

# Hoot Monitor Pricing Schedule



## Software Description

Hoot Monitor is a Software Service for integrating automotive dealership inventory data with dynamically updated digital advertising campaigns. Hoot Monitor supports integration solutions for Dynamic Search, Dynamic Display/Social, and Dynamic Video advertising campaigns. Pricing includes access to all tools within each module.

## Pricing

Fees will be charged as described in the tables below. Each line item is per dealership location-website.

<b>Dynamic Search</b>		
<i>One-time Setup Fees:</i>	Base configuration	\$50
	Ad Customizers - Dynamic Content Feed ( <i>optional</i> )	\$50
<i>Monthly Fees:</i>	Inventory-Based Ad Status Updates	\$50/month
	Ad Customizers - Dynamic Content Feed Updates	No Charge

<b>Dynamic Display/Social</b>		
<i>One-time Setup Fees:</i>	Base Configuration	\$100
	Dynamic Remarketing Pixel Installation ( <i>optional</i> )	\$100
<i>Monthly Fees:</i>	Daily Feed Updates	\$50/month*

\* Applies to websites with up to 2500 inventory units. Additional inventory units are billed for each service at \$50 per block of 2500 as required to complete the indexing.

<b>Dynamic Video Ads</b>		
<i>One-time Setup Fees:</i>	Ad Template Creation	\$250/template
	Ad Template Design Change	\$50
	Automotive Website Indexing	Included
	Non-Automotive Website Indexing	+\$250
<i>Monthly Fees:</i>	Daily Ad Updates - Includes up to 10 Ad Versions	\$200/month
	Video Ad Serving – VAST/ Standard DSP	\$0.50 CPM
	Video Ad Serving – VAST/ Amazon DSP	\$0.75 CPM

**There is a minimum monthly fee of \$250** applied to the invoice of any active agency account operating below this threshold of billable services. Each billing period's fees will be invoiced at the beginning of the following month. Invoice payments are due upon receipt. We do not prorate fees for partial months.

## Customer (CUSTOMER) Pricing Acknowledgment:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name typed or printed)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

## Training & Support

Training for new users and ongoing support is included in the cost of the service. Training is provided via remote web conferencing. Support is available via email 8am-5pm Central time.

## Getting Started with Hoot Monitor

Follow the steps below to setup your new agency account on Hoot Monitor.

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<i>STEP 1</i>	Sign and return this software service proposal to acknowledge that you understand the fees that will be charged.
<i>STEP 2</i>	Create your new agency account at <a href="https://www.hootinteractive.net/register">https://www.hootinteractive.net/register</a>
<i>STEP 3</i>	Speak with your rep to activate your agency account, schedule an onboarding call, and add the new advertisers you would like to setup during your onboarding call with the Hoot support team.

We look forward to working with you!