Your six projects, together

COMMUNITY NEWSPAPERS · FOR MICHAEL
November 18, 2026 ·
Approve by 5:00 PM ET, Sunday, November 22, 2026

1. THE SIX PROJECTS

1 Meta Business setup and optimization, Facebook and Instagram
~~$3,975.00~~
$1,987.50 -$1,987.50 (50%)

2 Inspire Advertise page
~~$1,895.00~~
$1,200.00 -$695.00

3 Hero Navigation
~~$3,210.00~~
$1,605.00 -$1,605.00 (50%)

4 Events and Special Editions updates
~~$3,025.00~~
$1,512.50 -$1,512.50 (50%)

5 YouTube Channel optimization, Core package
~~$6,750.00~~
$3,375.00 -$3,375.00 (50%)

6 Newsletter pages: Palmetto Bay pilot, then the other 11
~~$795.00~~
$397.50 -$397.50 (50%)

Free bonus: CRM build and deployment to your own server
~~$2,500.00~~ -$2,500.00 (100%) **$0.00**
Then $19.99 per seat per month ($79.96 at 4 seats). Billed monthly. Month to month. Support included.

Total, all six approved together **$10,077.50**

Click Get Started to Approve and Set Up Your CRM **GET STARTED →**

Approve all six projects together and the CRM build and deployment to your own server is included at no charge.

PROJECT	LIST PRICE	DISCOUNT	LINE TOTAL
List price, all six projects	$19,650.00	-$9,572.50	**$10,077.50**

Included at no charge when all six projects are approved together by 5:00 PM ET, Sunday, November 22, 2026.

YOUR SAVINGS

50% agency discount on six projects	**-$8,877.50**
Inspire Advertise page discount	**-$695.00**
CRM build and deployment (setup fee): included at no charge when all six are approved together, saving	**$2,500.00**

TOTAL SAVINGS **$12,072.50**

Total value $22,150.00 · You pay $10,077.50

Savings apply when all six projects are approved together by 5:00 PM ET, Sunday, November 22, 2026.

2. PAYMENT SCHEDULE

1	**Payment 1 of 3**	**$3,359.17**	Monday, November 23, 2026
2	**Payment 2 of 3**	**$3,359.17**	Friday, December 4, 2026
3	**Payment 3 of 3**	**$3,359.16**	Friday, December 11, 2026

3 payments totaling $10,077.50, each by check payable to Edilberto Morillo, each with its own invoice. Paid advertising spend is billed by Meta directly to your ad account and is not part of this price.

Your CRM seats: $19.99 per seat per month ($79.96 at 4 seats), billed monthly, month to month, support included.

Your CRM is switched on when the CRM Service Agreement is signed and your billing details are on file.

3. HOW TO APPROVE

Reply APPROVED to our email by 5:00 PM ET, Sunday, November 22, 2026

Approving means approving all six projects together; the discount and the free bonus apply only then. Your first invoice, Payment 1 of 3, $3,359.17, is generated on approval, and we send your CRM Service Agreement for signing.

4. WHAT EACH PROJECT INCLUDES

1 1. Meta Business setup and optimization, Facebook and Instagram

List price $3,975.00 · 50% discount -$1,987.50 · Line total $1,987.50

For: Facebook Page Miami's Community Newspapers (74593887556) and Instagram @communitynewspapers

The main deliverable: tracking, connections and account controls. Each step below names the screenshot or report that shows it done.

- [x] Meta Pixel installed on communitynewspapers.com, tagged links (UTM) on every Facebook and Instagram link, and the server-side Conversions API connection.
  - [x] Evidence: screenshot of the Pixel showing Active, a test event received, and the UTM naming sheet.
- [x] Business portfolio completed: ownership of the Facebook Page claimed and Instagram @communitynewspapers added to the portfolio.
  - [x] Evidence: screenshots of the portfolio's Pages and Instagram lists showing both as owned.
- [x] People set up: each team member added with the right access level and two-step verification required.
  - [x] Evidence: screenshot of the People list with each role.
- [x] Spend limit, spend alerts and payer set on the ad account.
  - [x] Evidence: screenshot of the account's payment settings showing the spending limit, the alert thresholds and the payer.
- [x] Boost targeting corrected, plus a written boost procedure: location, age range and placements set as the defaults for every boosted post.
  - [x] Evidence: before and after screenshots of the boost defaults, and the one-page written procedure (PDF).
- [x] Audience-quality report.
  - [x] Evidence: the written report (PDF) of where your followers and viewers are, by country, state and age.
- [x] One consistent identity across both profiles: names, handles, bio and About wording, profile photo and cover or banner (made from your existing brand assets; new graphics are not included), category, and contact details (phone, email, address, opening times, and links to the right sites: communitynewspapers.com and cnewstv.com where relevant).
  - [x] Evidence: before and after screenshots of each field on both profiles.

4. WHAT EACH PROJECT INCLUDES (CONTINUED)

1 1. Meta Business setup and optimization, Facebook and Instagram (CONTINUED)

- Calls to action: the Facebook Page action button, the Instagram contact and action buttons, a link in bio to one Linktree page (one list of destinations), pinned and featured posts, Instagram Highlights set up from your existing content (titles and covers), the Facebook Page Featured section and tabs, and the pinned announcement.
  - Evidence: screenshots of each button, the Linktree address, the Highlights row, the Featured section and the pinned post.
- Completeness and trust signals: every field of the Facebook Page About and the Instagram profile completed, the Instagram verification request submitted (Meta decides the outcome), duplicate and old profile links cleaned up inside the two profiles only (no other pages are touched), tagging and mention settings, the username and Page web address, and the messaging and auto-reply greeting settings.
  - Evidence: screenshot of each completed About and profile screen, of the submitted verification request, and of each setting.
- Before and after profile scorecard and one-page profile style guide: each field scored before and after with its screenshot, and a one-page guide (name, bio, link, tone of the profile text, Highlight covers) so your team keeps the profiles consistent.
  - Evidence: the scorecard (PDF) with a screenshot for every field, and the one-page style guide (PDF).
- Already done, not charged: business verification, two-step verification, ad account creation with currency, time zone and payment method, Facebook Page and Instagram link, portfolio and Page admin access

2 2. Inspire Advertise page

List price $1,895.00 · Discount -$695.00 · Line total $1,200.00

For: communitynewspapers.com

- Advertise page with your media kit download and inquiry form, made on a private preview first
- "Advertise" opens its own dedicated page featuring your Inspire 2027 Media Kit, with a button to download the kit and an advertiser inquiry form on the same page
- The page is made on a private preview, you approve it in writing, and only then does it go live
- Download and inquiry counts recorded in GA4

4. WHAT EACH PROJECT INCLUDES (CONTINUED)

3 3. Hero Navigation

List price $3,210.00 · 50% discount -$1,605.00 · Line total $1,605.00

For: communitynewspapers.com

- [x] Menu rebuilt in the titled-column layout, including the CNEWS TV shows menu

4 4. Events and Special Editions updates

List price $3,025.00 · 50% discount -$1,512.50 · Line total $1,512.50

For: communitynewspapers.com

- [x] New Main Events page
- [x] Events menu rebuilt
- [x] Special Sections renamed to Special Editions
- [x] Sponsor an Event lead form
- [x] Events video section filled with past event videos
- [x] Custom Publications Service menu entry and information-request form

Free bonus: CRM build and deployment to your own server

List price $2,500.00 · 100% discount -$2,500.00 · Line total $0.00

For: crm.cnews.net

Included at no charge when all six projects are approved together by 5:00 PM ET, Sunday, November 22, 2026.

Then $19.99 per seat per month ($79.96 at 4 seats). Billed monthly. Month to month. Support included.

- [x] Advertising sales CRM, built and ready for your team
- [x] Your 2021 directory of 170 businesses imported
- [x] Deployed once to a server your company owns, with your data moved and crm.cnews.net pointed to it

4. WHAT EACH PROJECT INCLUDES (CONTINUED)

5 5. YouTube Channel optimization, Core package

List price $6,750.00 · 50% discount -$3,375.00 · Line total $3,375.00

For: the Community Newspapers YouTube channel, @communitynewspapers1946

- ☑ Channel foundation: new banner and channel art, channel trailer, About section, and channel settings (default language, upload defaults, branding).
  - ☑ Evidence: before and after screenshots of the channel page and settings.
- ☑ Analytics access and baseline: YouTube Analytics connected to our tools, and a dated baseline report of views, watch time and subscribers saved before any change.
  - ☑ Evidence: the baseline report (PDF) with the figures.
- ☑ Playlists organized by show: a playlist for each of your 32 shows plus extras, about 3,400 episodes placed, and coverage re-measured so at least 90% of show episodes sit in a show playlist.
  - ☑ Evidence: the playlist list with item counts, and the before and after coverage figure.
- ☑ Search metadata on the 200 most-viewed videos, not counting Shorts: titles, descriptions and tags rewritten for search, reusable title and description templates for future uploads, and chapters on the 50 most-viewed of those 200.
  - ☑ Evidence: a sheet listing each video with its old and new title, and screenshots of the chapters.

6 6. Newsletter pages: Palmetto Bay pilot, then the other 11

List price $795.00 · 50% discount -$397.50 · Line total $397.50

For: communitynewspapers.com

- ☑ The top block, from "Community Newspaper E-newsletter" down to just above "CURRENT Edition", is removed, so the page opens at "CURRENT Edition".
  - ☑ (Proof: Before and after screenshots)
- ☑ The "Subscribe / Get Palmetto Bay news in your mailbox" block and its four points (Local reporting, Community events, Legal and public notices, A new edition) become one subscribe module, with nothing shown twice and the blue Subscribe button working.
  - ☑ (Proof: Screenshot and a test of the button)

4. WHAT EACH PROJECT INCLUDES (CONTINUED)

6 6. Newsletter pages: Palmetto Bay pilot, then the other 11 (CONTINUED)

- ☑ You receive a private preview link first; the page goes live only after your written OK, checked on phone, tablet and desktop.
  - ☑ (Proof: The preview link, your OK, the live check)
- ☑ The same design is applied to 11 named pages: Aventura, Miami-Dade, Biscayne Bay Tribune, Coral Gables, Cutler Bay, Doral, Kendall, Miami Beach, Pinecrest, South Miami and Sunny Isles: top block removed, one subscribe module.
  - ☑ (Proof: A list of the 11 page links with before and after screenshots)
- ☑ Each page keeps its own name, current edition and working Subscribe button.
  - ☑ (Proof: A button test on each page)
- ☑ All 11 pages are checked live on phone and desktop and the e-newsletter page still links to all of them.
  - ☑ (Proof: The final check output)

5. TERMS

- ☑ Total $10,077.50 for all six projects approved together by 5:00 PM ET, Sunday, November 22, 2026; 3 payments by check ($3,359.17, $3,359.17 and $3,359.16); invoices are issued in the legal name Edilberto Morillo (NeedAWebNow). The 50% discount and the free bonus apply only when all six projects are approved together by 5:00 PM ET, Sunday, November 22, 2026.
- ☑ Included at no charge when all six projects are approved together by 5:00 PM ET, Sunday, November 22, 2026.
- ☑ Where this proposal says evidence, that item is complete when the screenshot, report or list named is delivered to you.