



Subject: Letter of Engagement -- Pueblo City-County Library and Effct
To: Jon Walker, Pueblo City-County Library
From: Effct LLC
Date: February 22, 2019

Summary of Agreement:

Effct seeks to partner with the Pueblo City-County Library to develop and implement a digital media strategy. Full details can be found in the Digital Media Proposal for the Pueblo City-County Library.

Total Investment:

Dates: 03/1/2019 - 7/31/2019

• Monthly retainer (\$2,000/month, over five months)	\$10,000
• Online advertising creative/placement:	\$20,000
Total	\$30,000

Effct will invoice the Library every month for the amount of \$6,000 for five months. The first month's investment will be due upon acceptance of this agreement. Subsequent monthly investments shall be paid by the 1st of each month.

This investment is inclusive of all of the services highlighted in the proposal. Any additional services needed can be discussed on a case by case basis.

Other out of pocket expenses must be pre-approved by client prior to being incurred by Effct and will be billed on a weekly basis unless otherwise indicated.

Approved and Accepted by:

Pueblo City-County Library
Jon Walker

Date _____



Effct LLC
Nick Brown

Date 2/22/2019