# Deal Reply Pack

Suggested starting quote

**$564**

| Conservative | Suggested | Strong ask |
|---|---|---|
| $479 | $564 | $677 |

## USAGE SUMMARY

| | | | |
|---|---|---|---|
| **Rights** | Paid ads | **Duration** | 3 months |
| **Territory** | regional | **Platforms** | Meta ads |

## BREAKDOWN

| | |
|---|---|
| Base content fee | **$300** |
| Paid ads | **$135** |
| Territory multiplier | **$84** |
| Platform scope | **$45** |

## READY-TO-SEND COUNTER-OFFER

Regarding your request: "Illustrative sample only; not a real customer deal."

My rate would be $564 for Paid ads for 3 months in the selected regional territory. This includes content creation and the usage rights listed above.

Indicative pricing guidance only. Not legal, financial or tax advice. This quote does not replace a contract.

## USAGE CLAUSE WORDING

Usage scope: the quoted $564 covers Paid ads for 3 months in the regional territory across Meta ads. Usage starts on the first publication or campaign launch date and is limited to this scope.

## RENEWAL TERMS

Any extension beyond the agreed term, platform scope or territory requires written approval and a renewal fee before continued use.

## INVOICE LINE ITEMS

- Base content fee: $300
- Paid ads: $135
- Territory multiplier: $84
- Platform scope: $45

## DEAL NOTES

- Paid ads - confirm which platforms and the exact duration in the contract.

## ORIGINAL BRAND REQUEST

"Illustrative sample only; not a real customer deal."