



<http://sites-done-right.com/>
sales@sites-done-right.com
847-298-1413

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Webmaster, Inc. Website Packages & Enhancers – Retail **Pricing Effective 01/01/02***

Webmaster, Inc. offers a limited selection of packaged websites for our clients. Our packages are designed as easy-to-understand entry points into the world of online marketing and subsequently require adherence to strict guidelines. The following document outlines the packages, their components, and pricing. Please contact us at 847-298-1413 or sales@sites-done-right.com with any questions or comments.

Those of you familiar with our existing package structure should note that we have phased out the Elite Package effective 12/31/01.

Be sure to review the appendices at the end of this document as they provide additional insight into terminology and restrictions.

**All prices are subject to change without notice. In the case of a price or rate change, Webmaster, Inc. will honor existing contracts per the terms of those contracts.*

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BASIC Package

The Basic Package is designed for first-time web presences. It's targeted to organizations with a tight budget but still seeking a high-quality solution. All textual content must be provided by the client in Word or rich text format prior to the onset of development. All images supplied by the client (photos or requested decorative graphics) must be provided in an agreed-upon digital format prior to the onset of development.

2 pages (up to 750 words each)

- Home: Typically contains general information about the organization/products/services
- About/Contact: Typically contains information about the organization, specifically related to the organization's history, staff, philosophy, etc., and general contact information.

Hosting

- 12 months of Basic** hosting included

Graphics

- Two design concepts + one hour of graphic revisions to final mock-up
- Logo/Masthead integration, graphical menu, contact information on every page
- 1 photo/decorative graphic provided by you in digital format

Enhancements

- Initial search engine optimization and 90-day follow up

**See your hosting package document or contact us for hosting package information.

WINC Basic		
SUBTOTAL:		\$1315.00
RETAIL DISCOUNT:	25% off (no other discounts apply)	-\$330.00
RETAIL TOTAL:	Paid in full up front	\$985.00
	OR: 3 monthly payments of \$385.00	\$1155.00

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STANDARD Package

The Standard package was created for organizations looking to upgrade their existing Web presences or those that want to start out with more features than the Basic package offers. Either way, the Standard package is a cost-effective solution that can be personalized for almost any organization. All textual content must be provided by the client in Word or rich text format prior to the onset of development. All images supplied by the client (photos or requested decorative graphics) must be provided in an agreed-upon digital format prior to the onset of development.

10 pages

- 3 Mandatory: Home, Products/Services, About Us
- Up to 7 Optional (choose from): Contact/Info, Privacy Policy, Testimonials, Links, Hours of Operation/Info, Gallery/Portfolio, Staff Bios, History, Pricing, Specialties, Amenities

Hosting

- 12 months of Basic Plus** hosting included

Graphics

- Two design options + two hours of graphic revision to final mock-up
- Logo/Masthead integration, graphical menu, contact information on every page
- 10 photos/decorative graphics provided by you in digital format **OR** 6 photos/decorative graphics provided by you to be scanned

Enhancements

- Javascript roll-over navigation buttons
- One general form (emailed results, up to 15 fields)
- Map to location (from MapQuest™)
- Initial search engine optimization and 90-day follow up

**Contact us for hosting package information.

WINC Standard			
SUBTOTAL:	37	\$1398.13	(\$2433.40)
			\$2435.00
RETAIL DISCOUNT:	20% off (no other discounts apply)		-\$490.00
RETAIL TOTAL:	Paid in full or 50% down, 50% upon completion		\$1945.00
	OR: 3 monthly payments of \$700.00		\$2100.00

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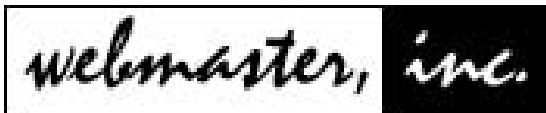


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WINC Enhancers RETAIL=blue			
Enhancer	Sold w/Basic Package	Sold w/Standard Package	Description
Simple Form	\$50.00	Included	The Simple Form allows you to collect basic information from your site visitors. The results are emailed to the recipient of your choice. You may select up to 15 fields of any type (radio, checkbox, text, etc.). For an example see http://hippotherapychicago.com/contact.html
Multiple Choice Survey	\$165.00	\$150.00	The Multiple Choice Survey gives you the ability to obtain valuable feedback from your site visitors. The results are emailed to the recipient of your choice. You may select up to 35 fields of any type (radio, checkbox, text, etc.). This Enhancer is similar to the Simple Form, except you have considerably more form fields to use. For an example see http://www.divincipainters.com/feedback.html
Broadcast Emailer	\$200.00 + hosting upgrade	\$180.00 + hosting upgrade	The Broadcast Emailer gives you the ability to offer site visitors an opt-in/opt-out emailing list. It comes with a password-protected administration tool that gives you the ability to send personalized mass-email to all of your subscribers, as well as view each email address in your list. Contact us for more information and examples. <i>This Enhancer requires ColdFusion hosting.</i>
Javascript Roll-Over Buttons	\$65.00	Included	Javascript Roll-Over Buttons give your site a level of interactivity and depth. Simple changes in your buttons draw attention to their contents as visitors roll their mouse pointers over them. For examples, please visit the majority of sites in our portfolio at http://sites-done-right.com/portfolio/
Flash Intro	\$505.00	\$460.00	The Flash Intro replaces your homepage and greets visitors to your site. A custom Flash animation up to 15 seconds long using text and other basic elements will be created with your input. Complex animation requests may incur additional costs. Contact us for more information and examples.
Printable Coupon	\$145.00	\$130.00	This custom PDF (Adobe Acrobat file) can be used to create special offers for website visitors. With up to 350 words and one graphic, we will create a coupon that your visitors can download, print out, and bring to your location. Contact us for more information and examples.
Map to Location	\$32.50	Included	This simple map to your location is generated by MapQuest™ and integrated within your site. For an example see http://www.johnsonortho.com/

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Rate this Site	NA	\$180.00 + hosting upgrade	Are you curious as to how your site visitors perceive your site? With this polling tool, you can find out! It stores 5 different ratings in a database, from "Terrible" to "Fantastic". With a password-protected administrative back-end, you can view a real-time report showing how many people rated your site and the percentage values for each rating. For an example see http://www.outrealtor.com/ Contact us for more information and examples. <i>This Enhancer requires ColdFusion hosting.</i>
SwiftSurvey	NA	\$360.00 + hosting upgrade	The database-driven SwiftSurvey tool provides you the ability to ask any question of your visitors at any time. Using the password-protected administrative tool, you can create yes/no or multiple-choice questions, collect your visitor's responses, and more. For an example see http://marknashrealtor.com/ Contact us for more information and examples. <i>This Enhancer requires ColdFusion hosting.</i>
Extra Graphic/Photo	\$41.25	\$41.25	Add another graphic or photo of your choosing (supplied by you in digital format) on any of your web pages. Graphical changes that impact site design/navigation will incur additional costs. Contact us for more information or examples.

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APPENDIX A: Definitions

For the purposes of this document, please review the terms below and their associated definitions.

1. **Website:** A web site is a group of web pages, usually interconnected, which can be found under one URL (www.yoursite.com).
2. **Web page:** A web page can contain up to 750 words of text, unless otherwise defined. Each page will begin with the design masthead and end with the footer information.
3. **Section:** A website section is one or more pages within a site that share a similar topic. For example, you might have a section on books, broken into pages about fiction and non-fiction, and another section on flowers, broken into pages about perennials and annuals. You might have another section called "About Us" that was comprised of only a single page of information. Each is a section by virtue of its content.
4. **Section Header:** Webmaster, Inc. generally includes a section header, or title, on each page within a section to increase usability. To enhance the design, these headers are usually created as graphics in the same or similar font used for the rest of the design. *If there are specific section headers that you would like to define, please let us know in advance* (an example would be if you wanted the header on the "About TEC" page to read "Find Out About Us").
5. **Design Concept:** A design concept is a screen-sized image of what the site will look like once it is built. Please note that we use the exact image provided to you for graphic creation, so once you approve a concept and we begin building the site, even small changes (like changing a background color) can require a complete graphic re-build.
6. **Masthead:** A masthead is the portion of a web page that includes the title of the page and/or identifying or branding characteristics (i.e., the logo). More often than not, the masthead occupies the top section of a web page, extending across the entire page from left to right.
7. **Graphical menu:** A graphical menu is a navigation structure (a set of links to pages in the site), which is built into the graphic design of each page, rather than the text. Typically the graphical menu stays the same within each section, if not throughout the entire site.
8. **Footer:** The footer is found at the bottom of every page of the site, and does not change from page to page. It includes copyright information, and may also include contact or other information, depending upon the design and layout of the site.
9. **Home Page:** The home page is the page that is reached when the URL (www.yoursite.com) is entered into a browser. Because this is the first page that many people will see, as well as the point of reference for most Internet users, the home page should have a clear layout and concise information.
10. **Rollover Buttons:** Each link in a graphical menu is a button (although they may not look like push buttons). Rollover buttons change in appearance when a user scrolls a mouse over them (before clicking).
11. **Photo or graphic:** A photo or graphic is one image to be used within the text area of the page layout (i.e., apart from the masthead, graphical menu and footer).
12. **Optimized:** Optimization of a photo or graphic is the process of giving it the best possible appearance for the Internet, possibly including but not limited to: resizing, changing the brightness and/or contrast, saving in a web-friendly format, etc.
13. **Text:** Text is the words found on a web page. Text is limited to the same formatting styles as found in a standard Word processing application, although we recommend that no text other than links be underlined. In the case of complex tables, additional coding will be required and this work may require a work order.
14. **Splash Page:** A splash page replaces the home page of your site and has no substantive textual content. Typically, splash pages have some level of animation and/or create an attractive graphic-intensive entry point into a website, like the cover of a magazine.

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APPENDIX B: Textual Content

You must provide textual content in electronic document format (such as Microsoft Word) with appropriate formatting. For formatting purposes you may use:

- paragraphs
- block quotes
- bullet points
- bold text
- italicized text.

Text requiring special fonts or font colors not identified in the general design specification must be identified in advance. The use of tables to layout blocks of text is acceptable but in some cases may incur additional costs.

When creating or marking up your textual content, use underlines and parenthetical notes to inform us of what items should link where. For example, if you have a sentence like:

The cat jumps over the lazy mouse.

...And you want the word "cat" to be a link to your cat page, then highlight it like so:

The cat (link to cat page) jumps over the lazy mouse (email link: info@abc.com).

When you submit your textual content to us, be certain that it has been properly reviewed and proofread. Once it is implemented into the website, any requested changes that are not the result of errors or omissions on the part of Webmaster, Inc. will incur additional costs.

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