

woody bibens & associates

We believe that a readily changeable website that is simple to navigate and contains regularly updated photos and content is an invaluable marketing tool for companies of any size. We are experienced designing easily updatable websites for a range of clients and a range of prices, from \$1,000 to \$75,000. The more extensive websites also include support services to enhance and streamline business practices; these services include online ordering features, back office support, and search functions, among other features. The packages in this brochure are designed for companies who require a more basic website. More elaborate websites are quoted per individual company requirements. Similarly, Woody Bibens and Associates produces and publishes a range of printed and electronic materials, with the more complex projects such as magazines quoted on an individual basis. A range of business consulting services are also available.

For a portfolio of our work and additional information on our services, visit our website at www.woodybibens.com.

*Please note that all support, meetings, and feedback for any of the packages will be done via telephone unless other arrangements are agreed by both parties

*Prices subject to change; please contact Woody Bibens and Associates to ensure that prices are still accurate

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BASIC 4 PAGE WEBSITE PACKAGE: \$1,000

Provides the customer with a user-friendly, professional website perfect for start-ups or small businesses who want to improve their web presence but want a basic, cost-effective option.

Includes:

- 1 website with 1 Custom Design which includes up to 4 different pages of content including home page, product page, about us page, contact us page
- Each page will contain 1 customer-supplied photo, up to 400 words of customer-supplied content, and the company logo (customer-supplied)
- The customer will be presented with one website design; 2 hours of editing this website per customer feedback is included in this package. Additional editing options are available at an hourly rate.
- Basic grammar editing of content is included; writing or re-writing services are available at an hourly rate
- Domain name registration or transfer and the set-up of automatic domain name renewal (customer pays fees for registration and transfer)
- Hosted by GoDaddy Web Hosting at customer's expense (or included with the purchase of our Maintenance package)
- We will provide our sheet on how to set up e-mail addresses in Outlook and provide 1 hour of support on setting up the e-mail addresses
- The set-up of Google Analytics
- The customer will own the designed website and is not required to use Woody Bibens and Associates for website upkeep services. We do highly recommend that you use our maintenance services, however, since the website will be most effective if the content and photos are updated frequently.
- The website will be designed using DreamWeaver software; it can be edited in DreamWeaver or an additional content management system can be purchased at additional cost to make the updating process easier.

Customer must supply:

- 8 photos from which 4 will be selected by Woody Bibens & Associates to include in the website. Photos must be at least 72 DPI, sent as JPGs, and must use RGB color settings (can use stock photos for extra charge)
- Up to 400 words of content for each of the 4 pages
- A logo that must be at least 72 DPI, sent as EPS, and must use RGB color settings.
- The Pantone Color code for colors in the company logo to ensure a perfect color match; if this is not supplied, the colors will be matched visually and may not result in a perfect color match

6 PAGE WEBSITE AND LOGO DESIGN - \$2500

Provides the customer with a user-friendly, professional website perfect for start-ups or small businesses who want to improve their web presence and have more extensive product information on the website than the basic package allows.

Includes:

- 1 website with 1 Custom Design which includes up to 6 different pages of content including home page, 3 product pages, about us page, contact us page
- Each page will contain 1 customer-supplied photo, up to 400 words of customer-supplied content, and the company logo.
- The company logo will be created or updated as needed by Woody Bibens and Associates; the customer will be presented with 2 logo options (word-based logos) and 2 hours of editing per customer feedback is included.
- The customer will be presented with one website design; 4 hours of editing this website per customer feedback is included in this package. Additional editing options are available at an hourly rate.
- Basic grammar editing of content is included; writing or re-writing services are available at an hourly rate
- Domain name registration or transfer and the set-up of automatic domain name renewal (customer pays fees for registration and transfer)
- Hosted by GoDaddy Web Hosting at customer's expense (or included with the purchase of our Maintenance package)
- We will provide our sheet on how to set up e-mail addresses in Outlook and provide 1 hour of support on setting up the e-mail addresses
- The set-up of Google Analytics
- The customer will own the designed website and is not required to use Woody Bibens and Associates for website upkeep services. We do highly recommend that you use our maintenance services, however, since the website will be most effective if the content and photos are updated frequently.
- The website will be designed using DreamWeaver software. A content management system software (Adobe Contribute Software) will be provided along with an hour of training on this software.

Customer must supply:

- 12 photos from which 6 will be selected by Woody Bibens & Associates to include in the website. Photos must be at least 72 DPI, sent as JPGs, and must use RGB color settings (can use stock photos for extra charge)
- Up to 400 words of content for each of the 6 pages
- If you would prefer to use an existing logo, the logo must be at least 72 DPI, sent as EPS, and must use RGB color settings.
- The Pantone Color code for colors in the company logo (if we use an existing logo provided by the customer) to ensure a perfect color match; if this is not supplied, the colors will be matched visually and may not result in a perfect color match

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6 PAGE WEBSITE AND BRANDING MATERIAL - \$5,000

Provides the customer with a complete branding package. It includes a user-friendly, professional website, logo, business card, letterhead, and email signature development, and set up on one social networking platform (Twitter, LinkedIn, or Facebook). All aspects of this package will be set up to complement each other and create a unified brand.

Includes:

- 1 website with 2 Custom Designs which includes up to 6 different pages of content including home page, 3 product pages, about us page, contact us page
- Each page will contain 1 customer-supplied photo, up to 400 words of customer-supplied content, and the company logo.
- The company logo will be created or updated as needed by Woody Bibens and Associates; the customer will be presented with 2 logo options (word-based logos) and 2 hours of editing per customer feedback is included.
- The customer will be presented with one website design; 4 hours of editing this website per customer feedback is included in the level 3 package. Additional editing options are available at an hourly rate.
- Basic grammar editing of content is included; writing or re-writing services are available at an hourly rate
- Domain name registration or transfer and the set-up of automatic domain name renewal (customer pays fees for registration and transfer)
- Hosted by GoDaddy Web Hosting at customer's expense (or included with the purchase of our Maintenance package)
- We will provide our sheet on how to set up e-mail addresses in Outlook and provide 1 hour of support on setting up the e-mail addresses
- The set-up of Google Analytics
- The customer will own the designed website and is not required to use Woody Bibens and Associates for website upkeep services. We do highly recommend that you use our maintenance services, however, since the website will be most effective if the content and photos are updated frequently.
- The website will be designed using DreamWeaver software. A content management system software (Adobe Contribute Software) will be provided along with an hour of training on this software.
- Letterhead development; includes 2 letterhead choices and 2 hours of editing per customer feedback and a CD containing a printer-ready copy of the letterhead
- Business card development; includes 2 business card choices and 2 hours of editing per customer feedback and a CD containing a printer-ready copy of the business cards
- E-mail signature design; includes 1 email signature option - customer responsible for copying signature into their email program
- Set up and 1 hour training on one social media platform - Twitter, LinkedIn, or Facebook per the descriptions on the "additional services" page

Customer must supply:

- 12 photos from which 6 will be selected by Woody Bibens & Associates to include in the website. Photos must be at least 72 DPI, sent as JPGs, and must use RGB color settings (can use stock photos for extra charge)
- Images for print materials should be at least 300 DPI and must use CMYK color settings. Please send as JPGs or pdfs.
- Up to 400 words of content for each of the 6 pages
- If the customer would prefer to use an existing logo, the logo must be at least 72 DPI, sent as EPS, and must use RGB color settings.
- The Pantone Color code for colors in the company logo (if the customer prefers to use an existing logo) to ensure a perfect color match; if this is not supplied, the colors will be matched visually and may not result in a perfect color match

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12 PAGE WEBSITE - \$5,000

Provides the customer with a user-friendly, professional website that is more extensive than the Level 2 package and does not include branding services.

Includes:

- 1 website with 2 Custom Designs which includes up to 12 different pages of content including home page, customer specified product pages, about us page, and contact us page
- Each page will contain 1 customer-supplied photo, up to 400 words of customer-supplied content, and the company logo.
- The company logo will be created or updated as needed by Woody Bibens and Associates; the customer will be presented with 2 logo options (word based logos) and 2 hours of editing per customer feedback is included.
- The customer will be presented with one website design; 10 hours of editing this website per customer feedback is included in the level 4 package. Additional editing options are available at an hourly rate.
- Basic grammar editing of content is included; writing or re-writing services are available at an hourly rate
- Domain name registration or transfer and the set-up of automatic domain name renewal (customer pays fees for registration and transfer)
- Hosted by GoDaddy Web Hosting at customer's expense (or included with the purchase of our Maintenance package)
- We will provide our sheet on how to set up e-mail addresses in Outlook and provide 1 hour of support on setting up the e-mail addresses
- The set-up of Google Analytics
- The customer will own the designed website and is not required to use Woody Bibens and Associates for website upkeep services. We do highly recommend that you use our maintenance services, however, since the website will be most effective if the content and photos are updated frequently.
- The website will be designed using DreamWeaver software. A content management system software (Adobe Contribute Software) will be provided along with an hour of training on this software.

Customer must supply:

- 24 photos from which 12 will be selected by Woody Bibens & Associates to include in the website. Photos must be at least 72 DPI, sent as JPGs, and must use RGB color settings (can use stock photos for extra charge)
- Up to 400 words of content for each of the 12 pages
- If the customer prefers to use an existing logo, the logo must be at least 72 DPI, sent as EPS, and must use RGB color settings.
- The Pantone Color code for colors in the company logo (if the customer prefers to use an existing logo) to ensure a perfect color match; if this is not supplied, the colors will be matched visually and may not result in a perfect color match

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7 PAGE WEBSITE WITH BRANDING AND PROMOTION MATERIAL - \$10,000

Provides the customer with a complete package of electronic and printer-ready materials appropriate for marketing purposes at a trade show or other events. It includes a user-friendly, professional website, logo design, business card, letterhead, and email signature development, an 8 1/2" x 11" single fold or tri fold or a 17" x 22" single fold brochure design, 2 banner designs for a trade show display, e-Newsletter design, and set up on three social networking platform (Twitter, LinkedIn, and Facebook). All aspects of this package will be set up to complement each other and create a unified brand.

Includes:

- 1 website with 2 Custom Designs which includes up to 7 different pages of content including home page, 4 product pages, about us page, contact us page
- Each page will contain 1 customer-supplied photo, up to 400 words of customer-supplied content, and the company logo.
- The company logo will be created or updated as needed by Woody Bibens and Associates; the customer will be presented with 2 logo options (word based logos) and 2 hours of editing per customer feedback is included.
- The customer will be presented with one website design; 4 hours of editing this website per customer feedback is included in the level 5 package. Additional editing options are available at an hourly rate.
- Basic grammar editing of content is included; writing or re-writing services are available at an hourly rate
- Domain name registration or transfer and the set-up of automatic domain name renewal (customer pays fees for registration and transfer)
- Hosted by GoDaddy Web Hosting at customer's expense (or included with the purchase of our Maintenance package)
- We will provide our sheet on how to set up e-mail addresses in Outlook and provide 1 hour of support on setting up the e-mail addresses
- The set-up of Google Analytics
- The customer will own the designed website and is not required to use Woody Bibens and Associates for website upkeep services. We do highly recommend that you use our maintenance services, however, since the website will be most effective if the content and photos are updated frequently.
- The website will be designed using DreamWeaver software. A content management system software (Adobe Contribute Software) will be provided along with an hour of training on this software.
- Letterhead development; includes 2 letterhead choices and 2 hours of editing per customer feedback; customer provided with CD of printer-ready letterhead
- Business card development; includes 2 business card choices and 2 hours of editing per customer feedback; customer provided with CD of printer-ready business cards
- E-mail signature design; includes 1 email signature option (with customer supplied logo) - customer responsible for copying signature into their email program
- Set up and 1 hour training on each of three social media platform - Twitter, LinkedIn, and Facebook per the descriptions on the "additional services" page
- Design of 8 1/2" x 11" brochure with single-fold or tri-fold or 17" x 22" brochure with single fold (folded size of 8 1/2" x 11") including customer supplied photos and content and Woody Bibens and Associates' created logo
- Set up of template in a web-based e-Newsletter program and set up of monthly billing (billed to customer) for the web-based service; 1 template choice with 2 hours editing per customer feedback, to include company logo (customer supplied) and product photo (customer supplied). Customer is supplied with user name and password to login to the web-based program to access the template and send e-Newsletters
- Design of 2 banners for use at a trade show. Size up to 6' x 8'. Customer supplied in format suitable for printing. Options to design custom pop-up displays can be arranged on an as-needed basis in substitute for the banners for a possible additional fee.
- Customer will be provided all information in a format suitable to be printed. Woody Bibens and Associates can work with our printer to supply quotes for supply the customer with printed material.

Customer must supply:

- 14 photos from which 7 will be selected by Woody Bibens & Associates to include in the website. Photos must be at least 72 DPI, sent as JPGs, and must use RGB color settings (can use stock photos if prefer)
- Images for print materials should be at least 300 DPI and must use CMYK color settings. Please send as JPGs or pdfs.
- Up to 400 words of content for each of the 7 pages
- If the customer prefers to use an existing logo, the logo must be at least 72 DPI, sent as EPS, and must use RGB color settings.
- The Pantone Color code for colors in the company logo (if the customer prefers to use an existing logo) to ensure a perfect color match; if this is not supplied, the colors will be matched visually and may not result in a perfect color match

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ADDITIONAL SERVICES

Website Add On Features

- Additional website editing based upon customer feedback: \$60/hour
- Content writing or rewriting services: \$60/hour
- Content Management System software (Adobe Contribute Software) and 1 hour of training on the software: \$400
- Use of stock photos for website: \$10/photo for website quality photos; costs increase for print quality photos
- Use of Flash: contact Woody Bibens and Associates for more information and pricing

Website Maintenance Services

An effective website requires frequently updated photos and content to ensure that the customers viewing the website receive timely, appropriate information. We highly suggest that you use our maintenance service to ensure that your website is up-to-date.

- Up to 1 hour per month of photo and content updating on website designed by Woody Bibens and Associates (customer supplies updated content and photos), website hosting and monthly fee through GoDaddy Web Hosting (150 GB Space / 1,500 GB Transfer) managed and paid for by Woody Bibens and Associates, brief monthly summary to customer highlighting Google Analytics data: \$100/month
- Up to 2 hours per quarter of photo and content updating on website designed by Woody Bibens and Associates (customer supplies updated content and photos), website hosting and monthly fee through GoDaddy Web Hosting (150 GB Space / 1,500 GB Transfer) managed and paid for by Woody Bibens and Associates, brief quarterly summary to customer highlighting Google Analytics data: \$200/quarter
- If your needs require more frequent or more time-intensive updating services, we can price such services on an individual customer basis

Branding Services

These services are designed to create a unified brand centered around the design of your user-friendly, adaptable website.

- Logo development; includes 2 logo choices (word based logos) and 2 hours of editing per customer feedback: \$400
- Letterhead development; includes 2 letterhead choices and 2 hours of editing per customer feedback and a CD containing a printer-ready copy of the letterhead: \$400
- Business card development; includes 2 business card choices and 2 hours of editing per customer feedback and a CD containing a printer-ready copy of the business cards: \$400
- E-mail signature design; includes 1 email signature option (with customer supplied logo) - customer responsible for copying signature into their email program: \$60

E-Newsletters

E-Newsletters are a cost-effective method to deliver timely marketing information to potential customers and to encourage these potential customers to visit your website.

- Set up of template in a web-based e-Newsletter program and set up of monthly billing (billed to customer) for the web-based service; 1 template choice with 2 hours editing per customer feedback, to include company logo (customer supplied) and product photo (customer supplied). Customer is supplied with user name and password to login to the web-based program to access the template and send e-Newsletters. Customer responsible for email address database: \$500
- Woody Bibens and Associates can manage your email address database and send your e-Newsletters out on a pre-determined schedule; priced on a per-company basis

Social Media

Social Media platforms are a cost-effective means of marketing your product and help to drive traffic to your website.

- Set up and 1 hour training on Twitter, including 1 custom designed Twitter background to complement brand and 1 hour editing of this design per customer feedback: \$200
- Set up and 1 hour training on LinkedIn (customer supplied content): \$200
- Set up and 1 hour training on Facebook (customer supplied content): \$150

Business Consulting

Woody Bibens and Associates offers a range of business consulting services; contact us for more information on these services or visit our website at www.woodybibens.com

Publication Services

Brochure, flyer, magazine, newsletter, trade show display design, and other services are available and will be quoted on an individual project basis