



Fee Structure

Effective March 25, 2010

We are pleased to offer a competitive Fee Structure to suit individual needs. You decide if you want an "economy" or "corporate" package, or somewhere in between. You can mix and match as you like to enhance your own personal image on the net.

Windsor Graphics has a proven track record and will be there for you as long as we are needed. If we find we can save you money without sacrificing quality, we will certainly mention it to you. We will provide whatever support you require throughout the entire process.

BASIC SERVICES

Consultation Fee

We will help you map out a strategy for your Internet image. You receive personalized one-on-one attention. We will discuss colour schemes, font styles, photographs vs graphics, content, and site navigation.

\$200.00 flat rate

Homepage

Every website has a first page that acts as an introduction to your website. We will work with you to create a welcoming homepage that will encourage visitors to continue through the rest of your site. Writing and editing copy is included if requested.

\$100.00 flat rate

Additional Pages

Just as your business has different departments, so too does your website. The different departments of your business deserve individual attention on your website. Each additional page will feature those departments in a professional manner, highlighting the specific features each provide your business. Writing and editing copy is included if requested. There is no word minimum to determine an "additional page". A page is a page if you say it is a page.

\$100.00 first additional page

\$50.00 each additional page

Virtual Domain Name Registration

Domain names are generally easy to remember names used instead of difficult to remember IP address numbers or ISP dominant names. For example, instead of the cumbersome www.telusplanet.net/public/joesbarbershop/, with a virtual domain name, your website URL would be www.joesbarbershop.com. All businesses are advised to register a virtual domain name. You have your choice of a top level domain such as .ca, .net, .org, or .com or you can take a secondary level such as .ab.ca, which clearly indicates your place of origin (Alberta, Canada) as designated by the United Nations.

Fee based on term booked (1 yr, 2 yr, 5 yr etc)

Research

Every business has owners and employees who have full schedules. Sometimes it is difficult to find time to properly research the background of a company, its distributors, or the history associated with any organization. As an award-winning national editor and publisher of several historical books, Kathleen Windsor has the expertise, background, and resource materials for providing top-quality research on any topic you may require to enhance your website.

Often included; quoted on an individual basis

GRAPHICS

Images

This could include photographs, maps, logos, etc. as requested by the client. Photo editing and enhancing is included at no additional charge. Some stock photos may be included at no additional charge.

Scanned: \$10.00 each. Digital: \$5.00 each. Editing/enhancing included.

Image Pop-Ups

Thumbnails: \$5.00 each. Enlargements: \$5.00 each. Pop-Up Window: \$5.00 each

Photography

Windsor Graphics has professional photographers on staff who will shoot whatever photos you may require to enhance your own portfolio. Copyright will be reverted to the client to use in other promotional material as required. Rates are determined by the number required and the time involved.

\$65.00 per hour plus travel

Videography

Rates are determined by the number required and the time involved.

\$65.00 per hour plus travel

Logo Design, Charts, Graphs, Custom Designed Graphics

Based on individual requests, the cost will be estimated first and designed following approval by client. All custom designed graphics can be animated upon customer request.

\$65.00 per hour

Divider Barlines, Bullets, Button Links, Computerized Graphics

Individually designed to coordinate with the rest of the website design. Simple animation, if requested, is included at no additional charge. Text links are provided at no additional cost, should you prefer those to button links for navigating your website.

\$15.00 each. Plain line and plain bullet – no additional charge

SPECIAL SERVICES

External Links

Your ranking on many search engines is enhanced considerably by the number of links you have on your website. As a result, we will list as many external links on your website as you like, whenever you like. There is perhaps no better way of promoting your site to the search engines than link exchanges. Our rate includes link verification for the lifetime of the site.

\$65.00 flat rate

Audio Presentations

Some websites benefit by having sound attached to their sites. Sound adds a little spice to a website designed to entice a younger audience, or could simply be a holiday medley used on occasion. This could be in either a wave, midi, or mp3 format.

\$65.00 flat rate plus hosting

\$65.00 per hour for production (if required)

Video Presentations

If you have had a video made of your business, put it on your website. It is a great draw.

Quoted on an individual basis.

Video production is quoted on an individual basis. Production costs are dependent upon the amount of editing required to prepare the video for internet distribution.

\$65.00 per hour plus travel

Hosting video productions is charged at the rate of \$1.00 per MB per month based on the size of the finished video file. Video files are big, about 4 MB for every minute of video in DVD format (high quality internet), about 2 MB for every minute of video in standard TV format (standard internet). Video files are hosted on a Windsor Graphics Streaming Media Server specifically designed for delivery of audio/video presentations over the internet.

\$1.00 per MB per month of the finished video file

Password Protected Pages

Some businesses or organizations want to share sensitive information in a secure environment. Their websites benefit by having pages whose content is only accessible by members or clients. We will protect these pages with a password that is only given to those individuals you want accessing certain pages within your site.

\$60.00 per year flat rate

Interactivity and Special Features

This includes slide shows, chat rooms, bulletin boards, discussion forums, PDF page turners, shopping carts, internal search engines, local weather forecasts, local time and/or date, guestbooks, and so on. Unless specified below, these requests are quoted on an individual basis and are often dependent on the capabilities of your internet service provider. Secure online e-commerce websites are also available and quoted on an individual basis, depending on your company's specific needs.

Internal Search Engine - \$35.00

Reindexing on an "as needed" basis - \$35.00 each reindex includes report to client

Reindexing without a report - \$15

Local Weather Forecast and/or Local Time/Date - \$15.00 each

Ticker Tapes or Marquees - \$15.00

Image Maps - \$65.00/hour (estimate minimum of 3 hours)

Javascript Mouseovers - \$65.00 entire site

Style Sheets - \$45.00 (minimum)

Drop-down Menus - \$260.00 entire site

Guestbooks & Forms - \$130.00 each

Slide Show - \$65.00 per hour production time plus hosting

Chat Room - \$65.00 per hour plus hosting

Discussion Forum - \$65.00 per hour plus hosting

Shopping Cart - \$65.00 per hour plus hosting

PDF Page Turners (Flash flip book) - \$5 per page

Custom Applications - \$65.00 per hour plus hosting

Flash Animation

Flash presentations make a static presentation come to life. Flash provides major impact through sound, animation and interactivity that cannot be duplicated using any other technology. It's a tool for grabbing the user's attention and holding it.

Quoted on an individual basis, dependent upon client's requests.

MARKETING & PROMOTION

Keywords/Meta Statements etc

Each search engine has its own set of algorithms it uses to rank websites. A critical component of any website is the hidden coding the search engines see. Because of the skill Windsor Graphics has in this field, it is possible this will be enough for high rankings. If we feel the need for more attention, or if your business is in a particularly competitive market, we will recommend the SEO listed below.

\$65.00 per hour (approx 3 hours depending on the intricacies of the website)

Search Engine Optimization (SEO)

Each search engine has its own set of algorithms it uses to rank websites. SEO involves optimizing the content of each web page to maximize the impact of the web page against search engine algorithms thereby obtaining the highest ranking possible. This is a time consuming task and requires a thorough understanding of search engine algorithms.

\$65.00 per page

E-Mail Promotion to other Sites

Introductory letters will be e-mailed to various individuals in your own e-mailing list, as well as to other individuals in your field. This often requires considerable research, and will provide marketing benefit to your website and business as well as word-of-mouth support. It also includes researching your specific industry and notifying various related businesses of your website and requesting reciprocal links where possible.

\$65.00 per hour

Other E-Marketing

We can design other promotional opportunities specifically for you. These include e-zines, e-mail notifications to clients, and paid web search campaigns.

Quoted on an individual basis, dependent upon client's requests.

WEBSITE STATISTICS MONITORING

A hits counter may not be quite enough for your operation. Your business may need to analyze traffic to your website. We will track the performance of your site over time to help you better understand what it is your users want and need. The list of available reports is continually growing, and can include favourite pages, keywords used, where people come from, who your visitors are, and more.

The research and analysis of these software generated reports can be extensive, depending on the amount of information you require. Windsor Graphics has designed two different options for you to choose from, based on your needs and your budget. The Basic Counter can be upgraded at any time throughout the year. The Analysis Reports are provided to the client upon request.

Basic Counter

- Placing monitoring coding on each page of your website.
- Traffic, Visitor Profile and Marketing statistics.
- Providing password for personal viewing of statistics.
- Providing minor tips for understanding and analyzing the statistics reports.

\$35.00 flat rate

Advanced Service

- Placing monitoring coding on each page of your website.
- Traffic, Page Navigation, Visitor Profile, Technology, Demographics and Marketing statistics.

- Providing password for personal viewing of statistics.
- Providing minor tips for understanding and analyzing the statistics reports.
- Up to 600,000 hits are tracked each month.
- Downloadable reports available in Excel, or PDF formats. Text, bar graph, line plot, or pie chart reports. Visual or hidden counter options.
- Calendar control to a specific day's statistics.

Traffic Pattern Reports on Calendar Summary, Visited Pages, Hourly Visitors, Hourly Unique Visitors, Hourly Return Visitors, Hourly Page Views, Daily Visitor Averages, Daily Unique Visitor Averages, Daily Return Visitor Averages, Daily Page View Averages, Hourly Visitor Averages, Hourly Unique Visitor Averages, Hourly Return Visitors Averages, Hourly Page View Averages, Monthly Visitor Trends, Monthly Page View Trends.

Page Navigation Reports on Visited Pages, Visitor Paths, Entry & Exit pages.

Visitor Profile Reports on Visitor Return Frequency, Most Active Visitors, Recent Visitors

Technology Reports on Browsers & Versions, Operating Systems & Versions, Javascript Compatibility, Screen Resolutions, Colour Depths, Cookies Enabled, Internet Service Providers.

Marketing Reports on Referring pages, Keywords and Search Engines

Demographics Reports on Countries, Regions, Cities, Time zones, and Languages.

\$290.00 per year. \$175 each subsequent year

Analysis Reporting

Professional analysis of the statistics data presented as a package with recommendations. Applies to the Advanced Statistic Monitoring Service only. Is intended to provide analysis of the website monitoring statistics for those businesses who don't have the time or knowledge to do the analysis themselves.

\$200.00 per requested report package

UPDATING & MAINTENANCE

Windsor Graphics acts as an extension of your business, which means your company has its own Internet/Web Department.

Standard Updating

This will include minor text changes such as updating members names or contact information, coming events, and other basic maintenance required on a regular basis. Invoiced at month-end only, and only in months when significant changes have been made. In our office, updating and maintenance of each website receives priority. If a change is requested on Monday, that change will appear on your website on Monday, 95% of the time.

Minimum \$32.50/month ... Based on an hourly rate of \$65.00

Premium Updating

A website becomes more complex as it evolves, consequently more elaborate graphics and techniques may highlight the appearance of your website and the navigation through it. You may want to introduce a new product or service and require an individual page designed. You may want to highlight a major upcoming event. This new change to your site could include an additional navigational button and links to the pages already on your website. Any changes requested over \$100 will be estimated prior to change and only made upon customer confirmation.

Rates as stated elsewhere in Fee Schedule ... Based on an hourly rate of \$65.00

LIVE WEBCASTS, RADIO RE-BROADCASTS

This includes live broadcasts from your event through our streaming media server, one of very few in Alberta. Whether you are hosting a rodeo, livestock sale, or hockey game, these webcasts are provided in Windows Media. The cost associated with the production and distribution of internet broadcasts will fall into one of five categories, depending on the level of service you require.

Direct Feed Broadcasts

Webcast is facilitated directly from the hosting venue. On site production is responsible for commentators, insertion of commercials, music or pre-recorded interviews and maintenance of the broadcast stream feed. **\$ 75.00 per month plus Set-up/Administration Fees**

Straight Broadcasts using Digital Feed

Webcast is facilitated by our technicians in our studio where the broadcast feed is provided through a digital stream accessible via the internet. No commercials, music or pre-recorded interviews are inserted by our technicians. **\$ 65.00 per event plus Set-up/Administration Fees**

Straight Broadcasts using Telephone Feed

Webcast is facilitated by our technicians in our studio where the broadcast feed is provided through a telephone call. No commercials, music or pre-recorded interviews are inserted by our technicians. **\$ 75.00 per event plus Set-up/Administration Fees**

Enhanced Broadcasts with Inserted Commercials

Webcast is facilitated by our technicians in our studio where the broadcast feed is provided through a telephone call and is enhanced with inserted commercials, music and/or pre-recorded interviews. The insertion of commercials, music and pre-recorded interviews into the broadcast are facilitated by our technicians at our studio. **\$ 98.00 per event plus Set-up/Administration Fees**

Enhanced with Supplied Broadcasters

Webcast is facilitated by our technicians in our studio where the broadcast feed is provided through a telephone call and is enhanced with inserted commercials, music and/or pre-recorded interviews. The announcers providing the commentary are provided by Windsor Graphics. The insertion of commercials, music and pre-recorded interviews into the broadcast are facilitated by our technicians at our studio. **\$ 300.00 per event plus Set-up/Administration Fees**

Set-up/Administration

\$ 200.00 flat rate, one-time charge

\$ 40.00 - Monthly Administration Fee

\$ 65.00/hour - Production of Commercials

ON-LINE RADIO 24/7/365

On-line radio has never been more popular, easier to facilitate or more affordable. Broadcasting radio over the internet eliminates radio wave interference and expands coverage area reaching audiences well beyond conventional expectations. Radio Station on-line broadcasting packages are sold on a monthly basis, based on the total monthly bandwidth usage.

**\$35 per month for the first 20 Gb or portion thereof,
\$33 per month for the second 20 Gb or portion thereof,
\$31 per month for the third 20 Gb or portion thereof,
\$29 per month for the fourth 20 Gb or portion thereof and,
\$27 per month for traffic over 80 Gb in 20 Gb increments.**