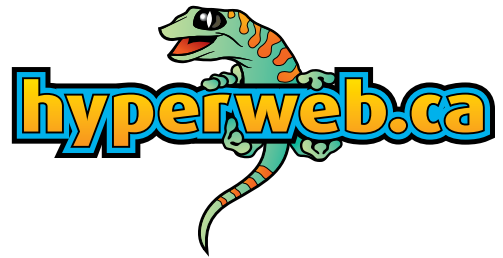




2014

# Pricing Guide



## Overview

Thanks for your enquiry on our website.

Attached is our standard website pricing and a list of optional services you may want to consider for your website.

All of our websites are built on a platform that will allow you to easily update content and accommodate future growth for your website. We also provide the training on how to manage the website content once your site is up and running. I think you'll find our solution to be a cost effective, powerful solution for your business.

We have been building websites since 1997 and have a long history of satisfied clients, beautiful and functional websites, and online marketing successes.

With 17+ years of experience and over 650 websites under our belt, we know we can deliver an effective online solution for you to help grow your business.

We firmly believe that our reputation, portfolio and experience make us the right choice for your organization and look forward to the possibility of working with you on this project.

If you find this proposal suitable, please initial each page and return to [carl@hyperweb.ca](mailto:carl@hyperweb.ca)

We can be reached at any of the following numbers.

Direct: (416) 503-2272

Email: [carl@hyperweb.ca](mailto:carl@hyperweb.ca)

Sincerely,  
Carl Messenger-Lehmann  
Hyperweb Communications Inc.



## Features/Exclusions

### **This estimate provides costs for the following services and features:**

- Content Management (CMS) capabilities for all content pages of website
- Website template installation
- Incorporation of the content provided
- One set of minor revisions at Beta Stage
- Programming
- FTP posting
- Training on CMS
- Interactive menu's

### **Optional Features**

- Domain Registration \*\*
- Social Media Establishing \*\*
- Video Spokesperson \*\*
- Search Engine Optimization (One-Time) \*\*
- Email Broadcasting \*\*
- Search Engine Marketing \*\*
- Search Engine Optimization (Ongoing) \*\*
- Social Media Integration \*\*
- Domain Registrations \*\*

### **Assumptions**

- This website requires a new design
- All content will be provided by the client
- Website will be designed for viewing on both Macintosh and PC platforms
- Target browsers are Internet Explorer 7.0, FireFox 2.0, or better
- Minimum viewing specifications are 1024 pixels wide x 768 pixels tall unless otherwise specified (web applications, mobile devices, etc)
- Content to be provided by client in mutually agreeable digital electronic format

### **This estimate is exclusive of the following:**

- Content development/writing
- Photography/Stock Photography (excluding any royalty free items specified in estimate)
- Translation Services (If required)
- Audio Narration (If required)
- Videography (If required)

\*\* Optional elements of estimate (only applicable if approved)



# Estimate

Feature	Description		Cost
Design / Production / Programming	Design template, website programming of required pages (XHTML 1.0 and CSS 2.0 WC3 Compliant), data population of content provided	\$	2499
Content Modules	(web based content management tools and training for all pages of website - Ability to add/update/delete) Includes the following features - Responsive Web Design (mobile device support) - Content inclusion of provided content (up to 20 pages) - Dynamic Menu's - Embedded Links		
Hosting	Annual Hosting package: Windows Servers with load balancing, nightly backups, 1000 megs of storage space, 20 email addresses, weekly or monthly automated traffic reports via email	\$	229
Domain Registration	Registration of domain name (choose from .com. ca .net .org)	\$	35
Search Optimization (One-Time)	Get your website ready for Google and other "website crawlers" We optimize title tags, image tags, add keywords / descriptions to all pages, generate a XML site map, set up Google Analytics tracking use webmaster tools to make sure your site is found online. (for guaranteed 1st page results - please see page 6 "Ongoing Monthly SEO")	\$	499
TOTAL	Price before applicable taxes	\$	3262

## Options (Website Enhancements)

Feature	Description	Cost
<input type="checkbox"/> Video Spokesperson 60 Seconds <b>MOST POPULAR!</b>	Add a video spokesperson to your website to dramatically improve viewer engagement / retention / awareness - 60 seconds - Script Included - Professional Models (Male or Female), Filmed on Green Screen	\$ 699
<input type="checkbox"/> Narrated Video	Start with a pre-designed video and add narration to enhance the impact of this video slideshow	\$ 499
<input type="checkbox"/> Social Media (Establishing)	Creation of a custom branded Company facebook & twitter page page, establishing "like" partners and relevant "followers" - initial postings for facebook and twitter, securing custom facebook domain, integration of social media and website, installation of sharing feature for content on website	\$ 499
<input type="checkbox"/> Stock Photography	Sourcing and purchasing image rights for up to 10 web quality images	\$ 150
<input type="checkbox"/> PopUp Offer	A lead capture mechanism to collect names/emails & offer a free promotion or whitepaper. (See <a href="http://www.rs4.ca">www.rs4.ca</a> for a working example)	\$ 299
<input type="checkbox"/> Email Broadcasting	Email Broadcasting software (Annual License) broadcast visually branded emails to your clients (allows for Subscribe/unsubscribe, tracking and reporting on views/opens, bounce backs), Design of Email template, importing of lists. (no monthly limits on the number of emails sent)	\$ 499

**VIDEO  
SPOKESPERSON**



**NARRATED CONTENT**






## Got a Question?

Not sure what these options are all about? Simply give us a call and we'll show you examples of what they actually look like.

**1 (888) 302-2272**

## Options (Internet Marketing)

Feature	Description	Cost
<input type="checkbox"/> Search Optimization (One-Time)  <b>MOST POPULAR!</b>	Get your website ready for Google and other "website crawlers" We optimize title tags, image tags, add keywords / descriptions to all pages, generate a XML site map, set up Google Analytics tracking use webmaster tools to make sure your site is found online. (for guaranteed 1st page results - please see page 6 "Ongoing Monthly SEO")	\$ 499
<input type="checkbox"/> Search Engine Marketing	Monthly management fee for advertising your business on Google and/or Facebook Advertising - Pay per Click advertising - Geo-targetting of Ads - Set Daily and monthly ad spend limits * Excludes advertising budget	Google OR Facebook \$ 150/mnth*  Google + Facebook \$ 250/mnth*
<input type="checkbox"/> Ongoing Monthly Search Engine Optimization* (minimum 6 month contract)	Ongoing Search Engine Opt ( <b>Guaranteed first page ranking</b> ) - 10 Keyword Phrases, On-page Optimization, Meta & Title Tag optimization, On-page keyword placement, Off-site Unique Content Generation, Monthly Ranking Reports, Google Analytics Setup, Report & Google Analytics Training	\$499 month (10 Keywords)
<input type="checkbox"/> Domain Name SEO	Registration of domain name FOR SEO PURPOSES - increase your keyword results by owning specific domains with targeted keywords within them. IE. <i>MarkhamInteriorDesigner.com</i> (5 domains)	\$ 175
<input type="checkbox"/> Google Places	Make sure you are on the map. We'll submit your company to Google places to ensure you are found on google maps, post your operating hours, type of business and services, and features	\$ 100
<div>  <p><b>SEARCH ENGINE OPTIMIZATION</b></p> </div> <div>  <p><b>SEARCH ENGINE MARKETING</b></p> </div> <div>  <p><b>GOOGLE PLACES</b></p> </div>		

## Options (Content Generation)

Feature	Description	Cost
<input type="checkbox"/> Website Writing <b>MOST POPULAR!</b>	Let our professional writer help to make your website copy sparkle. This basic package includes 1 hour of consultation and 10 hours of writing. We write to target business objectives, engage website visitors, optimize SEO performance, strategically place effective calls to action. What are you waiting for? Take advantage of this great service!	\$ 999
<input type="checkbox"/> Blog Writing	Plan ahead - with pre-written blog posts. We'll right 5-6 blog posts each month on relevant topics. We'll take your initial topic list and work those up into beautiful, well written, relevant and timely blog posts.	\$ 799 monthly
<input type="checkbox"/> Social Media Writing	Whether it's 142 character tweets or longer Facebook or LinkedIn-posts, We promise to keep you current with 5 posts/week. And we'll even help you to automate these posts so you look busy - even if you aren't :-)	\$ 499 monthly

### Did You Know...



#### ...Content generation is the #1 challenge & the biggest delay we face in building a small business website?

If you're not feeling comfortable with the idea of writing content for your site, or if writing the content for your site is becoming a challenge, our writers can work with you to help you sound professional.



#### Got Writers Block? Just too busy?

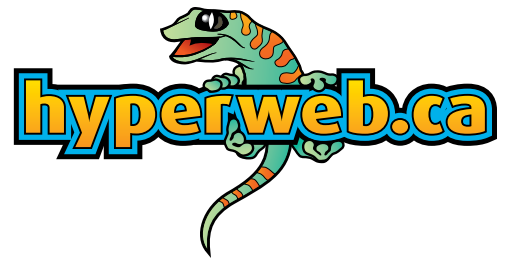
##### Meet Susan

She can take your initial content and make it sparkle. Or she can pre-write an entire months worth of blogs to simplify your life. She'll even help you with what you Tweet and post to Facebook or LinkedIn. You'll look like you are at the top of your game, and you'll sound great too!



## Options (E-Commerce)

Feature	Description	Cost
<input type="checkbox"/> E-Commerce (Shopping Cart)	Installation of shopping cart capabilities Data population of 50 products into shopping cart (description, product image, weight, dimensions, other attributes)(additional fees apply for more than 50 products) + Integrated shopping cart with taxation policies, shipping integration	\$ 1299
<input type="checkbox"/> E-Commerce (Payment Processing)	Ecommerce transaction process Integration of payment gateway for online shopping cart processing of credit cards. Authorizing Credit Cards and Integrating with clients Banking system	\$ 999
<input type="checkbox"/> E-Commerce (PayPal Integration)	Configuring your basic PayPal account to integrate with your shopping cart	\$ 249
<input type="checkbox"/> Security Certificate (SSL)	Purchase of Trustwave SSL Certificate, Secure Sockets Layer (SSL), the industry standard (Required for accepting and processing secure online transactions)	\$ 149/yr
<input type="checkbox"/> Security Certificate (EV SSL)	Purchase of COMODO EV SSL Secure Sockets Layer (SSL), 2048-bit, next generation SSL the industry standard: Includes Green address bar, Highest assurance product, Highest browser recognition, up to 99%, (Required for accepting and processing secure online transactions)	\$ 499/yr



## Options (Hosting)

Feature	Description	Cost
<input type="checkbox"/> Domain Registration	Registration of domain name (choose from .com. ca .net .org)	\$ 35
<input type="checkbox"/> Hosting (Value Package) <b>MOST POPULAR!</b>	Perfect for a Start-Up Business or Basic Hosting Annual Hosting package: 1000Mb of Web Storage, 1000Mb of Email Storage 10 Email Accounts, 5 Aliases	\$ 229
<input type="checkbox"/> Hosting (Business Package)	Intended for the Growing Business. Annual Hosting package: 2000Mb of Web Storage, 2000Mb of Email Storage, 20 Email Accounts, 10 Aliases, Support for SSL, Dedicated IP Option	\$ 329
<input type="checkbox"/> Hosting (Corporate Package)	Need Flexible Storage options? Annual Hosting package: Cloud based Storage, Additional Email Capacity, Custom RAM Requirements, Additional CPU's as required, Mobile Application Support, SSL Certificates, Server Localization Support, Heavy Bandwidth Support	\$ 599 and up
<input type="checkbox"/> Website Installation	If this website is being hosted on a existing or 3rd party server (IE: not Hyperweb's dedicated servers) then there is a charge for installation and setup of website content and database on new server	\$ 150

**All Packages Include Cloud Based Servers With:**

- |                      |                   |                            |
|----------------------|-------------------|----------------------------|
| ✓ Solid State Drives | ✓ Multiple CPU's  | ✓ Redundant Internet       |
| ✓ Raid-2 Hard Drive  | ✓ Nightly Backups | ✓ Deisel Generator Backups |

## Options (Graphic Design)

Feature	Description	Cost
<input type="checkbox"/> Logo Design	Logo Design - 6 Initial concepts, up to 2 sets of revisions, Includes .jpg and vector files	\$ 499
<input type="checkbox"/> Brochure Design (Tri-Fold)*	Brochure - Full Colour Designs, Double Sided 8.5 x 11, Stock photography included, Optional Writing	\$ 499
<input type="checkbox"/> Business Cards* <b>MOST POPULAR!</b>	Professionally Designed Business cards to help your first impression be a memorable one.	\$ 199
<input type="checkbox"/> Corporate Identity Kit*	Leave a lasting impression with a professionally designed Letterhead, Envelopes and Business Card package	\$ 1499
<input type="checkbox"/> Presentation Folder*	Present your marketing materials in a professional presentation folder (pocket folder). (9" x 12" with either 1 or 2 pockets and business card slits)	\$ 699
<input type="checkbox"/> PostCard Design*	Get your message out there with a flexible, mailable postcard for your mail drops	\$ 499
<input type="checkbox"/> Vehicle Wrap* <b>BIGGEST IMPACT!</b>	Start drawing attention everywhere you go. Let us design your Vehicle Wrap with your Brand and Messaging - 3M Vinyl, with perforated vinyl for windows. (easily removes when selling vehicle)	FULL WRAP from \$999  HALF WRAP from \$699
* Additional Fees apply for printing (based on quantity and paper selection)		



### Professional Wrapping

#### Meet Jose

Jose is an incredibly knowledgeable printer, who has plenty of experience wrapping vehicles. We love working with Jose as he makes our beautifully designed vehicle wraps come to life on our clients vehicles. Jose is the owner of the Mississauga Fast Signs.

**FAST SIGNS**  
More than fast. More than signs.



## Terms & Conditions

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<b>Client:</b>	<b>Estimate:</b>	\$ 3262
	<b>Options:</b>	\$
<b>Project:</b>		
<b>Supplier:</b> Hyperweb Communications Inc.	<b>TOTAL:</b>	

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### 1. ESTIMATES

The attached development costs are based upon Hyperweb's current understanding of the scope of work and project specifications provided by Client. Hyperweb reserves the right to submit a new budget to accommodate any subsequent changes to its understanding of scope of work and/or project specifications.

Unless so specified, these estimates exclude any charges for third party intellectual property rights, and the costs of all travel, accommodation, couriers, per-diems, taxes, gratuities, and other expenses, which will be itemized separately upon completion of the project.

All estimates are quoted exclusive of taxes. Taxes will be charged at the prevailing rates at time of invoice.

### 2. CHANGES

Client will be advised of, and will be asked to approve in writing, any increased costs resulting from changes to specifications and/or the scope of work.

Please note that estimates have been calculated based on Hyperweb's ability to source, staff and deliver to the agreed upon Critical Path. If Client fails to meet its deadline, Hyperweb reserves the right to charge for any additional time and material costs that are incurred as a result.

### 3. PAYMENT SCHEDULE

A deposit of 50% of project total + HST is due on contract signing (project start), and the final 50% of project total + additional costs\*\* + HST is due when project is reconciled. The final bill is payable within 30 days of receipt of invoice.

\* Chosen optional features will be billed equally across all payment milestones,

\*\* The final payment may include in addition any change orders and additional costs authorized over and above the estimate, plus expenses.

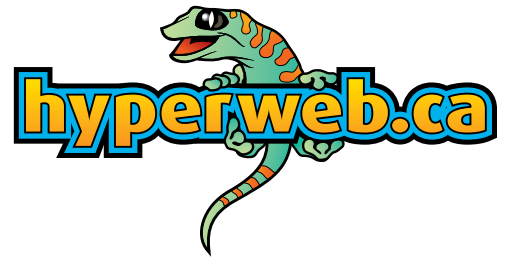
Overdue invoices, including the deposit, will be subject to a 1% per month service charge.

### 4. CANCELLATION

If Client cancels the agreement at any time, it agrees to pay a cancellation charge equal to the total of all costs incurred to the time Hyperweb receives written notice of cancellation, including Hyperweb's normal charges for time spent by its employees and costs incurred because of the cancellation, including cancellation charges payable to third parties.

*Continued on next page*

Initial: \_\_\_\_\_



## Terms & Conditions (Continued)

### 5. OWNERSHIP OF WORK

Hyperweb will transfer ownership of the Deliverables to the Client upon full and final payment. Hyperweb shall retain ownership of all copyrighted designs or materials including all techniques, processes, inventions, technologies, trade secrets, methods, know-how, and proprietary computer software in programs. Hyperweb shall license the use of these copyrighted designs and materials for the terms of use required by the Client.

### 6. THIRD PARTY CLEARANCES

Hyperweb warrants that it will obtain rights to materials, including photography, video, text, graphic images, sound effects, and music sourced by Hyperweb on Client's behalf from third parties based on the specified use by the Client.

Client will advise Hyperweb if it wishes to use any material on a broader basis than specified.

Hyperweb will use best efforts to obtain the additional rights required. Client will pay all costs of obtaining additional rights, and will not use the materials on a broader basis until the necessary rights have been obtained.

Client warrants that it will have obtained all necessary rights to any materials it supplies to Hyperweb prior to providing them to Hyperweb, and that it will indemnify and hold harmless Hyperweb, its directors, officers, employees and agents, from any action brought against them due to Client's use of such material.

### 7. PUBLICITY

Hyperweb is permitted to use anything delivered to Client as portfolio material and Client consents to being listed as a Client in Hyperweb marketing and promotion material. Hyperweb reserves the right to include a line of credit on the final product.

IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date first set forth below.

Client:

Project Value:

\$3262 + options + HST

Accepted By:

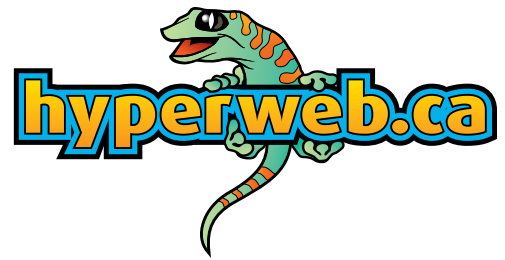
Signature:

\_\_\_\_\_

\_\_\_\_\_

Date:

\_\_\_\_\_



## Options (Hosting)

Feature	Description	Cost
<input type="checkbox"/> Domain Registration	Registration of domain name (choose from .com. ca .net .org)	\$ 35
<input type="checkbox"/> Hosting (Value Package) <b>MOST POPULAR!</b>	Perfect for a Start-Up Business or Basic Hosting Annual Hosting package: 1000Mb of Web Storage, 1000Mb of Email Storage 10 Email Accounts, 5 Aliases	\$ 229
<input type="checkbox"/> Hosting (Business Package)	Intended for the Growing Business. Annual Hosting package: 2000Mb of Web Storage, 2000Mb of Email Storage, 20 Email Accounts, 10 Aliases, Support for SSL, Dedicated IP Option	\$ 329
<input type="checkbox"/> Hosting (Corporate Package)	Need Flexible Storage options? Annual Hosting package: Cloud based Storage, Additional Email Capacity, Custom RAM Requirements, Additional CPU's as required, Mobile Application Support, SSL Certificates, Server Localization Support, Heavy Bandwidth Support	\$ 599 and up
<input type="checkbox"/> Website Installation	If this website is being hosted on a existing or 3rd party server (IE: not Hyperweb's dedicated servers) then there is a charge for installation and setup of website content and database on new server	\$ 150

**All Packages Include Cloud Based Servers With:**

- |                      |                   |                            |
|----------------------|-------------------|----------------------------|
| ✓ Solid State Drives | ✓ Multiple CPU's  | ✓ Redundant Internet       |
| ✓ Raid-2 Hard Drive  | ✓ Nightly Backups | ✓ Deisel Generator Backups |