

# STYLECampaign



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# Sample of existing templates

AEG Live newsletter:

<http://info.aeglive.com/newsletter/032614/la.html>

Nocal newsletter:

<http://info.aeglive.com/newsletter/032614/nocal.html>

Royal Oak newsletter:

<http://info.aeglive.com/newsletter/032614/royaloak.html>







NYC newsletter:

<http://info.aeglive.com/newsletter/032614/nnyc.html>

# Dynamic modules





## This Week

### ON SALE THIS WEEK











	May 22 at STAPLES Center <b>Romeo Santos</b>	On Sale Thu @ 10am
	Saturday, June 21 at Honda Center <b>George Lopez</b>	<b>Exclusive Presale</b> Starts: Thu 10am Ends: Thu 10pm Password: FUNNY On Sale Fri @ 10am
	April 10 at Club Nokia <b>Disclosure (DJ Set)</b> with A\$AP Ferg, MK, and Jerome LOL	On Sale Now
	July 17 at Club Nokia <b>Benise</b>	<b>Exclusive Presale</b> Starts: Thu 10am Ends: Thu 10pm Password: GUITAR On Sale Fri @ 10am
	May 7 at Fonda Theatre 2nd show added <b>Tycho</b> with Gardens & Villa	On Sale Fri @ 10am
	July 3 & July 5 at Fonda Theatre "Lion" North America Tour 2014 <b>Peter Murphy</b>	<b>Exclusive Presale</b> Starts: Today 10am Ends: Today 10pm Password: LION On Sale Fri @ 10am

# Hot Shows / In the Spotlight













**IN THE SPOTLIGHT**

	Friday, March 28 Nokia Theatre L.A. LIVE <b>Lupita D'Alessio</b> <a href="#">BUY TICKETS</a>		Saturday, March 29 Nokia Theatre L.A. LIVE <b>Shahram and Hafez Nazeri</b> with Deepak Chopra <a href="#">BUY TICKETS</a>
	Saturday, April 5 Shrine Auditorium <b>KROQ presents Kevin &amp; Bean's April Foolishness 2014</b> with Jim Jefferies, Patton Oswalt, Adam Carolla, Tim Minchin, Marc Maron, Doug Benson, Eddie Ifft, Taylor Williamson + house music by: Mike Relm <a href="#">BUY TICKETS</a>		Friday, April 11 Club Nokia <b>Motörhead</b> with Graveyard and Unlocking the Truth <a href="#">BUY TICKETS</a>

# Pre sales / In the next two weeks

Saturday, March 29 at Club Nokia <b>Team Crafted</b> The stars of The Video Game "Minecraft" Live	 	<a href="#">BUY TICKETS</a>
March 31 at El Rey Theatre <b>The Strypes</b> with Dinosaur Pile Up	 	<a href="#">BUY TICKETS</a>
April 1 at Club Nokia <b>Vans Warped Tour Kick-Off</b> Featuring: Issues, Bad Rabbits, One OK Rock, Wax, Watsky, Secrets & This Wild Life plus special guest	 	<a href="#">BUY TICKETS</a>
April 2 at Club Nokia <b>Zucchero</b>	 	<a href="#">BUY TICKETS</a>
April 3 at Fonda Theatre <b>The Mavericks</b> with James Intveld	 	<a href="#">BUY TICKETS</a>

## IN THE NEXT TWO WEEKS

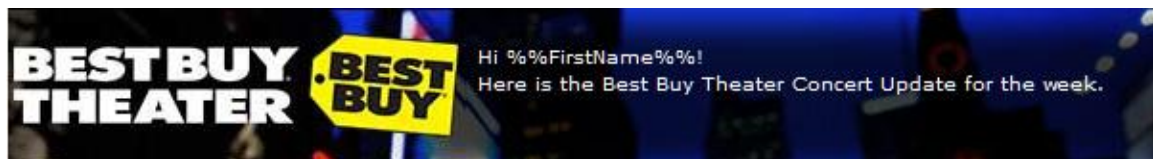
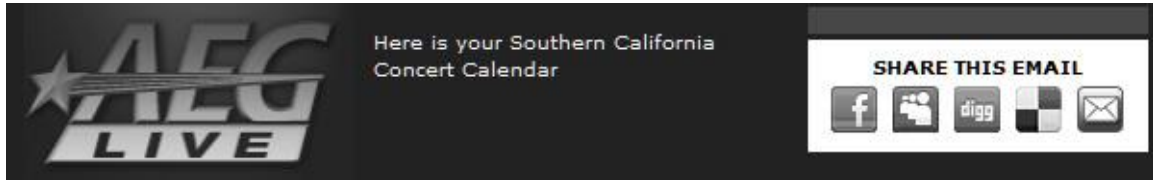
	March 26 METRO PCS TAKEOVER TOUR <b>The Lox, French Montana &amp; Action Bronson</b> with Funkmaster Flex	 	<a href="#">SOLD OUT</a>
	April 2 <b>Caravan Palace</b>	 	<a href="#">BUY TICKETS</a>
	Friday, April 4 <b>Bayside</b> with Four Year Strong, Daylight, Mixtapes	 	<a href="#">BUY TICKETS</a>
	Friday, April 11 <b>The Decibel Magazine Tour Feat. Carcass</b> with The Black Dahlia Murder, Gorguts, and Noisem	 	<a href="#">BUY TICKETS</a>

## Upcoming events

UPCOMING EVENTS					<a href="#">VIEW MORE</a>
ARTISTS	DATE		VENUE		
Kate Nash	Apr 14	<a href="#">f RSVP</a>	The Roxy	<a href="#">BUY TICKETS</a>	
Temples	Apr 15	<a href="#">f RSVP</a>	The Roxy	<a href="#">BUY TICKETS</a>	
Bombay Bicycle Club	Apr 16	<a href="#">f RSVP</a>	El Rey Theatre	<a href="#">BUY TICKETS</a>	
Netsky LIVE	Apr 17	<a href="#">f RSVP</a>	The Mayan	<a href="#">BUY TICKETS</a>	
Adventure Club	Apr 17	<a href="#">f RSVP</a>	Club Nokia	<a href="#">BUY TICKETS</a>	
Neko Case	Apr 17	<a href="#">f RSVP</a>	The Orpheum	<a href="#">BUY TICKETS</a>	
Dum Dum Girls	Apr 17	<a href="#">f RSVP</a>	The Roxy	<a href="#">BUY TICKETS</a>	
Mogwai	Apr 17	<a href="#">f RSVP</a>	El Rey Theatre	<a href="#">BUY TICKETS</a>	
Bill Maher	Apr 18	<a href="#">f RSVP</a>	Nokia Theatre L.A. LIVE	<a href="#">BUY TICKETS</a>	
Estrellas De La Risa	Apr 19	<a href="#">f RSVP</a>	Nokia Theatre L.A. LIVE	<a href="#">BUY TICKETS</a>	
Artie Lange	Apr 19	<a href="#">f RSVP</a>	Club Nokia	<a href="#">BUY TICKETS</a>	
Godflesh	Apr 22	<a href="#">f RSVP</a>	Fonda Theatre	<a href="#">BUY TICKETS</a>	
B.A.P (Best.Absolute.Perfect)	Apr 22	<a href="#">f RSVP</a>	Nokia Theatre L.A. LIVE	<a href="#">BUY TICKETS</a>	

# Basic modules

Header (needs to accommodate different logos)



Navigation (would need to be HTML based for responsive)



Full width banner (600 or 640px wide)



300 x 250 ad unit (2 side-by-side, or one ad unit and different module alongside)

More Top Stories

- Southeast Hunkers Down For Another Wintery Blast >
- Shaun White Falters, Finishes Fourth in Halfpipe >
- Exclusive: Hoffman Wrote of 'Demons' in Diaries Before Overdose >
- Sochi in Pictures: Highlights From Day Four >
- Faster, Higher, Smarter: Olympic Inventions Win Gold Medals >

**\$79 & Up: Nationwide Airfare Sale**  
Roundtrip airfare starting at just \$79. \*Sale Ends Soon

[Learn more »](#)













As seen on **TRAVELZOO**

Powered by **LiveIntent** AdChoices




Social or recovery section (recovery could be four final ctas near bottom for This Week, Hot shows etc.)


**STAY CONNECTED**


<b>THE WARFIELD</b>	<b>UPCOMING SHOWS!</b>	   
	<b>UPCOMING SHOWS!</b>	   
<b>GOLDENVOICE</b>	<b>UPCOMING SHOWS!</b>	  

## Footer

All Shows General Admission (GA) Unless Noted

 **RESERVED SEATING**

 **RESERVED SEATING and GENERAL ADMISSION**

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See you at the show!

# All Modules (11)

1: This Week

2: Hot Shows

3: Pre sales

4: Upcoming events

5: Header

6: Navigation

7: Banner

8: 300x250 ad unit

9: Social

10: Footer

11: Spare (in case something comes up like module beside ad unit, won't charge if it's not used)

# ESTIMATE

4 dynamic responsive modules \$1,000 each = \$4,000

7 basic responsive modules \$500 each = \$3,500

8hrs project management = \$800

Total: \$8,300

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## Optional

20 follow up support hours \$2,000

Modular template documentation \$2,999

Modular template screencast \$3,999

Build out the 15 variations \$500 per variation  
(different colors, image styles, logos etc.)

## **Deliverable**

One master HTML file containing all the modules, along with any supporting image assets. Each module in the code is well commented e.g. “Start and end of header module” for easy internal management. Does not include integrating the template with a CMS or ESP.

## **Revisions**

Two rounds of design revisions are included in the estimate, further rounds would be billed hourly.

## **Testing**

We test your modular template on real devices. This allows us to interact with the creative when designing for touch and assess performance. We currently have **33 devices in our mobile lab** covering a range of platforms and form factors.

We optimize for the most popular mobile clients that support responsive design, such as iOS, BBZ10, Kindle Fire and Android 2.3 – 4.2 native clients. This is reflected in the previews you will be used to seeing in Litmus, we also provide a Litmus preview.

## **Training**

Usually the comments in the code is enough. Though if further support is required, we can provide documentation or a screencast walking through how to use your modular template, and explaining the responsive code.

## Extra modules

If during production you identify extra modules you would like to add, it will be charged at \$1,000 per dynamic module and \$500 per basic module. Once the project is completed, if you require extra modules e.g. six months from now, it is charged at the same rate assuming there are 4+ new modules.

## Timeframe

Ten working days for the **first draft** showing the desktop and mobile views.

Though we'll share the modules in progress, to make sure we are heading in the right direction.

After the first full draft the turnaround is 4 days for new drafts. Though if small tweaks, it could be within 24hrs.

Once we have final design approval it will go to **code and QA**. 10 days for coding the master, and 5 days for QA.

## What have we missed?

Email Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

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