

## Digi-TAC Solution Package Schedule for Approved Vendor

<b>Company &amp; UEN</b>	Mediaplus Digital Pte Ltd UEN 201329629H
<b>Contract Name, Telephone, Email Address &amp; URL</b>	Ivan Teo Tel: 6816 3168 Email: <a href="mailto:ivan@mediaplus.com.sg">ivan@mediaplus.com.sg</a> URL: <a href="http://www.mediaplus.com.sg">www.mediaplus.com.sg</a>
<b>Solution Package Name &amp; Version Number [1]</b>	Package C
<b>Brief Description of Solution Package (100 words maximum)</b>	MediaPlus Digital is a full-service digital agency with over 10 years of experience in managing clients ranging from small and medium enterprises to large corporations and non-profit organizations. Our digital marketing package includes a 6-month search engine marketing (SEM) service, designed to help you scale your organization and reach specific target markets. Our team of specialists is experienced and dedicated to helping you achieve your marketing objectives, using streamlined processes to ensure that campaigns are managed in a professional manner.
<b>Eligibility Period</b>	28 November 2022 to 27 November 2023
<b>Renewal of Eligibility Period [2]</b>	28 November 2023 to 27 November 2024

### Standard Solution Package (i.e. minimum items to be purchased)

<b>Item Description</b>	<b>Unit Cost (S\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (S\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services <ul style="list-style-type: none"> <li>• 6 months of Google Search advertising               <ul style="list-style-type: none"> <li>○ Ad budget of SGD2,000 per month (not included in grant)</li> <li>○ Includes campaign setup with keyword &amp;</li> </ul> </li> </ul>	\$999	Month	6	\$5,598

<p>demographic research, a single landing page creation and Ad campaign creation</p> <ul style="list-style-type: none"> <li>○ Includes weekly campaign optimisation of keywords, copy and campaign dynamics</li> <li>○ Includes monthly Google Ads report via email and quarterly in-depth analysis</li> </ul>				
<p>4. Training 2-Hour Training either in-person or over video conference</p>	\$200	Hour	2	\$400
<p>5. Others</p>	NA	NA	NA	NA
			<b>Total (S\$) :</b>	\$5,998

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.