



Fee Structure

Effective January 1, 2012

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 discuss colour schemes, font styles, photos vs graphics, content, and site navigation.

\$210.00 flat rate

Web Pages

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.

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 each

Virtual Domain Name Registration

Domain names are easy to remember names used instead of difficult to remember IP address numbers or ISP dominant names. We recommend buying both .ca and .com whenever possible.

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.

\$70 per hour – subject to client submissions

GRAPHICS

Images

This could include photographs, maps, logos, navigational buttons, etc. as requested by the client. Photo editing and enhancing is 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 or Videography

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.

\$70.00 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 the client. All custom designed graphics can be animated upon customer request.

\$70.00 per hour

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.

\$70.00 flat rate

Newsletters (PDF)

Our background is in print media and we design newsletters for several clients. If you would like a .pdf file to send to your customers or members, and place on your website, we can take care of this for you. Average length of time required is 5 hours.

\$70.00 per hour

Social Media Program

There is no doubt that Social Media has tremendous power. The value comes down to knowing what your customers want, knowing who they are, and valuing their input. We will help you with your social networking. We concentrate on Facebook, twitter, and LinkedIn. If your business would benefit from other social media platforms, we will help you with those as well.

\$350.00 flat rate (Setup of Facebook page or twitter profile)

Updating Facebook status or twitter feeds on your behalf: Included in regular updating.

Audio Presentations

Some websites benefit by having sound attached to their sites. Sound (wave, midi, mp3) adds a little spice to a website designed to entice a younger audience, or could simply be a holiday medley used on occasion. If it is a radio ad, you can ask your local radio station to supply the audio file. Supplied audio files are included in the regular updating; there is no additional charge.

\$70.00 flat rate plus hosting (\$1.00/MB/month ... \$12/MB/yr)

\$70.00 per hour for production (if required)

Video Presentations

If you have had a video made of your business, put it on your website. We can help you with your YouTube account if you like and link to any videos you place there as well. Videos are 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.

\$70.00 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

Web Hosting

We own three web servers and can host your website. Reserved for Windsor Graphics clients only.

\$180.00 per year for basic service

\$240.00 per year for premium service (required for sites with online management, password protection, dynamic scripting, and so on)

Online Management Apps

Creation of applications for phone lists, e-mail lists, membership lists, product lists, or any kind of list that might otherwise be stored in a spreadsheet or database format. Can be created so clients or members can subscribe, can update their own information, can include an invoicing system. Really, the sky's the limit.

\$70.00 per hour

Dynamic Scripting

This is the process used to create website features like drop-down menus, rollover buttons and text links through Java. But it's more than just that. Dynamic scripting can be used to create unique and progressive interactive calendars, photo galleries, product lists, automatic rollovers, member directories and so much more. We can turn your product list into an online catalogue.

\$70.00 per hour

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.

Setup - \$70 per hour (usually 1 hour)

Plus Web Hosting (see above)

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 - \$70.00/hour (estimate minimum of 3 hours)

Javascript Mouseovers - \$70.00 entire site

Style Sheets - \$70.00 (minimum)

Drop-down Menus - \$280.00 entire site

Guestbooks & Forms - \$140.00 each

Slide Show - \$70.00 per hour production time plus hosting

Production time refers to time required to build the script

We can do about 12 pictures in an hour

Chat Room, Discussion Forum, Shopping Cart – Each \$70.00 per hour plus hosting
PDF Page Turners (Flash flip book) - \$5 per page
Custom Applications - \$70.00 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 requests.

MARKETING & PROMOTION

Key Phrases/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.

\$70.00 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.

\$70.00 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. Databases will be kept strictly confidential.

\$70.00 per hour (approx 2-3 hours depending on the details of the database)

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.

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. It also includes any status updates or tweets to your social media networking (we do not charge extra for this service). 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 \$35.00/month ... Based on an hourly rate of \$70.00

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 \$70.00

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.

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 (Unique & Return), Hourly Page Views (& Averages), Daily Visitor Averages (Unique & Return), Daily Page View Averages, Hourly Visitor Averages (Unique & Return), Monthly Visitor & 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 Phrases 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 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.

\$70 per hour