

## Services and Prices

### Affordable Services for a Broad Range of Businesses

Keyboard Communications strives to make professional PPC management affordable for a broad range of businesses. There are no spending commitments or length of service contracts to sign. Fees for setting up Pay Per click campaigns are listed below.

We also provide customized proposals for more complex projects or for companies who require ongoing PPC management. Additional services include web analytics, web copywriting and email marketing.

Keyboard Communications is able to offer new advertisers \$100 in Google advertising credits and \$50 in Yahoo advertising credits which offset the cost of consulting fees.

Google AdWords Campaign with One Ad Group	\$250.00
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Set up campaign on the Google Search Network comprised of the Google search engine and Google

search partners including AOL, Ask, Netscape, EarthLink and CompuServe. This service includes:

- Creation of Google AdWords account
- Keyword research
- Copy for two ads which will rotate evenly for split testing

- Geographic targeting of the campaign
- Bid and landing page recommendations
- Two reviews of this campaign during the first month including split testing of ads

Additional Google Ad Groups \$100.00

- Keyword research
- Copy for two ads which will rotate evenly for split testing
- Bid and landing page recommendations
- Two reviews of this campaign during the first month including split testing of ads

Yahoo Campaign 40% of Cost for Google

- Set up Yahoo account
- Replicate Google campaign with all services listed above

MSN Campaign 40% of Cost for Google

- Set up MSN account
- Replicate Google campaign with all services listed above