

WEB DESIGN

THE PROCESS

Initial consultation is \$60/hour. If you assign the project to Write/Design, that consultation fee is waived.

Upon agreement of site specifics, we require a 1/2 deposit of total package price (plus any add-ons). The amount is 100% refundable if canceled before work has commenced.

All working materials (including photos, graphics, copy) plus 1/2 total deposit, must be provided before the project is initiated, unless stated otherwise in the web package.

All images provided by you to incorporate into the Web site design shall remain your property and will be returned to you at any time on your request.

Web page layouts will be available to you to review online throughout the design period. In this way, you will have a better idea of its appearance and can make appropriate adjustments.

You may send unlimited email transmittals during the layout and approval process. Phone calls in excess of a total of 1.5 hours will be billed at 15-minute minimums (per call) at \$60/hour.

Corrections/additions/changes can be submitted via email or by fax.

After your written approval, the final site is uploaded to your web address, at which time the remaining invoice balance will be paid. You will also be provided a cd of all working materials, as well as the Web site files, upon request.

After the final upload, you will receive a 2-week grace period during which time minor copy and placement adjustments to the existing web pages may be made. After this period, modifications to the Web site will be made at the hourly rate of \$60. Or you may choose a web site maintenance plan, if changes/additions will be small in number. See next page.

IMAGES

Multiple images can be sent to me by email as jpgs. If you are sending tiffs, please ZIP or STUFF them before sending over email.

You can also send your prints, negatives, 35 mm slides to me by mail for me to scan and store on a cd (fees on page 3). Or you can send images to me by mail on a Zip disk or CD.

TEXT/COPY

Text files may be provided as Notepad, Works, Word, .txt or PDF documents and sent as email attachments. You can also provide hard copies of print material, but a \$60 hourly charge is applied for re-typing text.

WEB PACKAGES

SIMPLE ELEGANCE

Home Page plus 3 pages

COMPLETE FOR \$1,100:

- Selection of color scheme, font and style
- Integration of logo and/or fonts typically used by client
- Layout and custom design of home page
- Layout and design of 4 primary pages
Suggested: Artwork, Bio, Shows
- Total of 10 images per page
- Set up of webmail/email forwarding through your site

WEB PRESENCE WITH PURPOSE

Home Page plus 5 pages

COMPLETE FOR \$1,500:

- Selection of color scheme, font and style
- Integration of existing logo and/or fonts in use
- Layout and design of home page
- Layout and design of 5 primary pages (screens)
Suggested: 2 Artwork, Bio, Contact Me, Shows
- Total of 10 images per page
- Set up of webmail/email forwarding through your site

CUSTOM & COOL

Home Page plus 8 Pages

COMPLETE FOR \$2,250:

- Domain name and hosting service set-up in client's name
- Selection of color scheme, font and style
- Rollover menu
- Logo design or integration of existing logo and/or fonts in use
- Layout and design of home page
 - Animated slide show of 5-6 images or other animation
- Layout and design of 8 primary pages (screens)
(Suggested: Bio, Shows/Events, New Work, Prints Page, Artwork pages)
- Total of 10 images per page
- "Contact Us" or "Join the Mailing List" Form
- Custom headline graphics
- "Right-click image" blocking on every page
- Set up of webmail/email forwarding through your site
- I will work for your total satisfaction.

Websites/print materials packages also available.

WEB MAINTENANCE PLAN

Minor changes or additions of text

Changes or additions up to 3 images per month

\$90/quarter

WEB UPDATES

Changes or additions of text, graphics, artwork images, etc.

\$60/hour with 1/2 hour minimum

A La Carte

• Arrange for ISP and domain name in your name	\$50 flat fee plus 3rd party charges
• Scans (includes color correction and enhancements)	up to 4" x 6": \$20/ea.
	up to 8" x 10": \$35/ea.
• Slide show of 5 images	\$120
• Conversion of tifs or eps files to jpgs (large & small)	\$7/ea.
• Advanced graphics	\$60/hour, 1 hour minimum
• Administrative page for owner to make changes	inquire
• Rollover Buttons	\$20/ea
• "Right-click image" blocking on every page	\$60 flat fee for site
• Copywriting (content of web site)	\$45/hour, 1 hour minimum
• Mail Forms (e.g. join mailing list form)	\$120
• Splash Page, e.g. entry screen to set the tone of site, often animated (see www.nancypendleton.com)	\$60/hour
• E-Commerce/Shopping Cart Capabilities	inquire
• PayPal Setup for Online Purchases	\$50 setup, \$25 per product link
• Logo design (color and grayscale versions)	\$500
• Search function/database	\$75/hour
• Stock photos	inquire
• Photography	\$45/hour, digital or film

OTHER CONSIDERATIONS

WHAT IS NOT INCLUDED:

- Web site hosting (*Internet Service Provider*)
- Domain names
- Search engine registration

WHAT IS INCLUDED:

- Flow chart of web site navigation if requested
- Advice and recommendations on domain names/web hosting.
- Custom headline graphics for each page
- Contact info and live email address on every page
- Client review of progress on Write/Design test site
- Extras to improve Search Engine placement: Meta tags
(key words, site description/summary); Individual, descriptive page titles
- Web site upload to your URL
- Two weeks' grace period for changes after final site upload
- Free cd of your site and all working materials

PAYMENT SCHEDULE:

All materials, including images and copy, must be provided to designer before project begins. Payment of one-half of project total is required before project is initiated. You will receive an invoice for the balance of fee at conclusion of project.

January 1, 2008