



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
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PHILADELPHIA
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Philadelphia, PA 19103
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SKYAD.COM

PENICHER DECARO & ALBERGA PLLC
WEBSITE DESIGN AND DEVELOPMENT

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Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits.

SKY TEAM

The following Sky team members will play an integral role in the Penichet DeCaro & Alberga PLLC website design.

Janine Jones, Executive Vice President

A veteran of the agency since 1991, Janine assumes a high level roll in managing and understanding the general trends in marketing. Her number one priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and resources. Janine graduated magna cum laude from New York University.

Michael Tedesco, Executive Vice President/Chief Operating Officer

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

Giovanni Escot, Senior Interactive Art Director

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

Sara Heleni, Senior Account Executive

With over 17 years' experience in account service, Sara is an integral part of the Sky team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.

SCOPE OF SERVICE

At Sky Advertising we define branding as: A promise of a distinct, memorable experience. It's about creating an expectation and delivering it consistently every time anyone comes into contact with your brand.

Developing a strong, authentic image and delivering it consistently is the foundation upon which every successful business is built. We'll help uncover what makes you noteworthy, differentiates you from the competition and defines who you are and what you want to be. The development of your brand will be essential to the development of your website as it will define who Penichet DeCaro & Alberga PLLC are in the legal industry and how you are perceived by both your peers and your target audience.

» RESEARCH

The first step is to thoroughly understand your business, your business goals, your customers and their expectations and behavior, your competitors, and how your website factors into all of it. This stage will take place with a "kick off" call with all of the shareholders which will give us the foundation for moving forward with just the right recommendations for the design and development of your new website.

4-8 Hours

» CREATIVE BRAND DEVELOPMENT

Once we're armed with our insight from our "kick off" call, we'll set to work on defining the brand with specific copy/tag line, new logo design, image gallery, font families, color palettes

This phase includes creative direction and development, design, copywriting and execution of concept.

We will then share with you the brand reveal which will be used in the Website design and any additional marketing materials that you may need going forward.

12-16 Hours

» WEBSITE DESIGN

Site Map

We will create a site map showing how the website will function, what pages will be included and optimize it for SEO and user experience.

6-10 Hours

Page Design

We will utilize the branding guidelines developed and create engaging pages for all sections of the website including the home page, about page, practice areas, attorneys page, news and “contact us” page. We will also create sub-pages as needed.

10-16 Hours

Website Development

Once the pages have been designed, we begin the development of a mobile responsive website including coding of pages in HTML, CSS and JavaScript as needed. This includes the installation and configuration of WordPress on a hosting server, the establishment of a wireframe version of the new website (which are simple skeletons of the site that allow us to experiment on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes). We will then skin the design onto the wireframe template from approved layered artwork files and implement Google Analytics.

16-22 Hours

Scope of Work To Be Implemented

- Call to learn about Penichet DeCaro & Alberga PLLC
- Design and create a logo for the new partnership
- Develop the brand guidelines to use with the website and other marketing materials
- Copy edits to materials supplied by client
- Website development, create new design, optimize on-page content for SEO
- Secure URL

- Monthly website hosting, maintenance and updating
- Robust image gallery
- Ability to easily load videos onto website if needed
- Google Analytics: statistical data reports will be available and we will also provide you full time access to your data.
- Contact Us page and Contact Us feature on all pages. Leads will be captured in backend of site and CRM can be added.
- Features will allow user to scroll the site from any device and see both images and descriptions of your law firm's services and successes.

Website

- Built on WordPress, coded for Responsive Design that adapts to all devices.
- Sitemap created to optimize SEO and user experience.
- Search functionality by activity type across all pages, services and products.
- Each stage of development will be approved by a designated point person/ persons prior to moving to next stage of development.
- Website designed from user point of experience.

SEO

- We utilize Yoast as a platform for making your website more relevant, thus landing you high in search.
- Optional Content to be edited for SEO capability.

Assumptions

- Client provides all written content for the website
- Sky will provide copy editing of client content
- Client will provide images
- Sky can source additional images



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» TIMELINE

Up to 4 weeks once assets (images and copy) are received.

Note: Timeline may shorten or lengthen based upon communication as we move through each stage of the development process.

» PRICING

Website Design and Branding	\$8,500.00
Includes design, URL and hosting for 1 year	
SEO Optimization	\$575.00
SEO Maintenance.....	\$325.00 Bi-monthly
Photos & Video	\$TBD
Copywriting (optional)	\$50.00/hour
Hosting (after year 1).....	\$125.00



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» BILLING

Sky will invoice Penichet DeCaro & Alberga PLLC 50% (\$4,250) of the website design portion project upfront with the balance of website design and SEO Optimization charge due upon completion and launch of the website. SEO Maintenance will be invoiced bi-monthly.

» APPROVAL

The terms and conditions presented in this document, as identified on the header, have been reviewed and approved by:

Sky Advertising, Inc.
Signature _____
Name: _____
Position: _____ Date: _____

Penichet DeCaro & Alberga PLLC
Signature _____
Name: _____
Position: _____ Date: _____



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This proposal is made on February 9, 2022 by Sky Advertising, Inc. The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modifications of fees due to the change of scope of the project will be submitted in writing and approved by client. This proposal is valid until March 8, 2022. © All costs and ideas submitted in this proposal are intellectual property of Sky Advertising Inc. and are not to be used or altered without the consent of Sky Advertising Inc.

LET'S DO
GREAT THINGS TOGETHER

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