



Web Site Development Services

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

This package has everything you need for the first year, including yourname.com, hosting, and basic Web design. Carrabassett Marketing and Printing specializes in taking the fear out of Web site ownership – please be sure to let us know if there is anything we can do to make this process easier for you. The total cost of our basic Web design package starts at \$550, which includes a main design template and up to 8 pages. Please see below for further details.

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. You can also fill out this form and either mail it or drop it off at our North Anson office.

Contact Info (for use by Carrabassett Marketing & Printing)

Business Name: _____

Contact Name: (Last) _____ (First) _____

Address: _____ City: _____ State: _____ Zip: _____ - _____

Telephone(s): (_____) _____ - _____, Fax: (_____) _____ - _____,

Email: _____ @ _____ . _____

Contact Info (as it should appear on the site)

Same as above

Business Name: _____

Contact Name: (Last) _____ (First) _____

Address: _____ City: _____ State: _____ Zip: _____ - _____

Telephone(s): (_____) _____ - _____, Fax: (_____) _____ - _____,

Email: _____ @ _____ . _____

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.

Important issues to consider are as follows:

1. Is it easy to spell?
2. Is it easy to say over the phone?
3. How will it look on a business card or brochure?
4. Does it fit the image of my business?
5. Site Name Extensions are: A. For Profit = .com. B. Non-profit organization = .org. C. Internet services = .net
6. In general try to avoid hyphens (my-name.com) and double characters (joessalvage.com).

1st choice: _____ . COM / ORG / NET

2nd choice: _____ . COM / ORG / NET

Design

Please explain briefly what type of look & feel your site should have.

Navigation & Forms

You may include up to five pages for our basic Web site plan. Choose the word(s) you would like to appear in the main navigation of your site. One must be the homepage.

Main Navigation Tab #1: _____

Main Navigation Tab #2: _____

Main Navigation Tab #3: _____

Main Navigation Tab #4: _____

Main Navigation Tab #5: _____

You may choose to put your form on any of the above pages or make it a separate page.

Put it on Page One

Put it on Page Two

Put it on Page Three

Put it on Page Four

Put it on Page Five

Give form its own navigation named: _____

Your Form can have up to 10 fields. A standard form includes: Name, Address, City, State, Zip, Telephone, E-mail, & Comments.

Standard

Custom Form:

Field 1: _____

Field 2: _____

Field 3: _____

Field 4: _____

Field 5: _____

Field 6: _____

Field 7: _____

Field 8: _____

Field 9: _____

Field 10: _____

Colors

When choosing colors remember that colors will be displayed differently from one monitor to another. While your red will always be red, the exact shade will vary slightly depending on the quality, age and resolution of the viewers' monitor.

No preference

Give me the following basic color choices and let the designer at Carrabassett Marketing & Printing customize the look for me.

Background Color: _____

Paragraph Text Color: _____

Headline/Button Text Color: _____

Text Link Color: _____

Visited Text Link Color: _____

I would like the following custom colors (enter hexadecimal numbers) and understand that a \$35 proof will be required.

Background Color: _____

Paragraph Text Color: _____

Headline/Button Text Color: _____

Text Link Color: _____

Visited Text Link Color: _____

Fonts

There are two types of fonts on your Web site. Graphical fonts that are used in page headers, in the main navigation and inside of other graphics. Paragraph fonts 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.

No preference

Customize

Graphical font face: _____

We have many fonts in our library, but if for some reason we do not have and cannot get it, you may be required to provide the font on disk or via Email in Adobe True Type or Windows Type 1 Format.

Paragraph Fonts

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*

Content

Text will be provided in electronic format (emailed or on PC formatted 1.44 floppy/Zip100/CD, in a format of: .txt, .doc, .wpd, .rtf, .wri) written format (\$15 per 8.5" x 11" handwritten page). Spelling and grammar corrections are the responsibility of the copywriter.

Images will be provided in electronic format (emailed or on PC formatted 1.44 floppy/Zip100/CD, in a format of: .jpg, .gif, .psd, .png, .ai, .tiff, .tga, .bmp) scannable artwork (defined as soft paper or photos no larger than 9 x 12 inches).

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.

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/ea. how many? _____
- Extra Page \$50 how many? _____
- Custom Form (quoted per job) _____
- Extra domain name \$50 (\$25 for the domain; \$25 to redirect it to your site) how many? _____
 - Name 1: _____
 - Name 2: _____
 - Name 3: _____
- Logo Design \$250 (2 draft process)
- Shopping Cart 10 items (\$600 minimum setup fee / \$30 per month hosting fee)
- RealAudio/Video (quoted per job) _____
- Constant Contact e-Newsletter template customization \$100
- Membership routines (username & password, quoted per job) _____
- Auto-responder setup \$25
- Small flash animation development \$300
- Other (quoted per job) _____

Schedule

I will provide all of the text, images and necessary information to design my Web site by: ____/____/ 2009

Please launch my site on ____/____/ 2009 (if I provide ALL information by the above date). If I do not provide the information by this date, my launch date will not be guaranteed.

Payment

- Cash
- Check
- Visa / MasterCard _____ exp ____/____

___ Basic Web Design Package (enter \$550.00 if no add-ons): \$ _____.____
___ Total Hosting – 1 year (enter \$150.00 if no add-ons): \$ _____.____
___ Total Domain Registration (enter \$30.00 if no add-ons): \$ _____.____
___ Grand Total (enter \$730.00 if no add-ons): \$ _____.____

X _____

I agree to pay the above total in full to Carrabassett Marketing & Printing before work will begin on my site.

Mail To:

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