

Web design prices and explanation of services

- First Page: \$150
- Each additional page: \$75
- Graphics set: \$175/site set
 - (Animations extra depending on complexity, \$40/hour)
 - Graphics set includes:
 - One logo (Can work with existing letterhead or business card logo to develop web appropriate artwork)
 - Six button/alternate button pairs
 - One advertising banner
 - Additional button/alt button pairs are \$15 each
- I make three art samples, your art director chooses one, then I design the set. This takes approximately 1 week.
- I then use that graphics set in a few different layouts, again for your approval. This takes approximately 1, sometimes 1 1/2 weeks.
- Once the layout is approved, I proceed to work with your content.

Additional services:

- Flash animation:
 - Basic design = Minimum \$120 = first three hours
 - Advanced Flash design = \$40 each additional hour
 - (The most cutting edge sites have Flash animation)
- DHTML ads or announcements: \$50 each
- One mail form included, add'l forms \$30 each
- Administrator instruction: \$20/hour, minimum 2 hours
- Search engine submission: Each event = Minimum \$200 = Basic submission plus 10 hours of PR work

- (Submission does not guarantee ratings, maximum submission frequency of once every three months.)
- Content updates: \$20/hour, minimum 2 hours

Terms of payment can be individually arranged.

Generally it is fair to pay for the site graphics set in advance (Creating the three samples for your approval is quite time consuming)

Once a graphic design is approved and paid for, I ask for 50% payment on the layout and data entry work up front before experimenting with layout.

The remaining 50% is due upon completion of the site, or 3 months, whichever is sooner.

All of the above prices/explanations deal with design, layout and data entry.

Web site programming prices and explanation of services:

- Self-update software and installation: \$175
- Site statistical software: \$175
- Site search software and installation: \$175
- E-newsletter sign-up and administration system: \$175.00
- Poll: \$150.00
- Guestbook: \$150
- Community forum: \$400 including license
- Shopping cart: \$600
 - Secure Server not included. This service would normally be provided by your domain hosting service; check with them for pricing information.
 - Credit card processing not included: check with your bank to set this up through a service such as authorize.net.
 - If you have a small business, and credit card processing is something your business needs, I recommend using PayPal. www.paypal.com

www.nicholina.com

- Online database management software: Varies depending on needs. Package prices can be arranged or \$40/hour
- Custom programming: \$40/hour

All programming fees are payable at 50% in advance, with the remaining 50% due upon completion of programming.

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