

Sotavento Medios Services Form



Please complete the forms in **CAPS**.

Company Name: _____ Customer Designation: _____
Company UEN: _____ Office Main Line: _____
Company Registered Address: _____ Direct Line (If any): _____
Postal Code: _____ Mobile Number: _____
Company Mailing Address: _____ Email Address: _____
Customer Name: _____

Please select one of Multiple of the following. Please indicate the chosen service by indicating a "X" in the box.

- Search Engine Optimization (100 Keywords Desktop and Mobile) - 1 Year Subscription with Daily Ranking Console**
Payment Terms: Monthly Payment \$880.00 Annual Payment \$9600.00 (Savings of \$960.00)
Proposed Start Date (DDMMYYYY): _____
- Search Engine Optimization (100 Keywords Desktop and Mobile) - 5 Year Subscription with Daily Ranking Console Pay Upfront for 3 Years and Get 2 Years Free**
Payment Terms: Single Payment \$28,800.00 (Savings of \$19,200.00) Proposed Start Date (DDMMYYYY): _____
- Website Maintenance Package for WordPress Sites (Unlimited Content Updates, Web Security Enhancement) - 12 Months Package**
Payment Terms: Single Payment \$2,000.00 Proposed Start Date (DDMMYYYY): _____
- Responsive Website Development (Theme Based Non-Ecommerce) with 12 Months Warranty and Maintenance, 12 Months Security Defender Basic Edition Package**
Payment Terms: Single Payment \$5,500.00 Multi-Language Enabled License \$500.00
Proposed Start Date (DDMMYYYY): _____
- Responsive Website Development (Theme Based, Ecommerce with Payment gateway integration) with 12 Months Warranty and Maintenance, 12 Months Security Defender Basic Edition Package**
Payment Terms: Single Payment \$8,900.00 Multi-Language Enabled License \$500.00
Proposed Start Date (DDMMYYYY): _____
- SSL Certificate for Website. Make it Secure, Make it HTTPS**
Payment Terms: 12 months SSL Certificate \$250.00 3 Years SSL Certificate \$700.00
Proposed Start Date (DDMMYYYY): _____
- Managed VPS Hosting (Increase Website Reliability and Speed)**
Payment Terms: Single Payment 3 Years \$3,600.00 Single Payment 5 Years \$5,500.00
Proposed Start Date (DDMMYYYY): _____
- Daily Rank Tracking Console with Google Analytics, Google Search Console, Competitor Tracking, Click Thru Rate Tracking, Graphs, Daily Email Reports and Multi-User Access**
Payment Terms and Options:
 Up to 150 Preset Keywords Single Website \$1,200, 1 Year Up to 1500 Keywords, Multiple Website \$4,000, 1 Year
 Up to 150 Preset Keywords Multiple Website \$3600, 3 Years Up to 2000 Keywords, Multiple Website \$12,000, 3 Years
Proposed Start Date (DDMMYYYY): _____
- Unlimited Graphics Design (Graphics, Logo, Stationery Sets, Print, Web with Stock Image License)**
Payment Terms and Options:
 Monthly Payment 12 Months Retainer Contract \$2,000.00 Monthly
 Annual Payment 12 Months Retainer Contract \$22,000.00 (Savings of \$2,000.00)
Proposed Start Date (DDMMYYYY): _____

Make all cheque payable to SOTAVENTO MEDIOS

Please Make Cheque Payments to SOTAVENTO MEDIOS or for Direct Bank Transfers. Please send it to Oversea-Chinese Banking Corporation Limited

Current Account SG-601321896001

PayNow Accepted via 53367808X

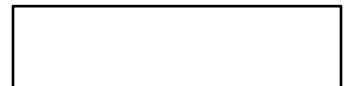
Sotavento Medios Services Form



TERMS AND CONDITIONS OF CONTRACT

- 1) This terms and conditions apply to the Company as addressee or filled up in this contract.
- 2) **SOTAVENTO MEDIOS** is hereinafter referred to as "**SOTAVENTO MEDIOS**"
- 3) **THE COMPANY OR THE ADRESSE IN THIS CONTRACT** is hereinafter referred to as "**the Client**"
- 4) **Payment terms are for PPC & SEO:**
 - a) The client is to make payment as stated in the contract within 7 calendar days; payment not made within 7 calendar days will be considered as late payment.
 - b) There will be an administrative fee of 15% of the total outstanding amount for late payment, and a \$50 administrative fee for each reminder sent to the client.
- 5) **Payment Terms are as follows for UNLIMITED GRAPHICS DESIGN, WEBSITE DESIGN, WEBSITE DEVELOPMENT, SOFTWARE DEVELOPMENT**
 - a) The client is to pay a **100%** on confirmation of the contract and payment must be made before commencement of the project. If payment is not made within 7 calendar days, this will be considered as a delay of the project. In this case, the Project Postponed or Delayed Clause applies.
 - b) There will be a late administrative fee of 15% of the total outstanding amount for late payment, and a \$50 administrative fee for each reminder sent to the client.
 - c) All websites design, developed or managed by SOTAVENTO MEDIOS must contain the credits to SOTAVENTO MEDIOS for Website Development and Optimization. If credits were to be removed during the first 12 months on launch or the completed website, there will be a removal of credits fee of \$500.00 which is not negotiable
- 6) **Payment Terms for MANAGED VPS HOSTING, SHARED WEB HOSTING, EMAIL HOSTING, WEB MAINTAINANCE CONTRACT**
 - a) Payment must be made in full upon invoiced; payment not made within 7 calendar days will considered as late payment.
 - b) There will be a late administrative fee of 15% of the total outstanding amount for late payment, and a \$50 administrative fee for each reminder sent to the client
- 7) **Events after the signing of the quotation or commencement of the project**
 - a) **Project Postponed or Delay:** If the project is delayed by the client for more than 30 calendar days, without receiving notice from the client, SOTAVENTO MEDIOS has the right to terminate and payment will not be refunded.
 - b) **Project Terminated:** If the project is terminated by the client, SOTAVENTO MEDIOS has the right to bill the client based on the full amount of the contract. There will be no refund for Project Termination by Client for any reasons.
 - c) **Project Termination by SOTAVENTO MEDIOS:** SOTAVENTO MEDIOS reserves the right to terminate any existing work stated in this contract if payment is not received on time.
- 8) **Change of Project Requirement**
 Any Additions/Changes of project requirements during the project implementation phase will result in additional costs. SOTAVENTO MEDIOS will communicate with the client explicitly on the cost and time required for each addition/change of project requirements before commencing implementation. The client has to sign an Addition/Change of Project Requirements form submitted by SOTAVENTO MEDIOS.
- 9) **Renewal of Campaign/ Services**
 Renewal of campaign will be made known to the client one month before the existing campaign expires.
- 10) **Search Engine Optimization (SEO)**
 - a) The architecture of the client's website must be search-engine friendly before we can proceed with the optimization.
 - b) In the event that the website is deemed to be not suitable for SEO, SOTAVENTO MEDIOS reserves the right not to commence optimization until the requirements are achieved.
 - c) SOTAVENTO MEDIOS will be granted access to the client's website and all related files that will be needed for optimization
 - d) Advice from the client will be taken into consideration as SOTAVENTO MEDIOS has its own set of optimization procedures to follow.
 - e) SOTAVENTO MEDIOS has to be notified of any changes and updates that the client will be performing on the website; this is to prevent any overwriting of optimization done. In the event that the client overwrites the existing optimized work, additional costs will be required for SOTAVENTO MEDIOS to re-optimize.
 - f) Main objective of SEO is to increase the amount of organic traffic from search engines to your website.
 - g) The client reserves the right to terminate the contract by giving sixty (60) days' notice in writing if SEO's progression, a not met. (at least 50% of the keywords in top 100 within the first months) There will be no refund for the difference of the months and credits cannot be used to exchange for any other services.
 - h) Payment terms is on a annual basis (yearly), with the submission of invoice.
 - i) Money Back Guarantee is applicable only if signed on the specific money back guarantee plan.
 - j) Money back Guarantee is only applicable if SOTAVENTO MEDIOS is unable to bring at least 20% of the total number of keywords to the first page of Google within 180 Calendar days from the receipt of payment for the SEO campaign.
 - k) Money back guarantee will be given in the difference of the months which SOTAVENTO MEDIOS does not work on for the remaining months.
 - l) Money back guarantee is not applicable for LOLIBASO or any SEO Services provided, unless specified Money Back Guarantee Plan on the Contract.
- 11) **SEO DAILY RANK TRACKING CONSOLE (NIGHTWATCH IO)**
 With the use of this software (console), you are agreeing to the aforesaid stipulated terms and conditions and the disclaimer on the website itself before the usage of this software
- 12) **PAY PER CLICK ADVERTISING: GOOGLE ADS, PROPELLER ADS, FACEBOOK, INSTAGRAM, LINKEDIN, REDDIT**
 - a) The amount of budget spent per day will be prefixed by SOTAVENTO MEDIOS based on the client's monthly allocated budget.
 - b) During the entire campaign, if the client wishes to increase the overall budget, the Account Management fee involved will be made payable to SOTAVENTO MEDIOS.
 - c) Any image needed for the campaign must be provided by the client
 - d) Additional creative fee will be required if design is required from SOTAVENTO MEDIOS.
 - e) If the client chooses to renew campaign before the expiry, the repeated creative fee for the same campaign will be waived. P,
- 13) **Email Marketing**
 - a) The database used for email blast will be provided by the client.
 - b) The databases used are to be authorized and approved by the client. The client must abide by the anti-spam law and in case of any violation, the client will be held solely responsible and SOTAVENTO MEDIOS is absolved of all responsibility.
 - c) In the event that the client requires a customized email template, SOTAVENTO MEDIOS will be able to provide it at a stated cost.
 - d) The Client has to purchase credits before sending out emails to their prospective customers.
 - e) The credits will be deducted for every email sent.
 - f) The email marketing system provided allows the client to schedule, customize and send out emails on their own. If the client requires SOTAVENTO MEDIOS to assist in the execution of the email blast, a stated fee will be payable to SOTAVENTO MEDIOS.
- 14) **Force Majeure.**
 SOTAVENTO MEDIOS shall not be liable for any failure of or delay in the performance of this Agreement for the period that such failure or delay is due to causes beyond its reasonable control, including but not limited to acts of God, war, strikes or labor disputes, embargoes, government orders or any other force majeure event.
- 15) **Web Development**
 All websites developed by SOTAVENTO MEDIOS will come with a free 12 month of shared web hosting of unlimited bandwidth and unlimited disk space.
 If customer has its own cPanel and webhosting, this has to be made known to SOTAVENTO MEDIOS before the approval of User Acceptance Test (UAT), else there will be a separate charge of \$500.00 for migration to another separate web hosting or cPanel and exclude the cost of it.
 Only Shared hosting will be provided for free with no cPanel access.
 All domains' purchases belong to **SOTAVENTO MEDIOS**, and renewal of domains is at \$100.00 per year for .com based and \$150.00 on wards for other domains, excluding other specific country domains which will be specified in the quotation accordingly.
 If there is a need to transfer of ownership of domain or to transfer to another domain hosting company, there will be a one-time administrative fee of \$500.00 and a one-time transfer out fee of \$500.00
 Customers on our free shared web hosting package will have free 2 email accounts where every additional email will be charged separately at \$200 per email account. Each communication to perform an action on the cPanel will be charged at \$50.00
SOTAVENTO MEDIOS reserves the full rights to web hosting and domain hosting and registration.

I, _____ (Name) _____ (Designation), representing _____ (Company Name) agrees to the proposal and below will be my signature as acknowledgment.



Signature

Name

Date (DDMMYYYY)

Company Stamp