

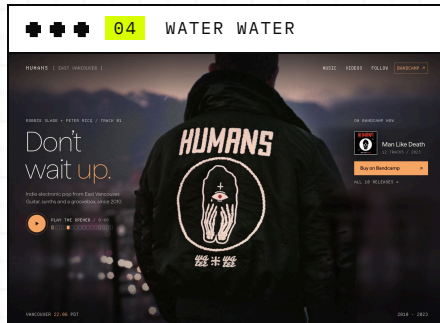
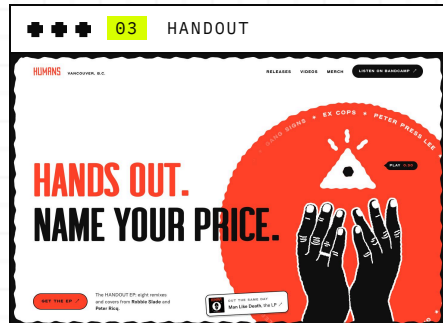
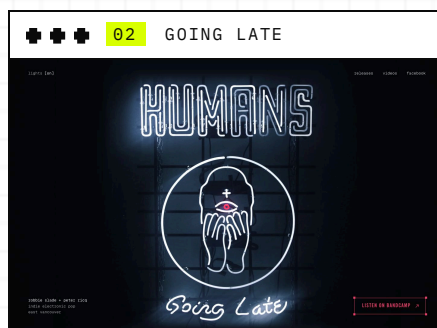
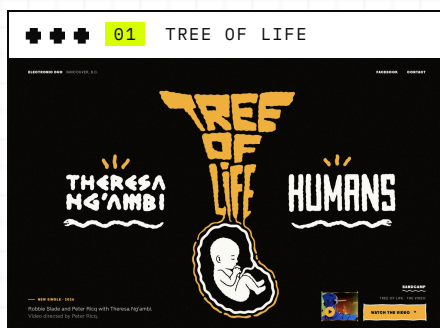


A new website for HUMANS.

PREPARED FOR ROBBIE AND PETER • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Five ways it could look.
Pick one, and we build the
rest in it.



THE LAUNCH

\$3,500

for \$4,988 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and domain in your name



01 WHERE WE STARTED

What we built it around.

01 Tree of Life, alive.

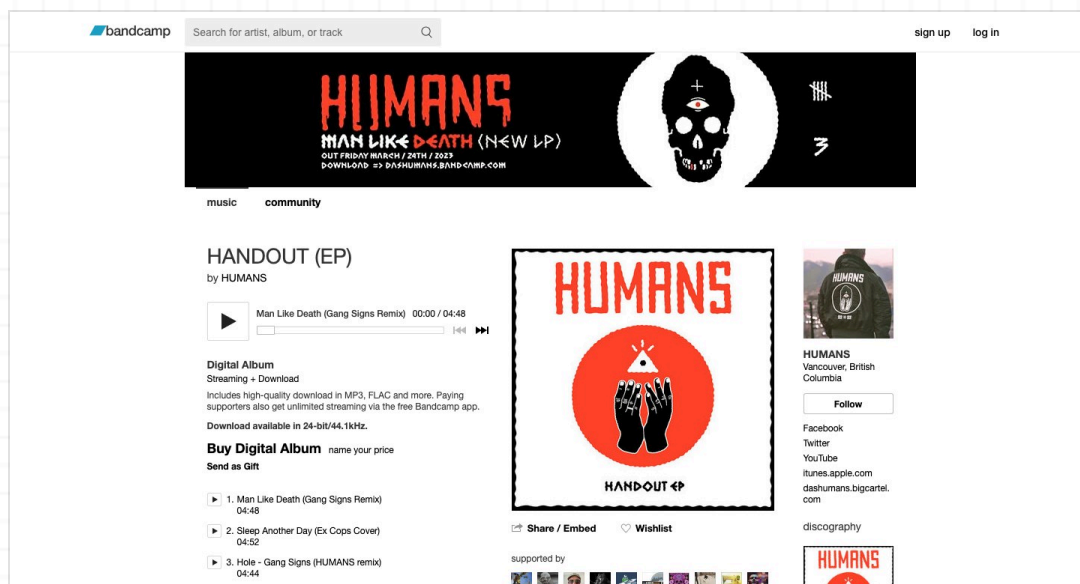
Option 1 is your new single's cover at screen width. Peter's lettering boils like a cel, the snakes slither, the baby stirs when you point at it, and the video plays from the corner.

02 Your sign, switched on.

Option 2 hangs your Going Late neon in a dark room and lights it tube by tube, the red eye last. Lights off is one click.

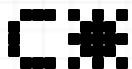
03 Every era of HUMANS.

Options 3 to 5 come from your own sleeves: the Handout hands and sun, the Water Water jacket over the city at night, the Avec Mes Mecs painted board. Each one plays your music.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website Up to five pages built out from the top you've just seen, in the same look, with your own music, videos and photos. On your domain within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for your fan list, so the people who already follow HUMANS hear about the new site and the new single from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$495
05	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 12 NOVEMBER 2026

BONUS	Email setup and list import We set up your email sending and bring your fan list over, ready for the launch email.	\$250
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TOTAL VALUE

~~\$4,988~~

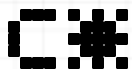
YOU PAY

\$3,500

THE ONE-WEEK PROMISE

If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.



03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and tell us the domain you want, or send us access to the one you have.

DAYS 1 TO 7

We finish the site

We build out the remaining pages. You see every page before anything goes live.

LAUNCH

It goes live

The site goes up on your domain, and the promo, email and ads are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch

\$3,500

To start, when you say go (50%) \$1,750

When the site goes live \$1,750

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$49/mo

Four animated promos a month, vertical and square \$599/mo

Two custom email designs a month \$395/mo

Twelve unique ads a month \$395/mo

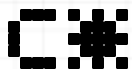
05 WHAT YOU OWN

- The site, the domain and every file, in your name.
- Hosting is included.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

OR ALL FOUR, TOGETHER

\$795/mo ~~\$1,438~~**OPTIONAL
ADD-ON**

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$643/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 12 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO