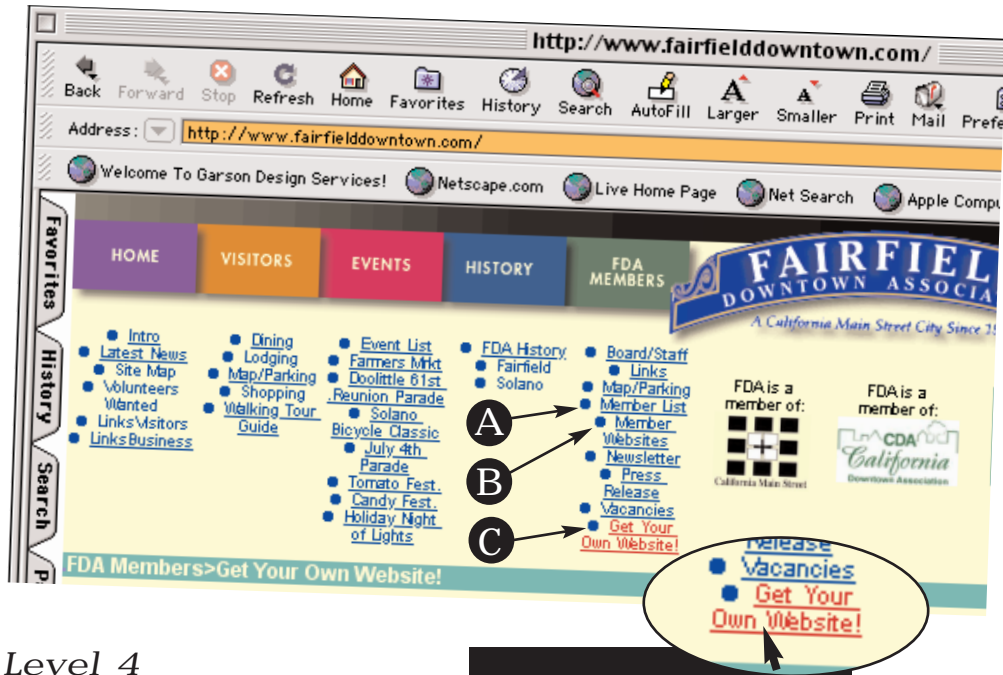


Want to advertise your business on the web inexpensively?

In conjunction with Fairfield Downtown Association, Garson Design Services is offering members a cost effective way to get your business online.

Many of us members are small businesses and can't afford the high cost of having our own website. We have a solution, to FDA members only, that will present viewers your business 24 hours a day from the comfort of their business or home computer.

We are offering different levels to choose from, please see below. You can go online for more information or give us a call and we will fax or email you the guide and order sheet!



▶ Level 1

- All FDA members receive a **free listing** of their website & email on the FDA website. See FDA Member List **A**
- If your website is not listed please email a note to the FDA at emilyfairfielddowntown.com or fax this to 707-422-1256.

email: _____

web: _____

▶ Level 2 **A&B**

- Make your **free listing** web address an **active link** for \$15/year. Go online for order form...Go to: **C**

If you don't have a website.....

▶ Level 3 **A&B**

Pre-made Template Website
Cost Effective! Go online for order form...Go to: **C**

- Upgrade to your... **own actual website!**
- FDA Members Special Rate at only \$165 per page!
- Choose from 1, 2 or 3 pages. See info online.
- We can add your text, photos or for an extra charge we can provide.
- Free **active link** listing on FDA website.

▶ Level 4

Custom Website!

- FDA Members Special Rate of only \$180 per page! - Regular \$220 per page.
- **Custom design** to your needs.
- We can add your text, photos or for an extra charge we can provide.
- Free **active link** listing on FDA website.

See Custom Website samples GDS has designed:

- www.cwsc.com
- www.drnkessler.com
- www.fairfielddowntown.com
- www.favelasmexicangrill.com
- www.gagnonlandandpools.com
- www.lesslergroup.com
- www.nelsonscleaners.com
- www.philipsonsite.com
- www.pvestates.com
- www.power-steam.com
- www.sbccc.org
- www.woodenvalley.com
- www.garsondesign.com/coregym
- www.garsondesign.com/gomerschool
- www.garsondesign.com/joesbuffet
- www.garsondesign.com/kristinasboutique
- www.garsondesign.com/NewYear2001
- www.garsondesign.com/theblindbutler
- www.garsondesign.com/tourism
- www.garsondesign.com/stephieswebsite

Go online to
www.fairfielddowntown.com
and click here for a complete guide,
order sheets and examples!
• Joe's Buffet • Redi-Office

Or call us at
707-428-1743
and we will fax or email you
the guide and order sheet!



FDA Member since 2001

707-428-1743/phone
707-428-3652/fax
mail@garsondesign.com
www.garsondesign.com



A Member of FDA Since 2001



Garson Design Services
239 Concord Avenue
Fairfield, CA 94533

Web Design Cost Est.

Special Cost Estimate to FDA members!

Ph: 707 428-1743 • Fax: 707 428-3652
mail@garsondesign.com • www.garsondesign.com

Customer Directions:

Please read all information carefully!
Call and/or meet with us to walk you through
as some of this can be complicated.
A line item that is blank is To Be Determined (TBD) and
may vary depending on project and client's requirements.
As this a cost estimate, final price may vary. Please fax
back this cost estimate with signature to go ahead with
project. Please call if any further questions.

Your Name

Your Company Name

Your Address

Your City, State and Zipcode

Please fill out the above and below:
Date: _____

Phone: _____ Fax: _____ Email: _____
Job #: 4642FDA. -Web (GDS to fill out) _____

Subclient

In conjunction with Fairfield Downtown Association (FDA), Garson Design Services (GDS) is offering fellow FDA members a cost effective way to get your business online. Showcase your product or services with full color photos, descriptive copy, location map and be linked to the official FDA site and various local and regional sites to include tourism, services and search engines. Attach your email address if desired, you can also obtain free email addresses - msn.com, etc.

- LEVEL 1: All FDA members receive a free listing on the FDA website. • Charge: \$0/year \$ Free
• If your website is not listed please email a note to the FDA at emily@fairfielddowntown.com or fax this to 707-422-1256.
• Your Present Email Address: _____ • Your Present Web Address: _____
- LEVEL 2: ACTIVE LINK OF YOUR FDA LISTING TO YOUR PRESENT WEBSITE • Charge: \$15/year TBD \$
• FREE with Level 3 & 4 options below

ITEMS BELOW REQUIRE WEBHOSTING

- LEVEL 3: HAVE GDS CREATE A WEBSITE FOR YOU - From Template • Charge: \$165/page x _____ pages = .TBD \$
Choose: Template 1 Template 2 Template 3
- LEVEL 4: HAVE GDS CREATE A CUSTOM WEBSITE FOR YOU - Custom Design • Charge: \$180/page x _____ pages = .TBD \$
• FDA Member discount price: \$180/page • Regular price: \$220/page

NOTE: From the initial meeting information we will produce your website, email PDF proofs to you, or provide color laser proofs (note charges below). Upon your approval your site will be uploaded for public viewing.

- COPYWRITING \$30/hr - No charge if finished copy/text provided by FDA member via: email or clean hard copy, fax ok . . .TBD \$
- PHOTOGRAPHY Client Provided (no charge) or..
 GDS provided digital photography - \$120 for set of 5 - 10 photos. Exterior, interior, owners, chef, product, etc .TBD \$
- SCANS: Reflective (prints) & 35mm: \$10 each x _____ = \$ _____ and/or Scans larger than 35mm: \$30 each x _____ = \$ _____TBD \$
- PROOFS COLOR LASER/PDFs \$5ea x _____ pages= \$ _____TBD \$

HAVE YOUR OWN WEB ADDRESS

- DOMAIN NAME REGISTER (fe: www.YourCompanyName.com Ask for Web Info Sheet for a complete description \$35/mo x 2 years = \$70.00/year) . . .TBD \$
• Includes FREE domain name forwarding (to hosting site) and email address forwarding (to your existing email address).
- EMAIL ADDRESSES - Email addresses (up to 30 different) \$30/yr x _____ = \$ _____ /year x _____ yrs = \$ _____TBD \$
- WEB HOSTING We your site host from our server space \$5/mo x 12 months = \$60.00/year (FDA Member discount price, regular: \$120/year) .TBD \$
- MONTHLY MAINTENANCE - UPDATES - \$10/page per month x _____ Page(s) x 12 months = \$ _____ /yearTBD \$

Costs are estimated. Final time based on your site needs. Additional work at \$30/hrTBD \$

SubtotalTBD \$
TAXTBD \$
Grand TotalTBD \$
DEPOSIT - (Full payment required for Level 2) • 1/2 due to start. Date Paid: _____ Thankyou) \$
REMAINDER DUE (On final uploaded delivery) \$

Acceptance.....Title.....Date.....

Credit Card # _____ Exp. Date _____ Name on card _____

You may pay by credit card or pay by check. Please check off one: Check Visa Mastercard American Express Your signature authorizes GDS to charge your credit card and/or receive a check for noted deposit and all charges incurred for job completion. In the event of litigation, to enforce the terms of this contract, or set forth within, the prevailing party shall be entitled to reimbursement of all attorney fees and costs. 08/02/01

DIGITAL & PROFESSIONAL: • ADVERTISING • BROCHURES • BUTTONS • BZ CARDS • CATALOGS • DIRECT MAIL • DISPLAY BOOTHS • FLYERS • ILLUSTRATION • LABELS • LOGOS • NEWSLETTERS • POSTCARDS • POSTERS • SIGNAGE • SLIDES • T-SHIRTS • WEBSITES • ZO MUCH MORE!



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239 Concord Avenue
Fairfield, CA 94533

Ph: 707 428-1743 • Fax: 707 428-3652
mail@garsondesign.com • www.garsondesign.com

Web Info/Worksheet

Steps to get your business on the web!

1 Register your web address.

First you will need to register a **domain name**: www.yourcompanyname.com This is the name/address that people will use to access your internet site. This address should be short, memorable and should easily fit on your business card. We can handle getting this for you or you can do yourself. **This involves:** **A** Finding *availability* of addresses you'd like. **B** Reserve and/or purchase your address from a company (sanctioned by the government) that handles addresses. **C** GDS offers domain registration at www.garsondesign.com/register.html.
You are billed \$25 per year (or \$20/yr for 5 years = \$100).

Please list web names you desire (or attach a list): _____

Web Address Registration Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 1.1 Have GDS find and register your domain name. _____ Charge: **\$FREE** (normally \$50.00)
GDS Domain Registration Service. _____ Charge: **\$50.00/2 years (\$25/yr)**
- 1.2 I (client) will register our own domain name. It is clients responsibility to re-register annually so you don't lose your domain name!

Web Address Forwarding Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

This tells the domain registry where (what drive) your website is actually located.

- 1.3 DOMAIN NAME FORWARDING. Free _____ Charge: **\$FREE**
- 1.4 DOMAIN NAME FORWARDING. Use my ISP: _____

2 Get email service.

A GDS offers email service, you can get up to 10 different email address for \$25 per year. Ie: mail@yourcompanyname.com This is not webmail, you can access your email directly from your computers email program Ie: Outlook. **B** Or you can use your own ISP or webmail, ie: ?@sbcglobal.net, ?@yahoo.com. **C** Again keep the address short yourfirstname@yourcompanyname.com For a large company you may want individual names or separate departments ie: sales@your companyname.com For a smaller company it may be more efficient for all email to come in on one address to lessen chance of being missed. ie: mail@yourcompanyname.com Also a note that most ISPs require that the letters before the @ symbol in the email address be spelled exactly with the same caps and lower case letters.

- 2.1 GDS Email Service. Up to 10 diff. email addresses. First email addresses: _____ Charge: **\$25.00/yr x ___ yrs = \$ _____**
List email address(s) you desire (or attach a list): _____
- 2.2 Use my present ISP email address. We will forward, for free, ?@yourcompanyname.com to your email address, Ie: ?@sbcglobal.net
Please forward to: _____

3 Storage/hosting of your website.

Then you need a place to have your site "hosted"... that is a space on a computer disk that your digital web site will physically be located. The space can range from a couple of megabytes to over 100mb. It depends on your needs/pages/graphics/photos. A typical site with 1 to 5 pages will be less than 2mb, while complicated sites with numerous pages and heavy graphics will be more. Who provides this service? We can or an Internet Service Provider (ISP). What are the options? What are the costs?

Website Storage Options - PLEASE CHECK ONE OF THE OPTIONS BELOW:

- 3.1 GDS can offer hosting on our web servers: \$5/month _____ Charge: **\$60.00/yr x ___ yrs = \$ _____**
This is a very cost effective alternative and also perfect if you already have free email service thru MSN, yahoo.com, register.com, or AOL. You/you can have the domain registering company forward your web address to our server.

YOU/CLIENT HANDLES THE BELOW:

- 3.2 **ISP in Fairfield, CA: \$25 - \$35/month.** jjcomp.com or castles.com are both large enough service providers to be reliable for all your needs. Please reference GDS as your source. See their website for their list of services and pricing.
- 3.3 **ISP in your neighborhood: \$25 - \$35/month.** You may be more comfortable with a ISP close to you, that you can visit if when something goes wrong.
- 3.4 **Regional or national ISP: \$15 - \$35/month.** ie: earthlink.com or sbcglobal.com Usually good pricing and service.

4 Design of your website.

Then you will need your site designed. See attached price list for website design. If you are a new or an existing client of GDS, we will fit it in your present look. Once you approve the design of your site, we upload for customers to access it via the internet from any computer browser (AOL, Explorer, MSN, Netscape, etc.). See main cost estimate for pricing.

5 Maintenance of your website.

Your website may need updates periodically to keep it current and fresh to keep viewers coming back. Events, product info, photos, etc.

- 4.1 **WEBSITE MAINTENANCE** - Updates - approx. \$5 - \$10/per page per month x _____ Page(s) x 12 months = Charge: **\$ _____ /year**
If you wish to edit your own website, we can set that up via Macromedia Contribute. You should be well-versed in computer and html work.
- 4.2 **CLIENT EDITABLE** - \$175/Contribute SW + 1pg/\$150, 2-5pgs/\$200, +6pgs/\$40/pg, +10pgs/\$35/pg x _____ Page(s) = Charge: **\$ _____ /year**

6 Search Engine Submission and Optimization

You now have a website, your next concern may be viewership.

- 5.1 **Search Engine Optimization** Meta Tags: 1. Title Tags 2. Meta Name "Desc." 3. Meta Name "Keyw." . . . Charge: **\$90 - \$180 = \$ _____**
- 5.2 **Search Engine Submission** Submission, testing. Google, Yahoo, Ask Jeeves, Spiders, Paid, etc. Charge: **\$90 - \$180 = \$ _____**
- 5.3 **Other Promotion** List your website on all print and advertising materials! We can help. A Press Release is a first step.

7 TOTAL CHARGES

This is a worksheet. Total prices to be shown on your cost estimate. . . Charge: **\$ _____**

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