



Garson Design Services
239 Concord Avenue
Fairfield, CA 94533

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Chris Meade - Executive Director
Fairfield Visual Arts Association (FVAA)
4160 Suisun Valley Rd., #E PMB 342
Fairfield, CA 94534-4018

Web Design Cost Estimate

Multi-Page Website

Customer Directions: Please read all information carefully. A line item that is blank is To Be Determined (TBD) and may also have a high-low range cost depending on project and client's requirements. As this a cost estimate, final price may vary. Please circle any and all printing options desired. Then fax back this cost estimate with signature to go ahead with project. Please call if any further questions.

Date: 08/23/06 Inv #: MUSICARTVINES@cs.com
Phone: 707-553-8616 Fax: Ed Finkas EFinkas@aol.com
Job #: 4863.08.06FVAA-Web Web: www.fairfieldvisualarts.org

Description

- Provide Client with a multi-page website. Pick up existing web address. **Total Pages: approx. 8 (or more?)**

| HOME | ABOUT | EVENTS | CLASSES | INFO | Title? | Title? |
|------------------------------------|-------------------------------------|---|---------------------------------------|------------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 0101 Home | <input type="checkbox"/> 0201 About | <input type="checkbox"/> 0301 Events | <input type="checkbox"/> 0401 Classes | <input type="checkbox"/> 0501 Info | <input type="checkbox"/> 0601 | <input type="checkbox"/> 0701 |
| <input type="checkbox"/> 0102 | <input type="checkbox"/> 0202 Board | <input type="checkbox"/> 0302 Juried Show | <input type="checkbox"/> 0402 | <input type="checkbox"/> 0502 | <input type="checkbox"/> 0602 | <input type="checkbox"/> 0702 |
| <input type="checkbox"/> 0103 | <input type="checkbox"/> 0203 | <input type="checkbox"/> 0303 ArtVine | <input type="checkbox"/> 0403 | <input type="checkbox"/> 0503 | <input type="checkbox"/> 0603 | <input type="checkbox"/> 0703 |
| <input type="checkbox"/> 0104 | <input type="checkbox"/> 0204 | <input type="checkbox"/> 0304 | <input type="checkbox"/> 0404 | <input type="checkbox"/> 0504 | <input type="checkbox"/> 0604 | <input type="checkbox"/> 0704 |
| <input type="checkbox"/> 0105 | <input type="checkbox"/> 0205 | <input type="checkbox"/> 0305 | <input type="checkbox"/> 0405 | <input type="checkbox"/> 0505 | <input type="checkbox"/> 0605 | <input type="checkbox"/> 0705 |
| <input type="checkbox"/> 0106 | <input type="checkbox"/> 0206 | <input type="checkbox"/> 0306 | <input type="checkbox"/> 0406 | <input type="checkbox"/> 0506 | <input type="checkbox"/> 0606 | <input type="checkbox"/> 0706 |
| Pages: 1 | Pages: 2 | Pages: 3 | Pages: 1 | Pages: 1 | Pages: ____ | Pages: ____ |

NOTE: Times are an estimate, final time to be based on your site needs. Additional work can be done at \$30/hr or the page rate for (additional) pages. Page rate varies depending on complexity of the design, client needs and alterations, CGI form needs, enhanced photography, etc.

| | | |
|--|--|-----------------|
| WEBSITE PACKAGE <input type="checkbox"/> 1-9 Pages: | Pages x \$240.00 - \$420.00/page = 8 Pages x ~\$360.00 = | TBD \$ 2,880.00 |
| WEBSITE PACKAGE <input type="checkbox"/> 10 Pgs & up: | Pages x \$120.00 - \$330.00/page = | TBD \$ n/a |
| COPYWRITING/EDITING <input type="checkbox"/> Provided by client on disk <input type="checkbox"/> GDS provide at \$30/hr x ~6 hrs = \$180.00 | | TBD \$ 180.00 |
| PHOTOGRAPHY: <input checked="" type="checkbox"/> Provided by client <input type="checkbox"/> GDS provide photograph(y)(er) <input type="checkbox"/> GDS stock photos \$25/ea <input type="checkbox"/> Stock Photos | | TBD \$ client |
| <input type="checkbox"/> Scans: <input type="checkbox"/> Reflective (prints) & 35mm: \$15 each x = \$ and/or <input type="checkbox"/> Scans larger than 35mm: \$40 each x = \$ | | TBD \$ n/a |
| <input type="checkbox"/> Proofs: Color PDFs or Lasers from GDS \$5ea x 8 pages = \$40.00 | | TBD \$ 40.00 |
| Subtotal | | TBD \$ 3,100.00 |
| • IN EXCHANGE FOR GARSON DESIGN SERVICES (GDS) MAJOR SPONSORSHIP LOGO/LINKS x 50% | | TBD \$ 1,550.00 |
| • DONATION FROM GARSON DESIGN SERVICES | | TBD \$ 1,550.00 |

FOR ANY HARD COSTS See attached Web Info Sheet for a complete description.

| | |
|--|------------------|
| <input type="checkbox"/> DOMAIN NAME REGIST. • www.yourcompanyname.com \$25/year x 2 years = \$50.00/year (/ / to / /) | TBD \$ existing? |
| <input type="checkbox"/> DOMAIN NAME FORWARDING | \$ Free |
| <input type="checkbox"/> EMAIL ADDRESS(ES) 1e: mail@companyname.com - \$2.50 each email name x names = \$ x year(s) = \$ | TBD \$ |
| <input type="checkbox"/> EMAIL FORWARDING FREE to your existing email address. Your address: | \$ Free |
| <input type="checkbox"/> WEB HOSTING - We host your website from our server space - \$5/mo x 12 months = \$60.00/year (/ / to / /) | TBD \$ existing? |
| <input type="checkbox"/> MONTHLY MAINTENANCE - Updates - \$5 - \$10/Page per month x Page(s) x 12 months = \$ /year | TBD \$ |
| <input type="checkbox"/> CLIENT EDITABLE - <input type="checkbox"/> \$175/Contribute SW + 1pg/\$200, 2-5pgs/\$300, +6pgs/\$50/pg, +10pgs/\$45/pg, +15pgs/\$40/pgx Page(s) = | TBD \$ |
| <input type="checkbox"/> SEARCH ENGINE - <input type="checkbox"/> OPTIMIZATION <input type="checkbox"/> GDS provide: \$90 - \$180 <input type="checkbox"/> Client provide info: \$60 - \$150 | TBD \$ |
| <input type="checkbox"/> SEARCH ENGINE - <input type="checkbox"/> SUBMISSION to Google, Yahoo, Ask Jeeves, Spiders, etc. (Paid extra): \$90 - \$180 | TBD \$ |
| Grand Total | TBD \$ |
| DEPOSIT (approx. 1/2 due to start. Date Paid: Thankyou) | TBD \$ |
| REMAINDER DUE (On final digital upload) | TBD \$ |

Contract Approval:

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

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. Final digital art property of GDS, release requires additional pricing except for logo design. 07/08/03

See some of our websites!

| | | | | | |
|-------------------------|------------------------------------|------------------------------|------------------------|----------------------------------|----------------------------------|
| www.aanko.com - w/FLASH | www.engelhartgourmet.com - w/FLASH | www.gawvanmale.com - w/FLASH | www.phillipsonsite.com | www.theblindbutler.com | www.garsondesign.com/holiday |
| www.bigjimsprinkle.com | www.fairfielddowntown.com | www.gomerschool.com | www.pvestates.com | www.woodenvalley.com | www.garsondesign.com/joesbuffet |
| www.cwscsc.com | www.favelasmexican grill.com | www.lesslergroup.com | www.ranchmarketing.com | www.garsondesign.com | www.garsondesign.com/NewYear2001 |
| www.drnkessler.com | www.ganonlandandpools.com | www.paccalrealty.com | www.seymoor.com | www.garsondesign.com/coregym.com | www.garsondesign.com/powersteam |

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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/we 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.** jccomp.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: \$10 - \$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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