertising campaigns
- Comprehensive monthly reporting

### Cost:

- Starting at \$650/month

## GROW

### Package Includes:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Pay per click (PPC) advertising
- Comprehensive reporting
- Graphic design
- Media planning and buying
- Public relations

### Cost:

- Upon consultation



**We Do it All.**

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# BRANDING PACKAGES

Whether a simple startup, sole proprietorship, or something in between, we've developed a branding package to fit most business needs. Packages range from a single logo design to printed materials and web deliverables for a more defined brand identity. Don't see what you need? Ask about our custom branding package options.

## STARTER

### Package Includes:

- 3-5 concepts
- Logo design
- Font and color recommendations

### Cost:

- \$750 for one logo mock up and 2 rounds of changes
- \$125/hour for additional design changes

## ESSENTIAL

### Package Includes:

- Logo design
- Business card design
- Letterhead design
- Font and color recommendations

### Cost:

- Starting at \$1250

## PRO

### Package Includes:

- Logo design
- Business card design
- Letterhead design
- Font and color recommendations
- Promotional material
- Branded images for social media

### Cost:

- Starting at \$2250



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# FREQUENTLY ASKED QUESTIONS

## **How do I get started?**

Contact us to schedule your complimentary consultation. Call 772.492.6570 or email [office@adamsmediagroup.com](mailto:office@adamsmediagroup.com).

## **What are my payment options?**

To get started, you'll need to submit a 50 percent, nonrefundable deposit via check or credit card.

## **What's included in my website design package?**

Each package comes with a custom WordPress site branded for your unique business. The Starter package includes up to three web pages, and the Launch package includes up to ten web pages. You will be presented with one design concept before the site is built out.

## **What if I need more pages than the package allows?**

Simply let us know how many more pages you will need, and we will provide you with an estimate for the additional work.

## **What's the average timeline for a website development and launch?**

The average website design takes between four to six weeks depending on website size and client availability.

## **If I already have a website, will my current website experience downtime during site development?**

No. We build our websites out on a test server. Your website will stay live until launch.

## **What if I live outside your area?**

No problem! We will host virtual meetings with you.

## **What if I'm not happy with my website design or marketing campaign?**

This has never happened before! If it does, we will want to work with you and make changes until you are happy. If, however, we are unable to, we will then relieve you of your contractual obligation.

## **What if I'm not happy with my marketing campaign?**

We haven't experienced an unhappy client yet. Customer satisfaction is our top priority, and we will do whatever it takes to exceed your expectations. In the event that you are still not happy, we can relieve you of your contractual obligation with 30 days of notice.



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## COMPANIES WE'VE WORKED WITH



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