



2009-2010 Package Details

THE UDDER

THE UDDER :::: Low-cost digital solution of a splash page, email set-up, and business card **\$400**

COMPONENTS: EMAIL SET-UP, WEB PAGE, AND BUSINESS CARD TIME-LINE: 2 TO 4 WEEKS

- >> *Set up your email your address is name@www.myaddress.com and you can easily open it.*
 - FGW suggests hosting and domain companies; after you purchase, send it to us and we'll take care of the rest.
- >> *Create a full-color business card to give to clients*
 - Conduct initial meeting of 1 hour to gather your business information and ideas
 - Create three different design options for you to choose from; after choosing one, it can be tweaked before sending it to the printer.
- >> Based on business card design, web page with the business card information is designed. Upon approval, launched so customers can find you on the Internet.
- >> All components are firm. If a logo or other item is necessary, please refer to the "Fruit Stand" prices.



2009-2010 Package Details

RAISING THE BARN

RAISING THE BARN :::: Print solution that covers a small business

\$1100

COMPONENTS: LOGO, POSTCARD, BUSINESS CARD

TIME-LINE: 2 TO 6 WEEKS

>> Includes 1 initial in-person meeting of 1 hr; subsequent communication up to 2 hours by phone or email

>> *Create logo*

- Based on initial meeting, create three to four different logos to choose from; after one is selected, changes and tweaks can be added to perfect it.
- Provide your logo in formats for print and web use.

>> *Create Business Card and Postcard*

- Using logo, create three designs of business cards and postcards to choose from; after one is selected, changes and tweaks can be added to perfect.
- All text written by client (for postcard).
- Liaison with printer.
- All printing costs responsibility of client

>> Style sheet with all the Pantone colors and typeface sizes



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THE MILKING PARLOR

THE MILKING PARLOR :::: Web site to tell folks about your business and allow them to contact you

There are two options: choose the best one for you!

THE JERSEY a.k.a. Static CSS Site

\$1800

COMPONENTS: WEB SITE

TIME-LINE: 8 TO 12 WEEKS

- Up to 10 page web site that is created by us and not editable without special knowledge.

THE HOLSTEIN a.k.a. Customized WordPress site

\$2200

COMPONENTS: WEB SITE

TIME-LINE: 8 TO 12 WEEKS

- Completely editable – change text, images, and add or subtract pages. Personalized training provided.

Except for differences in client-editing ability, all packages include:

>> Search Engine Optimization (SEO)

- “Organic” SEO which will get your site listed in major search engines (Google, Yahoo, MSN, etc).
- We provide a form for you to fill out which lists all the key phrases (2-3 words) and titles for each page
- Semantic coding and Best Practices
- XHTML code

>> Initial meetings for business needs and your ideas

- Based on initial input, two designs are created; after choosing one, there is another round of designs and more pages included.
- After second round, final design is chosen; tweaks can be made at this point.

>> Customized error (404) pages to add personalization and branding to your site

>> Small icon that appears beside your URL in the address bar

>> Style sheets with technical and design specifications



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THE WHOLE HEN HOUSE AND A DESIGNER'S DOZEN

THE WHOLE HEN HOUSE AND A DESIGNER'S DOZEN **\$2600**

"Raising the Barn" and "The Holstein" packages plus an e-newsletter ~ full-service branding for a new business + 12 free-range eggs from my backyard chickens!

COMPONENTS: WEB SITE, LOGO, BUSINESS CARD, POSTCARD, TIME-LINE: 12 TO 16 WEEKS
E-NEWSLETTER, 12 FREE-RANGE EGGS

RAISING THE BARN :::: Logo, Business Card, and Postcard

>> See detailed description

THE HOLSTEIN :::: Customized WordPress site

>> See detailed description

E-NEWSLETTER :::: Template to match your site and print

>> E-newsletter template that you can send to your customers; fully editable.



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FRUIT STAND

PRINT SOLUTIONS (*starting at*):

Logo: \$800

Brochure: \$700

Biz Card: \$400

Postcard: \$300

Newsletter \$500

Print ads: \$250

Illustration: \$400

E-newsletter: \$300

E-commerce (shopping cart): depends on your needs; ask for quick estimate.

THE SILO - \$100

CONSULTING about visual components of your business, recommendations, referrals.