Date: 31/10/2026

To: COMPANY

Attn.:

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SUBJECT: INTEGRATED DIGITAL COMMUNICATION AND ADVERTISING SERVICE

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1. One Company, One Communication Strategy

Every company has something to say, people to reach, and a market in which to make itself known. To achieve this, it uses different tools: a website, advertising, images, videos, and commercial initiatives.

Too often, however, these tools are developed at different times, entrusted to different providers, and end up operating independently. **The problem is not a lack of tools, but the absence of a strategy that allows them to work together.**

This is the idea behind **CLIPEA's Integrated Digital Communication and Advertising Service**: a project in which web presence, audiovisual communication, advertising, and commercial visibility are planned and managed through **a single strategy developed in collaboration with the company**.

Sometimes the goal is to reach people who are already searching for a product or service. At other times, it is to introduce the company to new audiences, present something new, highlight an opportunity, or generate a business inquiry.

This is why CLIPEA brings together **Google Ads, MyUrbi Ads, SITE INTERATTIVO, and Spot Interattivo**: four complementary tools working toward the same strategy, each with a specific purpose.

The client no longer needs to purchase a website separately, commission a Spot, find someone to manage advertising, and coordinate every initiative. Instead, the company can entrust **the planning, creation, and management of its digital communication to a single partner**.

Because a strategy is not defined by how many tools are used, but by how effectively they work together toward a common goal.

2. From Digital Presence to Active Communication

Being present on the Internet is important, but **being present does not necessarily mean being discovered**. A company may have an excellent website, competitive products, and high-quality services without reaching the people who might be interested in them.

A website introduces the company and provides information. Advertising brings in new visitors. But **winning a click does not mean capturing attention**, and attracting a visitor does not automatically turn that visitor into a potential customer.

This is where **coordinated communication** comes into play, with each tool serving a specific purpose.

Google Ads reaches people who are already searching for products or services.

MyUrbi Ads helps introduce the company through a platform dedicated to businesses, trade fairs, and commercial opportunities.

SITE INTERATTIVO welcomes visitors and offers two ways to discover the company: exploring the website's information or engaging with the audiovisual storytelling of **Spot Interattivo**, designed to spark curiosity, create an emotional connection, and encourage a response.

These tools do not operate independently. An advertising campaign can lead to a Spot, a Spot can guide visitors to the website, and a webpage can turn interest into an inquiry.

The strategy is therefore built around the company, its target audiences, and its commercial priorities, determining **which tools to use, when to use them, and for what purpose**.

Because communication is not just about being seen, but about creating opportunities to be discovered, remembered, and contacted.

3. SITE INTERATTIVO: Two Ways to Discover the Same Company

When someone visits a company's website, not everyone is looking for the same thing. Some want information, others want to explore products and services, while others may be captivated by a story that immediately captures their attention.

SITE INTERATTIVO is designed to offer both possibilities, within a single digital environment and through a simple initial choice: **SPOT or SITE**.

Visitors who choose **SITE** enter a fully functional multilingual website built with WordPress, featuring company pages, products or services, detailed information, news, and contact details. The client can independently update texts, images, and content, keeping the website consistently up to date.

Visitors who choose **SPOT** experience an audiovisual story created by CLIPEA, combining images, movement, voice, music, and interactive elements. The Spot features spoken content in five languages, subtitles in seven, and allows visitors to participate through choices, questions, and answers.

The Spot also includes **TASK**, an interactive space that can contain questionnaires, documents, photographs, technical specifications, information requests, and other content that can be updated over time.

SITE and SPOT are not two separate products, but two complementary ways to discover the same company, allowing visitors to move freely between storytelling and information.

The project also includes **a domain name, hosting, an SSL certificate, and five email accounts**, two of which are also dedicated to managing interactions and business inquiries.

CLIPEA handles the design, development, and publication of the entire digital environment, delivering **a complete, fully functional SITE INTERATTIVO, ready to use**.

Because a website should help people find what they are looking for, but it can also offer something they never expected to discover.

4. Google Ads and MyUrbi Ads: Two Ways to Reach New Customers

Not all potential customers are at the same stage of their purchasing journey. Some are already searching for a product or service, while others might be interested in a company they have yet to discover.

Google Ads and MyUrbi Ads address these two needs, using different channels within a coordinated advertising strategy.

Google Ads makes it possible to reach people searching for products and services relevant to the company, within agreed geographical areas and target audiences. CLIPEA handles campaign setup, keyword selection, ad creation, monitoring, and optimization of the advertising investment.

The service also includes reviewing and, where possible, optimizing the **Google Business Profile**, with potential integration into advertising campaigns and Google Maps.

MyUrbi Ads offers a complementary opportunity: promoting the company through **MyUrbi, CLIPEA's B2B magazine**, dedicated to businesses, trade fairs, events, and commercial opportunities. This allows the company to gain visibility beyond searches directly related to its products or services.

Advertising initiatives can guide audiences toward **SITE INTERATTIVO**, a specific Spot, or content and contact opportunities designed around the agreed business objectives.

CLIPEA manages both activities under the same monthly service fee, while the Google Ads advertising budget remains separate, is agreed upon with the client, and is paid directly to Google only when the campaigns are activated.

These activities are supported by **monitoring and reporting**, allowing visits, clicks, interactions, inquiries, and campaign performance to be evaluated, without confusing advertising visibility with automatically guaranteed business results.

Because some people are already looking for your company without knowing its name. And others might discover it simply because someone decided to tell its story.

5. Communication Built Together

Every company understands its own business, its customers, and the opportunities it wants to develop. CLIPEA provides the tools, experience, and expertise needed to transform this knowledge into **a shared communication project**.

The starting point is simple: **understanding what the company wants to communicate, whom it wants to reach, and which business objectives it aims to achieve**.

This may involve promoting a service, introducing a new product, reaching a market, highlighting a business activity, or creating new opportunities for contact. Priorities are agreed upon together, while CLIPEA proposes the most suitable content, communication styles, and channels.

The client provides the information and materials already available: texts, photographs, catalogues, documentation, and business references. **There is no need to arrive with a graphic design project, video, or advertising campaign already prepared.**

This is where CLIPEA's work begins: concept development, creative direction, copywriting, imagery, audiovisual production, website development, and advertising planning, including the use of **professional tools and Artificial Intelligence**.

The collaboration continues over time. New products, business needs, and opportunities can lead to updated content, campaign adjustments, and new directions for promotional initiatives, within the scope of the agreed services.

The client knows their business. CLIPEA takes care of communicating it, maintaining a unified creative direction across digital presence, audiovisual storytelling, and advertising.

Because effective communication is not simply created for a company, but developed together with the people who truly know it.

6. From Concept to Publication

A complete communication project takes time to develop, but **the client should be able to see what is taking shape from the very beginning**, without having to wait for every activity to be completed.

Once the proposal is accepted, CLIPEA begins defining the strategy, gathering available information, and organizing the development of **SITE INTERATTIVO**, **Spot Interattivo**, and the advertising initiatives.

The first few weeks are dedicated to content planning, website structure, image preparation, and audiovisual storytelling. **The first drafts are shared with the client**, who can review the proposed direction and contribute to refining the project.

Activities progress in a coordinated manner, but they do not necessarily have to be completed at the same time. **Each component can be published and activated as soon as it is ready**, without waiting for the entire project to be finished.

Google Ads and MyUrbi Ads campaigns are also prepared progressively, according to the available content and agreed priorities. The client begins paying the Google advertising budget **only when the campaigns are actually activated**.

As a general guideline, **the first three months represent the development, presentation, and initial launch phase of the project**, although timelines may vary depending on the company's characteristics, the materials available, and production requirements.

CLIPEA's monthly service fee begins upon acceptance of the proposal and includes planning and development activities from the outset, with no additional upfront payments required for the website or Spot.

Because a collaboration does not begin when everything is finished, but when people start building something together.

7. A Service That Continues Over Time

Creating a website, producing an Interactive Spot, and launching advertising campaigns is only the beginning. **Effective communication must be able to continue, adapt, and support the company's activities over time.**

This is why CLIPEA's Integrated Service does not end with the publication of the project, but includes **ongoing management of digital tools and advertising initiatives**.

SITE INTERATTIVO remains hosted on CLIPEA's systems, with a dedicated domain name, SSL certificate, technical maintenance, and five email accounts. The client can independently update the website's content, while Spot Interattivo continues to operate on CLIPEA's proprietary platform, together with its updatable TASK.

Google Ads is managed through regular reviews of campaigns, keywords, advertisements, spending, and recorded results. These activities include optimization measures and any adjustments agreed upon with the client.

MyUrbi Ads continues to support the company's commercial presence through the visibility and promotional opportunities included in the project, coordinated with the other advertising initiatives.

The service also includes **monitoring and reporting**, providing information on website visits, campaign performance, and interactions, allowing the client to follow the activities carried out and assess their development.

The strategy can be updated over time, adjusting priorities, messages, and initiatives according to the company's business needs, within the scope of the services provided.

A single monthly fee therefore covers initial development, digital infrastructure, technical maintenance, advertising management, and communication coordination, eliminating the need to purchase and manage each service separately.

Because the value of communication is measured not only when it is published, but also by its ability to continue working for the company.

8. Pricing

A complete website, an Interactive Spot, a presence on MyUrbi, and Google Ads campaign management would normally be separate services, each with its own development, activation, and maintenance costs.

CLIPEA's Integrated Digital Communication and Advertising Service brings all these elements together under a single monthly fee, with no additional upfront investment required to develop the website and Spot Interattivo.

The proposal includes two separate cost components:

Item	Monthly Amount
Google Ads Advertising Budget	€ 500
CLIPEA Integrated Service Fee	€ 500

The CLIPEA service fee includes the design and development of SITE INTERATTIVO and Spot Interattivo, domain name, hosting, SSL certificate, five email accounts, technical maintenance, Google Ads management, MyUrbi Ads promotion, communication coordination, and reporting.

The Google Ads budget, on the other hand, is allocated exclusively to the advertising platform, is agreed upon with the client, and is charged directly by Google once the campaigns are activated.

There are no additional upfront costs for developing the project described. The client begins paying the CLIPEA monthly fee upon acceptance of the proposal, with **a minimum contractual commitment of 12 months**.

This means that the initial development investment is absorbed into the annual collaboration, rather than being charged upfront as it would be when purchasing the individual services separately.

One point of contact, one shared strategy, and a clearly defined monthly cost, to build and maintain the company's digital communication over time.

All amounts are exclusive of VAT, where applicable.

9. Terms and Conditions

This proposal provides for a **minimum contractual term of 12 months**, starting from the date of acceptance. Upon expiry, the contract automatically renews for successive 12-month periods under the same conditions, unless either party provides written notice of termination at least 30 days before the annual expiry date.

The CLIPEA monthly service fee of **€ 500** is invoiced in advance, starting from acceptance of the proposal. Monthly payment intervals do not alter the annual duration of the contract or the financial commitment for the entire contractual period.

The Google Ads advertising budget of **€ 500** is paid directly by the client through their own Google Ads account and becomes payable only upon the actual activation of the campaigns. The account and its associated data remain the property of the client, while CLIPEA operates through authorized access.

The initial development of SITE INTERATTIVO and Spot Interattivo is included in the monthly fee, without additional charges, as part of the annual contractual commitment. The client agrees to provide the necessary information, materials, and authorizations. Any delays in their availability may result in adjustments to the development schedule, without suspending the commencement of the monthly fee.

Upon termination of the agreement, following at least 12 months of full contractual compliance, the client is entitled to receive a transferable copy of the WordPress website and request the transfer of the domain name, without additional development charges. Any migration or configuration services with other providers, if requested from CLIPEA, will be agreed upon separately.

Spot Interattivo remains a service based on CLIPEA's proprietary technology and is not included in the website transfer. Upon termination of the contract, its publication on the CLIPEA platform ends, along with MyUrbi Ads promotional activities and Google Ads campaign management.

Hosting, maintenance, SSL certificate services, and management of the five email accounts also terminate when the agreement ends. The client may arrange to transfer their data and email accounts to another provider before the services are deactivated, according to mutually agreed procedures and timelines.

CLIPEA carries out communication and advertising management activities with professional diligence, without guaranteeing predetermined numbers of visits, inquiries, sales, or financial returns, which also depend on market conditions, competition, and the operating conditions of the platforms used.

This proposal remains valid until 14/11/2026. All amounts are exclusive of VAT, where applicable.

10. Service Activation

I, the undersigned, in my capacity as the legal representative of

_____

hereby confirms the appointment of **CLIPEA S.A.S. to provide the Integrated Digital Communication and Advertising Service**, including SITE INTERATTIVO, Spot Interattivo, Google Ads, and MyUrbi Ads, and fully accepts the financial, operational, and contractual terms set out in this proposal.
By signing, the client **formally accepts the service, the minimum contractual term of 12 months, the renewal and termination procedures, and the applicable monthly fees**, and authorizes CLIPEA S.A.S. to commence the planning, development, and management activities as agreed.
The client undertakes to provide the necessary information, materials, and authorizations, and to pay the Google Ads advertising budget directly once the campaigns are activated.
Likewise, **CLIPEA S.A.S. accepts this proposal** and undertakes to develop, publish, manage, and maintain the services described, in accordance with the agreed terms.

Date: _____

For the Client

Company name: _____

Contact person: _____

Signature for acceptance: _____

For CLIPEA S.A.S.

Enzo Zitti (Managing Director and Owner)

Signature for acceptance: _____