



Thank you very much for your interest in our Web design services.

Carrabassett Marketing and Printing specializes in taking the fear out of Web site ownership. Our basic Web site package offers everything you need for the first year, including yourname.com, hosting, and a new Web design. The total cost of our basic package starts at \$550. For more details, please see below.

Many of our customers find that they like to speak to a personal representative about their site on the telephone and you are welcome to call our Web designer, Jen Erskine at (207) 635-2332.

To make a Web site for you, here is a list of things we need to know:

1. Your contact info (Your Name, Business Name, Address, Telephone, E-mail)
2. The contact info you'd like to appear on your site if it is different.
3. The domain name you'd like if you don't already have one.

Need a domain name?

Registering your own domain name is a very important step to Web site ownership, and you should make sure to spend enough time considering your options before choosing a name.

Is it easy to spell? Will someone understand it over the phone? How will it look on a business card or brochure? Make sure to choose a name that fits your business. If you are a for-profit business your name should be dot com. If you are a non-profit business, register yourname.org. If you provide Internet services, dot net is the extension for you. Try to avoid hyphens (my-name.com) and double characters (joessalvage.com).

Design Choices

You are welcome to make as many or as few design choices about your new site as you'd like. We know how to make sites look "professional," "artsy," or "modern" and you can count on us to create great solutions for you. If you'd like, you can specify the background color (or image), paragraph text color, headline color, button color, text link color, and visited text link color. You can specify the shape of the buttons on the site, where they should be on the page, and what style they should have.

You can mix and match from these designs as well as change any color or font.

Main Navigation

Our basic Web design package includes up to eight main pages. Provide the names of the eight main pages by choosing the word(s) you would like to appear on the main navigation tabs of your site. One must be "Home," "Homepage," "Back to Homepage" or something to indicate the return to the main page of the site. Most people use main navigation titles like "Products," "About Us," "Services," "Gallery," "Portfolio," etc.

If you wish to include any forms on your site, you must dedicate one page specifically for that form. Your form can have up to 10 fields. A standard form includes: Name, Address, City, State, Zip Code, Telephone, E-mail, & Comments. We would suggest putting your form on a "Contact Us" type page.

You can have a custom form if you would like, but must specify the 10 fields it should have.

Fonts

There are two types of fonts on your Web site. Graphical fonts that are used in page headers, on tabs and inside of other graphics. Paragraph fonts that are used for the text in paragraphs, like the text you're reading now. Graphical fonts may be any font, provided you know the name of it, and have the font file available for upload. Paragraph fonts are limited to a small number of "Internet friendly" fonts. Consistent paragraph fonts can't be guaranteed on the Internet. When someone comes to your site, the page will suggest what font to display your paragraphs in. If that person has the font installed on their computer, then it will display in that font. If they don't, it will display the default font on that person's computer.

Please choose a graphical font and a paragraph font. These are the paragraph font families:

- **Arial/Helvetica/Sans Serif, Arial/Helvetica/Sans Serif Bold, Arial/Helvetica/Sans Serif Italic**
- **Times New Roman/Times/Serif, Times New Roman/Times/Serif Bold, Times New Roman/Times/Serif Italic**
- **Courier New/Courier, Courier New/Courier Bold, Courier New/Courier Italic**
- **Georgia/Serif, Georgia/Serif Bold, Georgia/Serif Italic**

- Verdana/Sans Serif, **Verdana/Sans Serif Bold**, *Verdana/Sans Serif Italic*
- Comic Sans, **Comic Sans Bold**, *Comic Sans Italic*

Text Content

The text for your Web site needs to be provided in electronic format (defined as emailed or on PC Readable 1.44 floppy, zip 100, CD in any of the following formats: .txt, .doc, .wpd, .rtf, .wri.) Please be sure to specify which text goes on which Web page.

Remember, you can have unlimited text so feel free to send all the details about your product or service.

Spelling and grammar corrections are the responsibility of the copy writer

Images

You get 10 pictures or images on your Web site. Please be sure to let us know which picture goes on which Web page. The pictures for your Web site can be provided electronically (defined as emailed or on PC Readable 1.44 floppy, zip 100, CD in any of the following formats: .jpg, .gif, .psd, .png, .ai, .tiff, .tga, .bmp) or as scannable artwork (defined as soft paper or photos no larger than 9 x 12 inches).

You can mail your images to us:

Carrabassett Marketing & Printing
 PO Box 136
 15 North Main Street
 North Anson, ME 04958

Hosting

Carrabassett Marketing & Printing offers local Web site hosting. Monthly rates start from \$11 per month, and yearly rates begin at \$121. If you pay the annual rate, you will get 12 months hosting for the price of 11. For more information about hosting your site with us, please call our Web designer, Jen Erskine at (207) 635-2332.

Site Upgrades

If you've ever seen it on the Internet, we can make it happen on your site. Here are a few of the most common upgrades, but custom quotes are available for any idea.

- No upgrades
- Extra Images \$15/each
- Extra Page \$50/each

- ___ Logo Design \$250 (2 draft process)
- ___ Shopping Cart - 10 items (\$600 minimum setup fee / \$30 month hosting fee)
- ___ Extra domain name \$50 (\$25 for the domain; \$25 to redirect it to your site)
- ___ Constant Contact e-Newsletter template customization \$100
- ___ Auto-reponder setup \$25
- ___ Small flash animation development \$300
- ___ RealAudio / Video (quoted per job)
- ___ Membership routines (username & password, quoted per job)

Please feel free to call us to discuss any idea you might have at (207) 623-4177.

Common Questions

How Long Does it Take?

From the time we receive all of your materials, we usually have the site available for your review in a few days. We guarantee that within 10 business days of getting all your materials your Web site will be launched.

What's the Payment Process?

Due to the incredible nature of this deal (you won't find a lower price for our high standards and quality of work), we require 50% of the total cost in advance. We like to remind our customers that we are a member of the International Webmasters Association and the HTML Writer's Guild.

We accept checks, Visa or Mastercard.

That's everything you need to know to get your new Web site up and rolling. We look forward to doing business with you!

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