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**WE OFFER WORLDWIDE INFORMATION TECHNOLOGY AND CONSULTING THAT WILL  
MAXIMIZE THE POTENTIAL OF YOUR BUSINESS BY UTILIZING COST-EFFECTIVE  
HARDWARE, SOFTWARE, AND INTERNET SOLUTIONS.**

Thank you for the opportunity to provide you with a complete Internet solution. Our comprehensive services will address all aspects involved with establishing an on-line presence. An Internet Web Site is the most cost-effective way of getting information on your company before prospective clients. It is also one of the most efficient means of communicating with both your existing customers and potential clients by using forms, autoresponders, and e-mail.

The following proposal is for Internet Web Site Design, Creation, Hosting and Promotion services to be performed by **PJC Services**. A breakdown of what services are included in each phase of the site's development as well as a summary of optional services which are available follows. Maintenance services are also addressed below.

#### **DESIGN - Included services**

For the initial design of the site, there is a one-time charge of \$75. This charge covers time spent brainstorming, reviewing, and detailing what information is to be included on the site, and how it is to be laid out, regardless of time spent. If all details can be hammered out within an hour or two, or if it takes three meetings to finalize the details, this charge remains fixed.

#### **CREATION - Included services**

The creation of the site's pages is billed at \$75/hr. Average time per page is 1-2 hrs. Pages can contain text, images, spreadsheets, forms, information, interactivity, password protection, etc. This rate includes the following:

- 1) scanning in of company logo plus scanning/editing up to 10 photos/clipart per page
- 2) input of up to 100 lines of text per page including text coloring, blinking text, bulleting, backgrounds, tables, and other text layout/formatting techniques (bold, italics, strikeout, etc.)
- 3) e-mail links to company contacts e-mail accounts
- 4) guest book signup page for obtaining visitor's e-mail addresses for future mailings if desired - highly recommended. Custom forms can also be created for a variety of data capture.
- 5) Navigation buttons/pictures/text to make the site easy to navigate. Emphasis is placed on maintaining image quality and reducing download time.
- 6) Obtain a web hosting service to host your site (hosting fees apply - see below) Using our hosting company, **Hosting.com**, you will be able to edit your site from any allowing you to make real-time changes to your website (including e-commerce items!) without having to do any programming or know any HTML code. E-commerce site options are also completely secure. Hosting options start from at little as \$19.95/month.

#### **PROMOTION - Included services**

1. optimize keywords, alternative image text, and page titles for the various search engines
2. register your site with the top 100 search engines (Yahoo, Alta Vista, Excite, WebCrawler, AOL Find, etc.)
3. submission to 500 free classified ad sites (includes ad creation)

#### **Optional services - \$195**

- 1) register your domain name with approximately 1500 search engines
- 2) enter your site's information with 1000 of the most popular classified ad sites
- 3) sign up your e-mail account with several popular e-zines dedicated to marketing on-line

#### **Other options:**

1. Create e-commerce page(s) with shopping cart system / credit card acceptance - this service is billed based upon the number of items in the cart. Our breakdown of items is as follows: (this does **not** include SSL fees - see below)
  - 1-25 items - \$250
  - each additional 50 item jump add \$150

## **MAINTENANCE**

### *and Recurring Fees*

Maintenance on the site can be set up with several options:

- 1) Monthly maintenance fees: start at \$40/month for 1 hour, then \$75 / month for up to 2 hours of maintenance on the site including modifications to text, photos, logo, etc. or \$150/month includes up to 5 hours.
- 2) Quarterly maintenance fee: \$300 / quarter includes up to 12 hours maintenance on the site. Options 2-4 also include quarterly re-submissions of your web site for constant promotion efforts. Additional promotion services are also offered - see below.
- 3) Semi-annual fee: \$600 / 6 months, all the above maintenance is performed and includes up to 25 hours of maintenance/semi-annual period.
- 4) Annual maintenance fee: \$1200 / year all the above maintenance is performed and includes up to 50 hours of maintenance/year.

*Additional hourly rates apply at the discounted rate of \$35/hr for maintenance.*

## **OPTIONAL SERVICES**

*The following optional services can be performed at additional fees:*

### Web Hosting Options:

1. Register your company's own high-level Domain Name (www.yourname.com) - \$15 charge yearly using WSMDomains - a web site name registration company. You may purchase your name for 1 or 2 years at \$15/yr for the ownership of your domain name on the Internet. Register your name at [www.wsmdomains.com](http://www.wsmdomains.com).
2. Hosting of high-level domain name: Hosting.com's \$39/month hosting option is the one we recommend. It includes 100MB space, up to 10GB/month of transfer, 25 POP email accounts, unlimited sub-domains, unlimited 24/7 tech support/month via phone, e-mail or chat, detailed reporting, cgi-bin directory (for forms and scripts processing), the ability to password protect directories, autoresponders, unlimited e-mail alias', create mailing lists and more PLUS free listing in over 25 of the most popular web directories by Hosting.com in addition to our own submissions). Additional monthly fee for hosting applies if SSL (Secure Socket Layer – secure page) is utilized. For a shopping cart site with up to 25 items, the additional cost per month is \$0 - you receive shared secure space for up to 25 items with the \$39/month option. Hosting for sites ranges from \$19.95/month to \$199/month. Call for more details or visit <http://www.adgrafx.com/info/pcanavan/> for more information. Payments will be made monthly to "Hosting.com.", our web hosting affiliate by credit card. We have secured an agreement so that you will be serviced by a reputable, reliable Internet hosting company. You can be confident that your site loads as quickly as possible using Hosting.com. They provide many more features than can be easily be listed in this space, but include daily logs delivered by e-mail that provide you with very comprehensive reporting analysis on the traffic to your web site. For a sample, (and a demonstration of an autoresponder) simply send a blank e-mail to [samplestats@pjcservices.com](mailto:samplestats@pjcservices.com) and a sample statistical report will be e-mailed immediately back to you.

### Optional Business / Internet Marketing and Electronic Commerce services:

- 1) Review of clipart (approximately 10,000) to be used billable at hourly rate of \$35/hr.
- 2) Logo design and creation services billable at \$250 per logo.
- 3) Banner advertising campaign - design, creation and placement of your banner ad with the free Banner LinkExchange network of web sites: \$95
- 4) Add your company as a sponsor of *The Netpreneur*, PJC Services quarterly on-line newsletter: \$175/issue
- 5) Direct email campaign has (2) options - if sent as a solo ad, cost is \$125/1000 names - this is a double opt-in list meaning that everyone on the list WANTS to get the information we will be sending them - you can expect a high response with a good ad. If sent with other ads, the cost drops, but the results are not as effective.
- 6) Marketing consulting – review of literature and advertising for enhanced results – guaranteed. This is billed on a percentage basis that is based on improvement over existing advertising & marketing. This produces zero risk for the client who only pays for demonstrated improvement.
- 7) Site Management Training -- \$449.00 Instruction on how to update and maintain your website, if you choose to do this yourself. We have maintenance packages available if you choose to have us perform this for you. Price does not include travel expenses to be paid by the client (lodging, rental car, meals, etc.)
- 8) Chatroom -- \$75.00 - we can create a chat-room using one of the free service that are available are chat rooms. A chat room allows your visitors to conduct real-time conversations with other visitors from around the world. A chatroom can be open to anyone or restricted to only your customers.
- 9) Bulletin board -- \$75.00 - allows your visitors to post their thoughts and comments publicly for the world to see.

## Web Site Packages

<p><b>Option 1: Basic Internet Presence: \$599</b></p> <ul style="list-style-type: none"> <li>• Up to 5 pages of content supplied by the customer (max 60 lines/page or 300 lines total)</li> <li>• Up to 10 graphics supplied by the customer</li> <li>• 2 external links</li> <li>• 1 email feedback form</li> <li>• All graphical elements (background, icons, horizontal rules, bullets, navigation buttons, cascading menus, scrolling marquees, etc.)</li> <li>• Optimize for promotion thru use of meta tags, etc.</li> <li>• Submit to top 50 search engines</li> </ul>	<p><b>Option 2: Intermediate Web Presence - \$999</b></p> <ul style="list-style-type: none"> <li>• Informational Only</li> <li>• 12 pages of content supplied by the customer</li> <li>• Lead Generator (request to generate leads via form, email, or telephone) and training on web marketing</li> <li>• Fully secure e-commerce with up to 25 items (<i>merchant account not included</i>)</li> <li>• We use true development software only in the creation of our sites/pages.</li> <li>• Optimize for promotion thru use of meta tags, etc.</li> <li>• Submit to top 100 search engines</li> <li>• Create and submit to 500 classified ad sites</li> </ul>
<p><b>Option 2: Advanced Web Presence - \$1999</b></p> <ul style="list-style-type: none"> <li>• Up to 50 pages of content</li> <li>• Lead Generator (request to generate leads via form, email, or telephone) and training on web marketing</li> <li>• Fully secure e-commerce with up to 100 items (<i>merchant account not included</i>)</li> <li>• Completely browser maintained</li> <li>• Daily statistical reporting</li> <li>• Sales notification e-mails</li> <li>• Submit to top 100 search engines</li> <li>• Create and submit to 500 classified ad sites</li> <li>• Optimized quarterly re-submissions to search engines for 1 year</li> </ul>	<p><b>Option 4: Ultimate Web Presence - \$2599</b></p> <ul style="list-style-type: none"> <li>• Up to 100 pages of content</li> <li>• Lead Generator (request to generate leads via form, email, or telephone) and training on web marketing</li> <li>• Fully secure e-commerce with unlimited items (<i>merchant account not included</i>)</li> <li>• Completely browser maintained</li> <li>• Daily statistical reporting</li> <li>• Sales notification e-mails</li> <li>• Banner ad creation &amp; placement with 2 exchanges</li> <li>• Submit to top 100 search engines</li> <li>• Create and submit to 500 classified ad sites</li> <li>• Optimized quarterly re-submissions to search engines for 1 year</li> </ul>

A sampling of web sites we have developed and promoted:

- [www.miabellasoycandles.com/pjc](http://www.miabellasoycandles.com/pjc)
- [www.stonestackers.com](http://www.stonestackers.com)
- [www.division-10.com](http://www.division-10.com)
- [www.pjcservices.com](http://www.pjcservices.com)
- [www.luxurylimo.com](http://www.luxurylimo.com)
- [www.americanpump.com](http://www.americanpump.com)
- [www.fordjonly.com](http://www.fordjonly.com)
- [www.anthraciteknife.com](http://www.anthraciteknife.com)
- [www.evansanddaniels.com](http://www.evansanddaniels.com)
- [www.nbccollect.com](http://www.nbccollect.com)
- [www.pjcservices.com/hti](http://www.pjcservices.com/hti)
- [www.pjcservices.com/ern](http://www.pjcservices.com/ern)
- [www.pjcservices.com/kingstonrotary](http://www.pjcservices.com/kingstonrotary)

Re-registering your site with the search engines on a quarterly basis as well as updating your meta-tags can effectively position your site near the top positions of most engine queries on your keywords. This will allow you to continuously attract visitors to your site. Utilizing some newer strategies such as bidding on keywords also works extremely well.

We look forward to a long and profitable relationship as we move forward in the Internet Age.

Best regards,



Peter J. Canavan

*revised January 2003*