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Burrelles Proposal and Samples

1 message

Sharon Miller <SMiller@burrelles.com>

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To: "lhinesley@cityoffoley.org" <lhinesley@cityoffoley.org>, Cian Harrison <charrison@cityoffoley.org>, Guy Busby <gbusby@cityoffoley.org>, Fletcher McKinney <fmckinney@cityoffoley.org>

Hi Everyone,

Thank you for your time to review your needs and Burrelles. As discussed, we offer two portals with different features and price point.

Attached is an overview of the features of each portal. I included a brochure on our social media service.

Option 1 – Standard Portal Market Rate: \$ 10,450

SPECIAL FIRST TIME DISCOUNT 15% = \$ 8,883

Content:

- Burrelles Print (best in the industry); Includes hyper-local.
- Burrelles online (full text)
- Broadcast

Option 2 – Premium Portal Market Rate: \$ 18,350

SPECIAL FIRST TIME DISCOUNT 15% = \$ 15,598

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Content:

- Online and Social media
- Burrelles Print (best in the industry) includes hyper-local.

Under separate email, I sent a City of Foley Briefing. This does not include the Burrelles content for print, online or broadcast. My recommendation would be to go forward with the Burrelles Standard since your main objective is to provide the Mayor and Officials with weekly news. This is a very cost-effective way to get rich content at a better price. Many clients are oversold by our competitors and find they never use the features. If your needs would change, you can always transition to the Premium portal as can your content.

I'm still waiting for the answer on the social media posts – captured vs links. Will keep you posted as I get an answer. Let me know if you have any additional questions.

Warm regards,