COMMUNITY NEWSPAPERS · FOR MICHAEL

META ACCOUNT, TRACKING AND PROFILES OPTIMIZATION PROPOSAL

November 18, 2026 · Valid until Dec 18, 2026

Your Meta account and ad settings, covering tracking, connections and spend controls, plus your Facebook and Instagram profiles presented as one consistent identity. Two items, one price, 30% off.

This proposal covers your Meta account and ad settings and your profile presentation. It does not include content creation, content management, community management or advertising management.

1. PRICE

ITEM	LIST PRICE	DISCOUNT	TOTAL
Item 1. Meta account and ad settings For: Facebook Page Miami's Community Newspapers (74593887556) and Instagram @communitynewspapers	$2,625.00	-$787.50 (30%)	$1,837.50
Item 2. Profile optimization: Facebook and Instagram For: Facebook Page Miami's Community Newspapers (74593887556) and Instagram @communitynewspapers	$1,350.00	-$405.00 (30%)	$945.00
Total, Items 1 and 2 (list $3,975.00, 30% discount -$1,192.50)			**$2,782.50**

One-time price. Paid advertising spend is billed by Meta directly to your ad account and is not part of this price.

Supporting report: Meta account audit (in Reports)

2. ITEM 1. META ACCOUNT AND AD SETTINGS, WITH THE EVIDENCE FOR EACH STEP

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.

- **Meta Pixel** installed on communitynewspapers.com, tagged links (UTM) on every Facebook and Instagram link, and the server-side Conversions API connection.
  Evidence: screenshot of the Pixel showing Active, a test event received, and the UTM naming sheet.
- **Business portfolio completed:** ownership of the Facebook Page claimed and Instagram @communitynewspapers added to the portfolio.
  Evidence: screenshots of the portfolio's Pages and Instagram lists showing both as owned.
- **People set up:** each team member added with the right access level and two-step verification required.
  Evidence: screenshot of the People list with each role.
- **Spend limit, spend alerts and payer** set on the ad account.
  Evidence: screenshot of the account's payment settings showing the spending limit, the alert thresholds and the payer.
- **Boost targeting corrected,** plus a written boost procedure: location, age range and placements set as the defaults for every boosted post.
  Evidence: before and after screenshots of the boost defaults, and the one-page written procedure (PDF).
- **Audience-quality report.**
  Evidence: the written report (PDF) of where your followers and viewers are, by country, state and age.

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

3. ITEM 2. PROFILE OPTIMIZATION: FACEBOOK AND INSTAGRAM, WITH THE EVIDENCE FOR EACH STEP

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

- **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).
  Evidence: before and after screenshots of each field on both profiles.
- **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).

4. HOW TO PAY

Zelle to EDILBERTO MORILLO · 786-426-4902. Check payable to Edilberto Morillo.

5. HOW TO APPROVE

Reply APPROVED to our email by Dec 18, 2026. We send your invoice; the work starts when it is paid.

6. TERMS

Total $2,782.50 for Items 1 and 2. Valid until Dec 18, 2026; payable by check, Zelle, cash or credit card; invoices are issued in the legal name Edilberto Morillo (NeedAWebNow). Where this proposal says evidence, that step is complete when the screenshot, report or list named is delivered to you.