

StyleCampaign

1: Introduction

This Statement of Work (“SOW”) is dated July 8th, 2016 (“Effective Date”) by and between Riverbed (“Customer”) and Style Campaign (“Company”).

Style Campaign is an email creative company. Customer desires to receive certain services identified in this SOW.

2: Professional Services, Deliverables and Timing

Style Campaign will provide the following Professional Services in order to launch the email system listed in the Deliverables section (2B):

A: Professional Services

- 1) Design: 18 responsive email modules
- 2) Coding: program the email system
- 3) Testing: QA in device lab to ensure rendering across major mobile and desktop browsers.

B: Deliverables

- 1) PDF documenting all the modules.

- 2) Desktop and mobile mockups.
- 3) One Master HTML email template containing all 18 modules and any supporting image assets.

C: Timeline

Total estimated time required to successfully complete all the deliverables is one month.

Design of the mockups will begin July, 13th with final design approval reached by July, 31st. The template will get two design review cycles: initial review and final review.

Coding and QA to be completed within ten days of final design approval, estimate August 10th.

3: Joint Accountabilities

Customer will be responsible for providing:

- 1) Creative assets such as icons, logo and copy.
- 2) Feedback and approvals in a timely manner, in accordance with production schedules

Style Campaign will be responsible for:

- 1) Deliverables listed above in Section 2B
- 2) Adhering to all schedules, providing updates and progress reports upon request

4: Fees

Below is the estimate for each Deliverable. Client will be notified if any single deliverable is anticipated to go over estimate

18 module responsive email system

Module description	Cost
1: Header with pre-header	\$500
2: Footer with social	\$500
3: Primary messaging	\$500
4: Background image with live text	\$500
5: Hero	\$500
6: Notification	\$500
7: Two column image top and text bottom	\$500
8: Article 50/50 split	\$500
9: Two column list	\$500
10: Article thumbnail	\$500

Module description	Cost
11: Three column	\$500
12: Four column	\$500
13: Secondary article text only	\$500
14: Event agenda	\$500
15: Upcoming events	\$500
16: Quote	\$500
17: Two button action bar	\$500
18: Table	\$500

Total estimate: \$9,000

Additional modules added during production to be charged at \$500 US.

Style Campaign will invoice Customer after completion of each of the three deliverables. Full payment is due on submission of invoice. The three milestone payments are as follows:

Milestone 1: Final documentation of modules \$2,000

Milestone 2: Design finalized and approved ready for coding \$3,000

Milestone 3: Coding and QA complete final HTML delivered \$4,000