

2018 ECONOMY MARKETING RATES

WEB SITE DESIGN & DEVELOPMENT

ECONOMY WEB SITE DESIGN + PROGRAMMING
<ul style="list-style-type: none"> • Home Page Design Layout¹ • Interior Page (Secondary Page) Design Layout¹ • Client will provide all written & image content (in digital format) which 5PP will include in site • Program all pages using Wordpress (CMS) php platform • 1 animated section on web site (i.e. jQuery Home Page slider) • Application of Goggle Analytics to web site • Security web site monitoring software applied • Backup software program installed • Responsively developed for: PCs MACs iPads Tablets Mobiles • Developed for current browser version and 1 prior version of: Firefox Chrome IE Safari • Web Site tested prior to launch² • 2hrs Online WordPress CMS training & after launch
DESIGN & DEVELOPMENT RATES
<ul style="list-style-type: none"> • 10 page site, starting from ... \$4,600 • 15 page site, starting from ... \$5,600 • 20 page site, starting from ... \$6,700

¹ Economy website layouts based on the client’s purchase of website theme/template and do not include 5PP custom design services. After the initial design proof is presented, 5PP provides up to 2 further design proof amendments, after this 5PP standard hourly design rates apply.

² After site BETA testing has been client approved and upon project completion/launch, Client will have 5 business days to report any appropriate issues or errors which 5PP will fix at no additional charge; Wordpress training will occur after this 5 day period. Subsequent and all further changes/amendments/fixes after this time period has passed will be charged at 5PP’s published hourly rates.





ADDITIONAL DEVELOPMENT/PROGRAMMING COSTS:

Calendar Integration	From \$150
Video Player integration	From \$200
Extra page programming & content implementation	\$180 per page
Additional “complex” page programming	\$200 per page
Content Writing w/Discovery - min. 8 page requirement	\$150 per page
Content & spell checking	\$55 per hour
Additional WP Training	\$200 for 2hrs
Simple Shopping Cart (i.e PayPal)	From \$295 ... call for quote
Full e-Commerce w/Payment Gateway Integration	From \$1,200 ... call for quote
Establishing e-mail newsletter system	From \$595 ... call for quote
Company Logo	From \$595 ... call for quote
Animation (jQuery/Flash)	Call for quote

CUSTOM WEBSITE:

For a custom designed site and for custom programming requirements, please call for quote.

WEBSITE SECURITY & MAINTENANCE

To maintain a healthy Wordpress web site, regular updates are now critical to your site’s security. You should liken this to an oil change on your car, “an ounce of medicine is worth a pound of cure”.

GOLD PROGRAM	PLATINUM PROGRAM
<ul style="list-style-type: none"> • Update WordPress • Update all plugins (up to 15) • Ensure Backups of your web site are working correctly • Review of web site with subsequent suggestions for: Site Updates / Improvements / New Features etc... • Ensure SSL validity is maintained 	<ul style="list-style-type: none"> • Update WordPress • Update all plugins (up to 15) • Ensure Backups of your web site are working correctly • Review of web site with subsequent suggestions for: Site Updates / Improvements / New Features etc... • Ensure SSL validity is maintained • Update e-Commerce Plugins & associated programs • Backup of all E-commerce Data
QUARTERLY (4 PER YEAR) \$495^{3,4}	BI-MONTHLY (6 PER YEAR) \$400^{3,4}

For more complex sites or sites with greater than 15 plugins, please call for custom Security & Maintenance quote





ESTABLISH UPGRADE SCHEDULE:

1. Updates scheduled for next 12 months
2. Establish schedule to update your SSL Certificate before it expires

UPGRADE WORDPRESS:

1. Duplicate of your Live Site and place it on our DEV/STAGING server¹
2. Create a backup of your Live Site for you before any work is performed
3. Update WordPress to the latest version

UPGRADE FREE PLUGINS:

1. Make sure that existing free Wordpress plug-ins continue to work with the new WordPress version
- 2 a). If plugins do not work, then upgrade those plugins if newer versions are available
- 2 b). If plugins do not work and no upgrade version is available, we can offer alternative options. Depending on option chosen, this work will be billed separately.

UPGRADE PREMIUM PLUGINS:

1. Make sure that existing premium Wordpress plug-ins continue to work with the new WordPress version
- 2 a). If a premium plugin does not work, then upgrade those plugins if newer versions are available
- 2 b). If a premium plugin does not work, and no upgrade version is available, we can offer alternative options. Depending on option chosen, this work will be billed separately.

REVIEW WORDFENCE SECURITY / BACKUP SITE & LAUNCH:

1. Review WordFence Security Plugin to ensure all settings are set for maximum security and protection from possible hack/malware threats
2. Conduct inspection of web site with suggestions for any potential improvements, new features or changes
3. Complete backup of WordPress installation. Upon deployment of site, initiate a full database and file backup
4. Deploy updates to Live Site²

¹ Before proceeding with any updates we will backup your current site, this will be sent to your back up option (i.e. DropBox, Google Drive)

² Upon launch of upgraded web site on live server, we will delete your duplicate copy of your web site on our Development Server

³ All costs assume up to 5hrs per individual update. If upgrade time requires greater than 4hrs, additional costs for the additional work will be charged. Before proceeding with any additional work Client will be informed in order that additional work can be approved or declined.

⁴ Web Site duplicates onto the 5PP Dev Server of 2GB or less are included in this cost. Sites larger than this limit will be subject to additional costs due to additional time associated with the larger file size management and additional space needed on the 5PP Server.

⁵ Ensuring the SSL is current on the server does NOT include yearly cost of the SSL certificate, the Client is responsible for this cost.



MAILCHIMP E-NEWSLETTER ACCOUNT & DESIGN SET-UP

To maintain a healthy on-going relationship with your clients, regular updates are important to your businesses' growth and provides "top of mind" awareness to your customers. Mailchimp is a great tool to help keep you in front of your customers.

MAILCHIMP ACCOUNT SET-UP	e-NEWSLETTER THEME IMPLEMENTATION
<ul style="list-style-type: none"> • Establish Client mailchimp account • Configure account settings correctly • Create master mailing list • Make sure everything is CAN-SPAM compliant • Add Client's Google Analytics account api • Include social media links 	<ul style="list-style-type: none"> • Install the selected e-newsletter theme design • Configure theme in preparation for content application • Apply CAN-SPAM compliant footer • Test theme installation
COST (1 TIME FEE) \$325	COST (PER THEME) \$295

CAMPAIGN DEPLOYMENT	e-NEWSLETTER THEME DESIGN
<ul style="list-style-type: none"> • Update selected e-newsletter design with new content (content provided by Client) • Send Test from Mailchimp for review by Client • Deploy 1 campaign to Client mailing list • Send monthly mailchimp report/stats 	<ul style="list-style-type: none"> • Create an effective, branded eye-catching e-newsletter consistent with the Client branded image • 1 creative design concept • 2 revisions of the initial draft/proof • Install in Client mailchimp account • Configure for 1st Deployment with content from Client
DEPLOYMENT (PER CAMPAIGN) \$195	DESIGN & IMPLEMENTATION (PER THEME) \$495





TERMS & CONDITIONS:

BOOKING SCHEDULE:

All projects are entered into our project schedule upon receipt of the initial payment. Once the initial project installment has been received, the next available project time slot will be assigned

PAYMENTS:

All Invoices are due and payable upon receipt.

a) Services of \$800 or less are billed in one increment with full payment due at booking.

b) Full Web Design & Production Services: under \$7,000 are billed in two increments and based upon the total cost.

The first payment of 67% is due upon acceptance of the proposal, the second payment of 33% is due upon completion and delivery* of the product or upon launch (whichever occurs first).

c) Full Web Design & production Services: over \$7,000 are billed in 3 increments and based upon the total cost. The first payment of 40% is due upon acceptance of the proposal. The second payment of 35% is due once the design and content has been approved and the final payment of 25% is due immediately upon completion and delivery* of the product or upon launch (whichever occurs first) of the product, or on the 20th day after receipt of the first proof (whichever occurs first).

*Upon delivery to The Client of the first edited product (Proof 1), The Client will have 5 business days to review and provide 5 Pints Productions with a written list of requested changes and amendments; Upon delivery of the second edited product (Proof #2) by 5 Pints Productions, The Client will have 5 business days to review and provide 5 Pints Productions with a further written list of requested changes and amendments.

All subsequent and further changes thereafter whether written or verbal, will be subject to 5 Pints Productions' hourly rates and the final installment/payment must first be made to 5 Pints Productions prior to any continuation of work and further changes. If the client takes more than the allotted 5 days to provide 5 Pints Productions with written feedback of any/all changes then 5 Pints Productions will be entitled to request the final installment/payment at such time with The Client being responsible for making the final installment/payment upon request.

CANCELLATION POLICY:

Cancellation of project services after acceptance of our proposal and once work commences constitutes forfeiture of the initial payment.

Cancellation after the design proof has been approved and once the construction of the site has begun, constitutes payment in full for the proposal plus any extras agreed upon during production.

PAYMENT METHODS:

Checks made payable to: 5 Pints Productions, LLC.

