

# JAGUAR LAND ROVER RATE CARD



## ABOUT STREAM

Stream is a full-service, fully integrated advertising agency powered by strategy, experience, and technology. We believe in an integrated approach that fosters communication with each department to elevate the results of our digital efforts. This strategy aligns all messaging through each medium and allows us to be more strategic with our advertising dollars. Ultimately, it enables us to be more effective with our ad placement and spend. Our motto is Do the Ordinary Extraordinarily Well, and our team members truly live by this philosophy. Our client partners are treated like our only clients with a high level of communication, absolute transparency, and an aggressive pursuit of mutually set KPIs.

JAGUAR LAND ROVER	
	<b>GROSS</b>
PPC	18%
SEO - Good (5 Pieces)	\$1,500
SEO - Better (7 Pieces)	\$2,500
SEO - Best (10 Pieces)	\$3,500
Web Merch - Good	\$749
Web Merch - Better	\$995
Web Merch - Best	\$1,350
Reputation Management	\$795
Social Management - Good (2-3 posts/week)	\$795
Social Management - Better (4-5 posts/week)	\$950
Social Management - Best (5-6 posts/week)	\$1,300
Email - Pre-Built Template	\$549
Email - Custom Template	\$750
Social Media Advertising	\$300 + 15% of spend
Display	\$6.50 CPM
Video	20%
CTV	20%
Linear/Broadcast TV	20%
Power Search	\$3.99 CPC
Dynamic Inventory Feed	\$299
Integrated Marketing Cloud	\$2,449
IMC DMS Feed Integration	Market Price at Cost

